



EXPLORING HOW PHILANTHROPY CAN ENGAGE ON OVERCONSUMPTION

Welcome!

AGENDA FOR TODAY

- Check-in - how are you showing up today?
- Presentation of survey results and discussion/ Q&A
- Discussing potential action
- Next steps
- Check out

We encourage active engagement in this workshop - how can we move forwards together as a field?

PURPOSE

Report findings from Funder Survey on Overconsumption

Discuss how to shift the dial on overconsumption

Continue building the network of interested funders

- Why did Oak commission the Funder Survey on Overconsumption? Noting work around planetary boundaries, we can see the importance of overconsumption and the demand side of emissions, but we see very little engagement from philanthropy on this so we wanted to dig deeper into what might be going on as we had no gauge on what other peers funders think about the issue of overconsumption.
- The survey is really meant to help the funder community to start a conversation about overconsumption, and to help Oak take the first steps in this exploratory journey.

FUNDER SURVEY ON OVERCONSUMPTION

12.06.24



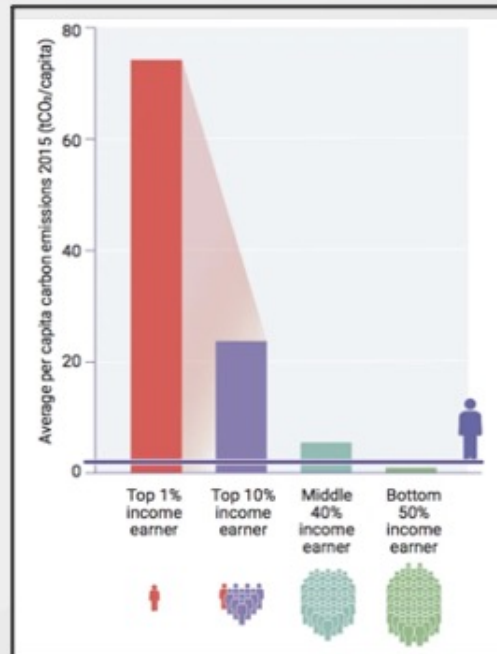
Kate Power
Hot or Cool Institute



Jon Cracknell
The Hour Is Late

- This survey is the first project of the Innovation Fund for Sustainable Living (IF4SL), led by Hot or Cool Institute and supported by Oak Foundation.
- The IF4SL is a funder collaborative that undertakes projects in partnership with funders, civil society organisations and researchers with the aim of encouraging philanthropic action to tackle overconsumption.
<https://hotorcool.org/hc-projects/if4sl-the-innovation-fund-for-sustainable-living/>

