

To move from discourse to action, entry points are needed...

Projects are catalytic when,...

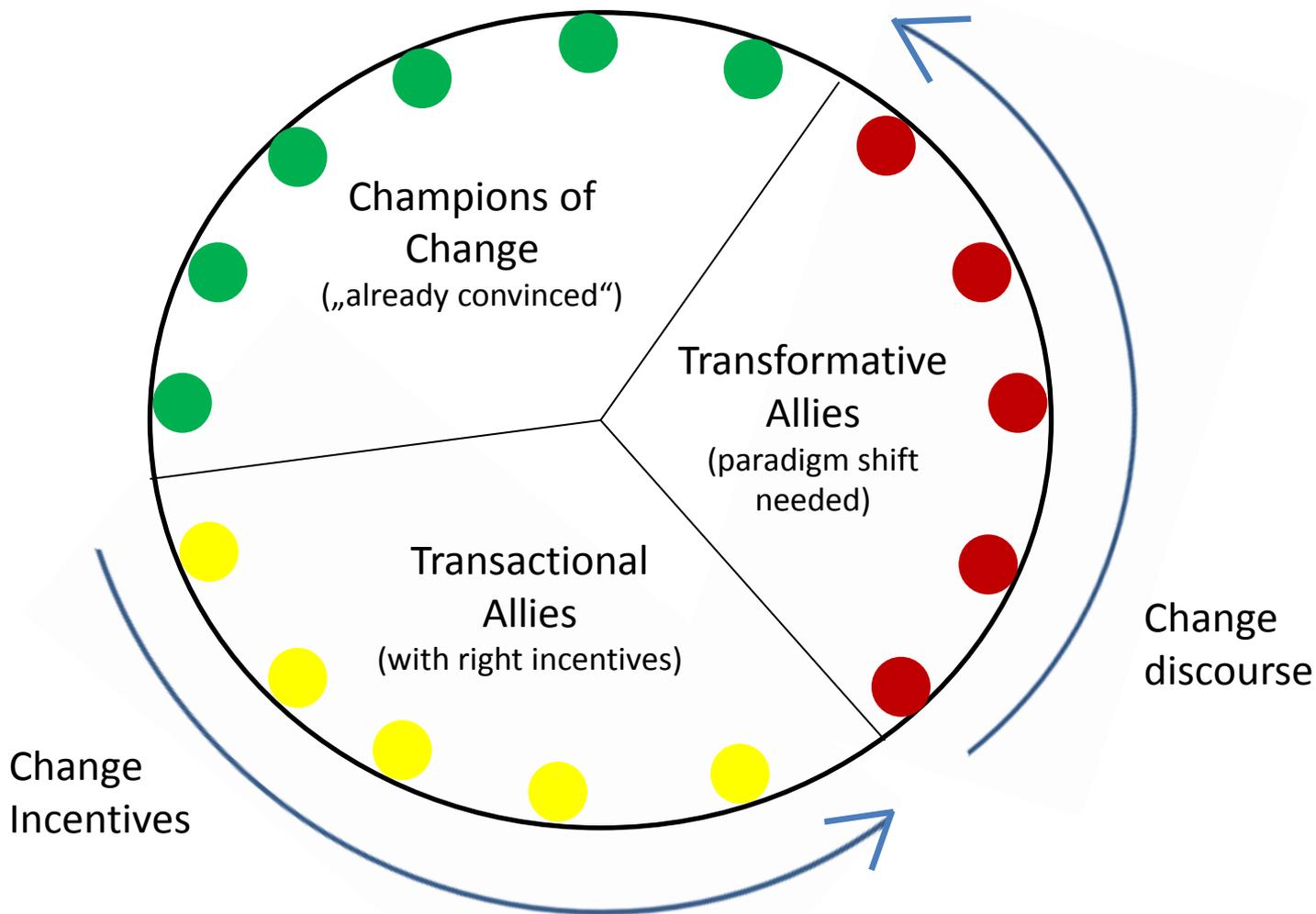
- **Scale up**
Started by a small group of people, the project mushrooms to reach millions
- **Transform. Unleashing structural *game changers***
The projects causes long term effects far beyond the immediate impact.
- **Support Coalition to** get the project off the ground.
This transactional coalition between stakeholders with shared interests can form the social nucleus for a broader transformative alliance.
- **Success Story** to give credibility to the change narrative
A political formula that has provenly worked, and can be multiplied in other places.
- **Discourse alliance** between discourse communities
By allowing many discourse communities to buy in, the narrative forms the discursive platform for a transformative alliance. .

... catalytic projects allow actors to cooperate to bring about change.



ECONOMY OF
TOMORROW

Some spoilers have to be won over for the
transformative alliance...



... but this cannot work on basis of interests,
because spoilers BELIEVE their interests are best served in status quo.



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To drive change...

1. Alternative vision

The Promise of a Better Tomorrow. This practical utopia is not arbitrary, but describes an alternative paradigm where the interests of key constituencies converge.

2. Change Narrative

The change narrative must credibly explain how this vision can become reality. It needs facts and figures, but also explain why the 'Doable' is also the morally 'Right Thing To Do'.

3. Catalytic projects

Translate discourse into action.

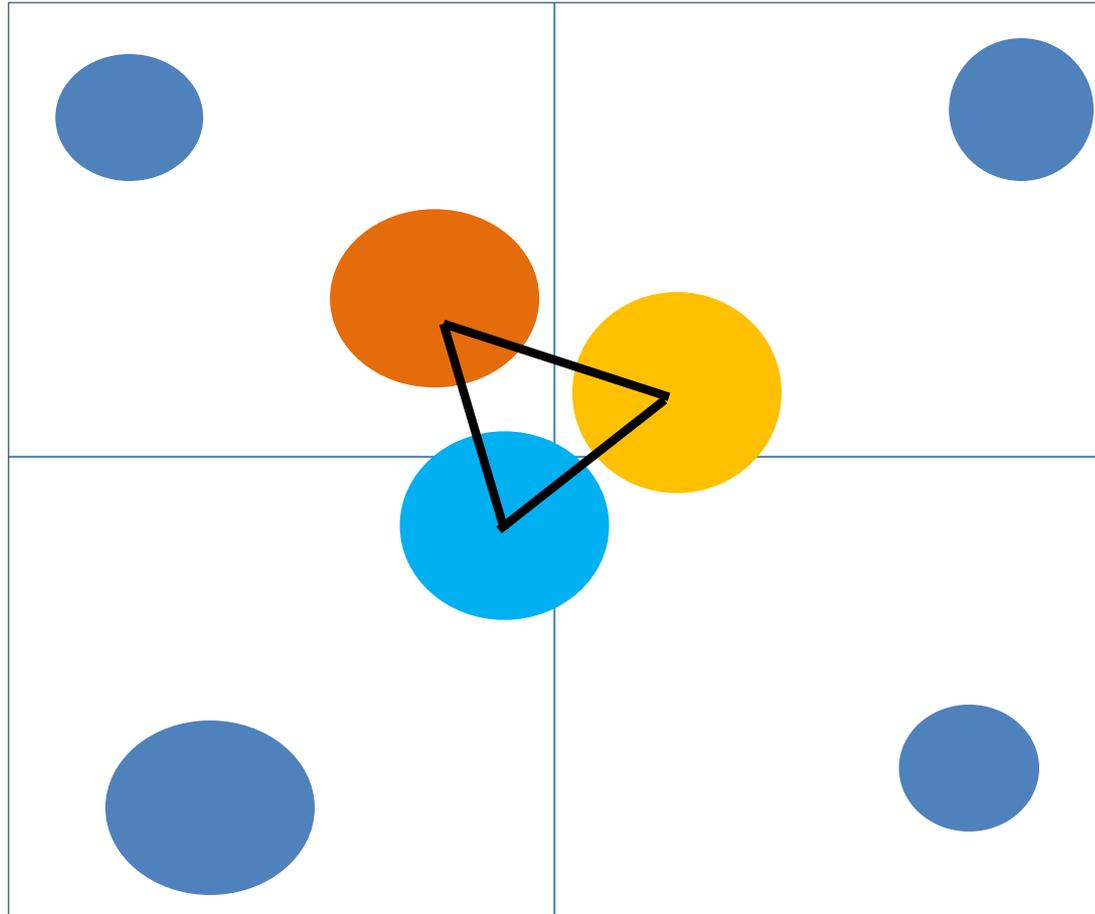
... three ingredients are needed.

Building a discourse alliance at the center of the discourse field...



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Individual emancipation, Justice of Recognition



Distributive State
Social Justice

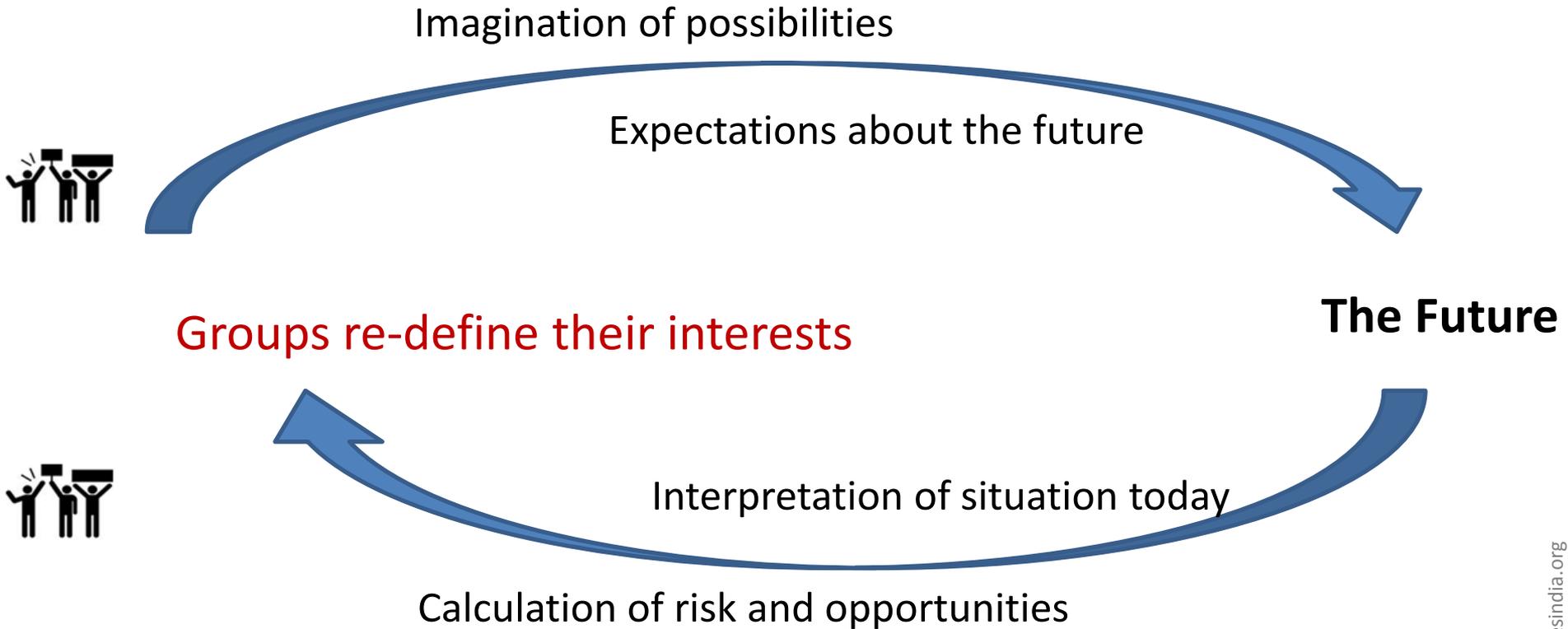
Market Freedom
Justice of Merit

Authoritarian collectivism, Traditional Hierarchies

...enables to dominate the political debate
("what is happening and what needs to be done").

Discourse Intervention 1: Transcending the Paradigm.

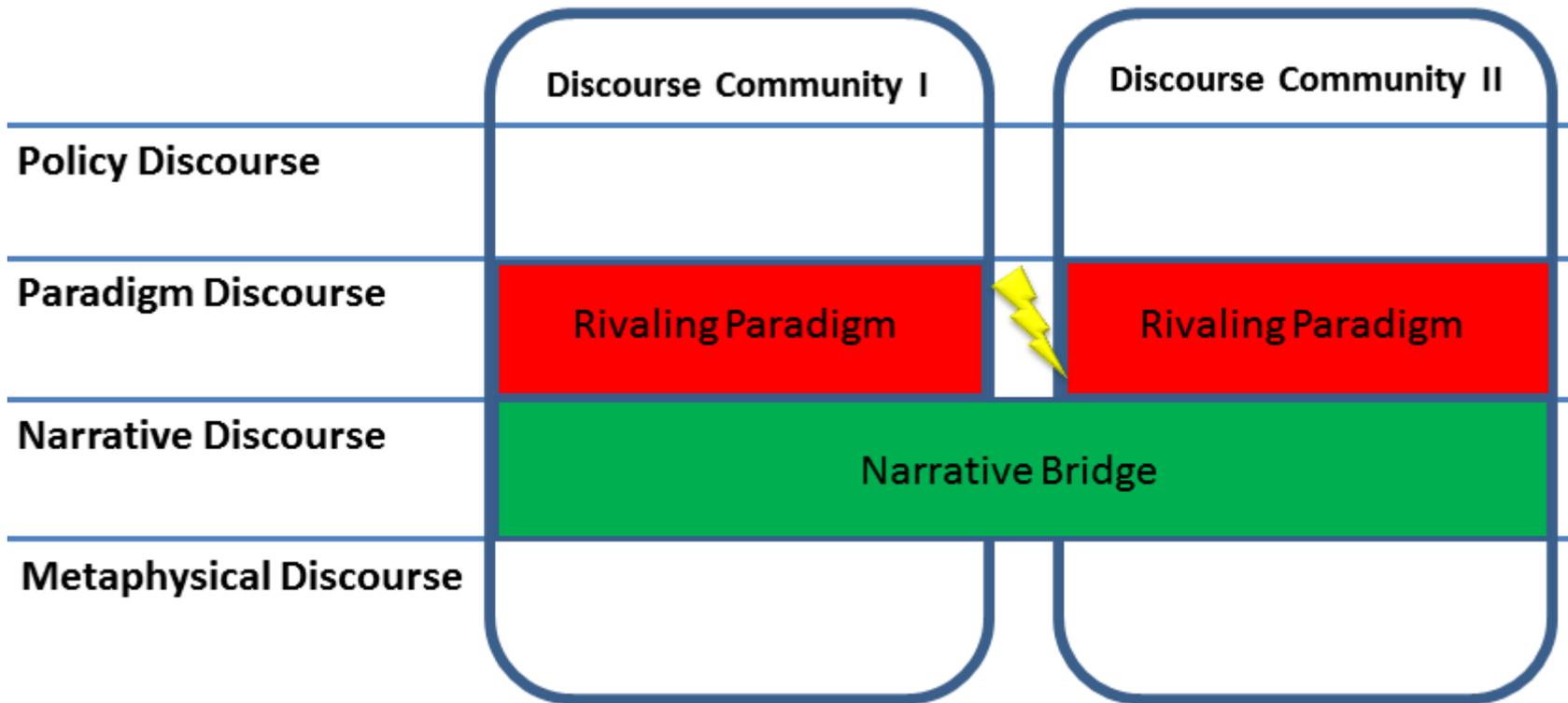
Imagine a future where the interests of key constituencies converge...



... Outcome: when actors share same expectations about the future, the door is open for collaboration in the present

Discourse Intervention 2: Bridging the Paradigm.

Overcome a conflict of interest on a higher level by introducing a synthesis on a deeper level...



... Outcome: Policies which seem to be trade-offs are now seen as two sides of the same coin, opening the way for cooperation.

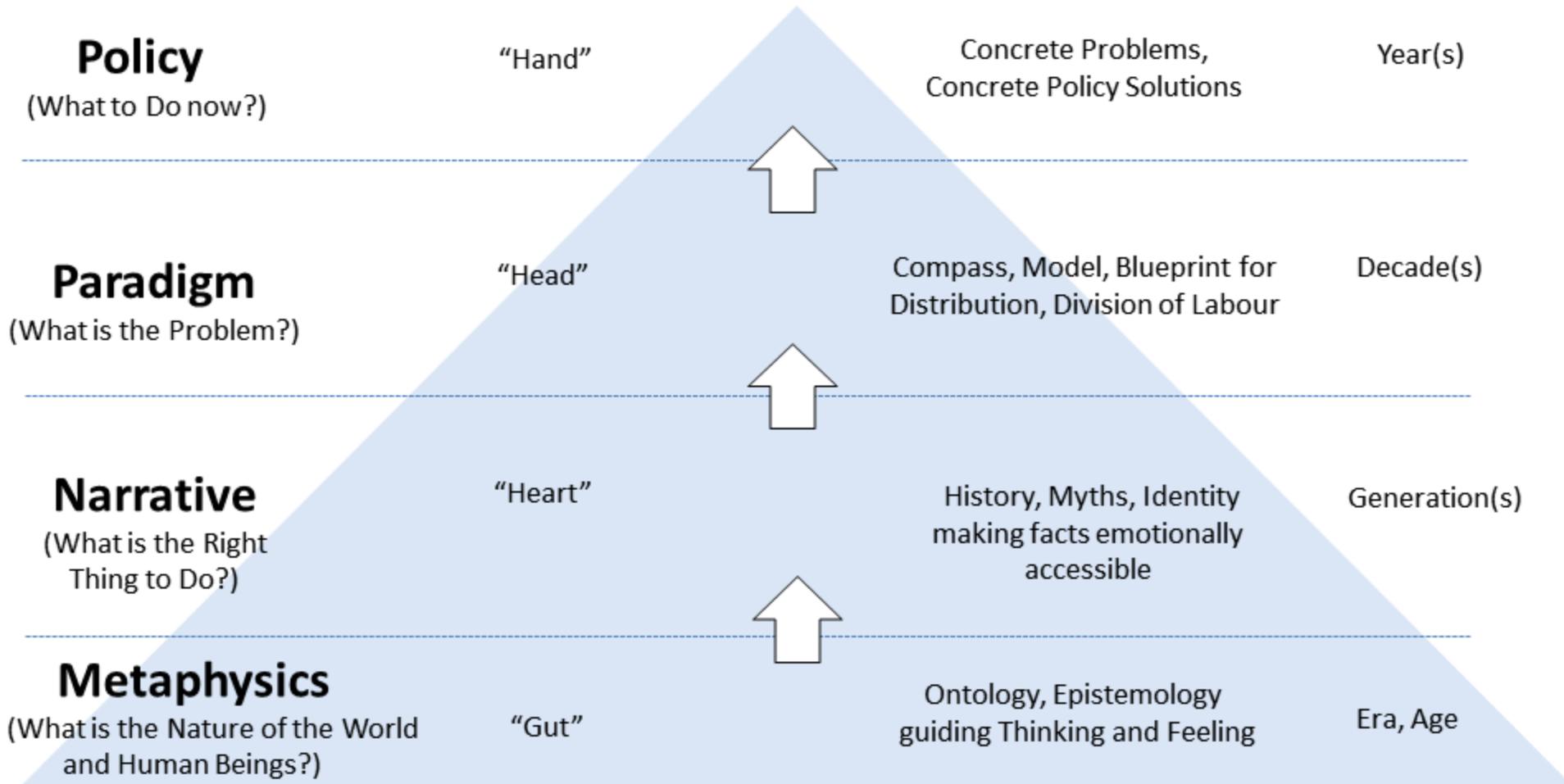


Discourse communities have commonalities

	Anarchic Discourse Community	Marxist Discourse Community	Dem- Socialist Discourse Community	Liberal Discourse Community	Feudal Discourse Community
Policy	Abolish property	Nationalise private property	Regulate the use of property	Privatize state property	Give property to 'Good People'
Paradigm	Abolish state	Occupy state	Occupy state	Cut back state	Patronise state
Narrative	Free communes	Proletarian revolution	Social compromise	The invisible Hand	The Good King
Metaphysical	Modern (Enlightenment, Rationality)				Pre-modern (Mystic)



How is a discourse community layereded?





How is a discourse community layered?

Conservative Discourse	
Policy What is the concrete problem? What is the concrete solution?	<i>Economy:</i> Tax cuts for the rich, welfare cuts for the poor. <i>Social Policy:</i> Cut back distortive incentive system (welfare) <i>Foreign Policy:</i> Discipline (Conditionality) and Punish (Austerity and War) <i>Education:</i> Discipline to teach right from wrong. Spend lavishly on winner schools, cut back on loser schools.
Paradigm Where to suspect the problem? What is the standard solution?	DISCIPLINE and PROTECT: Primacy of national and domestic security. Install moral incentive system which rewards the winners (=the moral, hard working) and punishes the losers (=immoral, lazy).
Narrative Shared experiences? Common norms and values? Emotional Frames?	STRICT FATHER FAMILY. Role of strict father is to protect and support his family in a dangerous world. As a moral authority, he must teach his children right from wrong. It is his moral obligation to maintain moral incentive system, or the society will decay and fall prey to the bad people.
Metaphysics What kind of world do we live in? What is the nature of humans?	DOG EAT DOG WORLD: The nature of Man is bad. The world is a dangerous place. Us versus Them, Zero sum logic.



How is a discourse community layered?

Progressive Discourse	
Policy What is the concrete problem? What is the concrete solution?	<i>Economy:</i> Improve the conditions of workers. Regulate capital. <i>Social Policy:</i> Empower minorities, provide social security for all. <i>Foreign Policy:</i> Multilateralism, International Law, Development Cooperation <i>Education:</i> Create citizens. Build full capabilities. Nurture critical mind
Paradigm Where to suspect the problem? What is the standard solution?	FULL CAPABILITIES: Empower by building capacity. Create opportunities for all. Solidarity between all. Help the fallen to get back up.
Narrative Shared experiences? Common norms and values? Emotional Frames?	NURTURING PARENT FAMILY. Parents job is to nurture children to be empathetic, responsible for themselves and others, and do their best for themselves and the community.
Metaphysics What kind of world do we live in? What is the nature of humans?	A BETTER WORLD IS POSSIBLE, and it is our responsibility to work on that. The nature of Man is good. The sum is more than the parts. Utopist.



Framing Strategy, in a nutshell

1. Make your narrative more effective by better framing
2. Position narrative in the center of the discourse landscape
3. Build discourse alliances with neighboring discourse communities
4. Dominate the political field
5. Reshape the conversation: what is the problem, what needs to be done
6. Become the standard bearer of the „reasonable solution“
7. Root all of your policy initiatives in your powerful narrative

Discourse Hegemony changes minds - and behaviour



Identify existing discourses on energy policy in India

	Discourse Community 1	Discourse Community 2	Discourse Community 3
Policy What is the concrete problem? What is the concrete solution?	<i>e.g. build clean coal plants</i>		
Energy Paradigm Where to suspect the problem? What is the standard solution?	<i>e.g. Cheap, accessible energy for industrialization</i>		
Development Narrative What are the shared experiences? What is the bigger picture? What is the likely future scenario?	<i>e.g. Growth first, environment later: Industrialization at all cost in order to fuel GDP growth</i>		
Worldview What kind of world do we live in? What is the nature of humans?	<i>e.g. Zero sum world. Economic Growth and Environment are trade offs</i>		