WE NEED A SHIFT AWAY FROM INEQUALITY



5 - Climate Philanthropy and Overconsumption

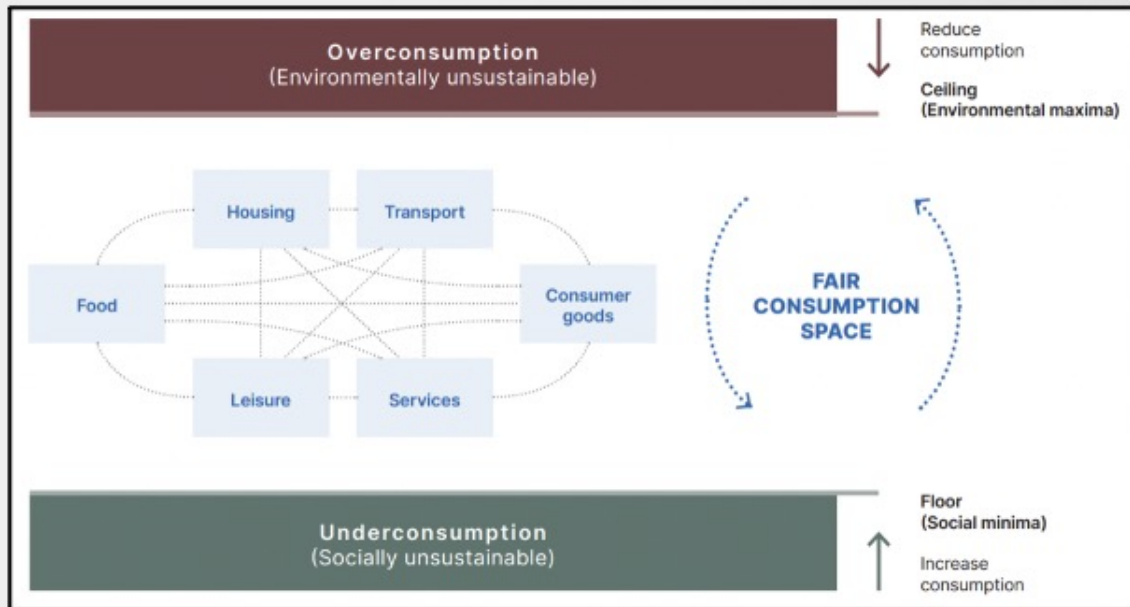
Hot or Cool

- How do we define “overconsumption”? The graph provides one useful definition of overconsumption:
- Everything above the purple line is overconsumption from a sustainability point of view, although this does not tell us anything about wellbeing, security, quality of life.
- The purple figure is located at 2.1 tCO₂e, which is the target per-person carbon emissions to meet 2030 target for 1.5 degrees of warming. So the purple line represents sustainable fair share of consumption emissions.
- There is a strong correlation between income and emissions, with a highly unequal global distribution of of consumption emissions.

Reference: UN Emissions Gap Report 2020 Chapter 6 Bridging the Gap - the role of equitable low-carbon lifestyles.

<https://wedocs.unep.org/xmlui/bitstream/handle/20.500.11822/34432/EGR20ch6.pdf?sequence=3>

TOWARDS A FAIR CONSUMPTION SPACE



6 - Climate Philanthropy and Overconsumption



- People who are over-consuming need to reduce their consumption, while others need to increase their consumption, to converge on a fair consumption space.
- We need measures that encourage reductions from households with high consumption emissions while ensuring social sustainability, within fair environmental limits - so that everybody consumes enough and nobody consumes too much.
- This is clearly not a societal transformation we can achieve through isolated individual actions - but that doesn't mean that individuals are powerless to play a role in this transformation. <https://hotorcool.org/1-5-degree-lifestyles-report/>

Reference:

Akenji, L., Bengtsson, M., Toivio, V., Lettenmeier, M., Fawcett, T., Parag, T., Saheb, Y., Coote, A., Spangenberg, J.H., Capstick, S. and Gore, T., 2021. *1.5-degree lifestyles: Towards a fair consumption space for all*. Hot or Cool.

OVERCONSUMPTION: A KEY ISSUE

Human 'behavioural crisis' at root of climate breakdown, say scientists

New paper claims unless demand for resources is reduced, many other innovations are just a sticking plaster



Global rich must pay more to tackle climate crisis, says architect of Paris deal

Laurence Tubiana, one of experts behind 2015 agreement, calls for taxes or charges on consumption



- Scientific evidence of the need to tackle over-consumption is becoming more and more widespread.
- Guardian article: www.theguardian.com/environment/2024/jan/13/human-behavioural-crisis-at-root-of-climate-breakdown-say-scientists
- Laurence Tubiana, head of the European Climate Foundation and architect of the Paris agreement called for tackling consumption - <https://www.theguardian.com/global-development/article/2024/jun/04/global-rich-pay-more-climate-crisis-architect-paris-deal>
- UN SG Antonio Guterres recently called for an end to fossil fuel advertising

Reference: <https://journals.sagepub.com/doi/10.1177/00368504231201372>

LEADERS ARE QUESTIONING SOCIETY'S CONSUMPTION PATTERNS

Jane Goodall



We need to raise the standard of living of 80% of people, while bringing it down ... for the 20% who are destroying our natural resources.

Pope Francis



Harmful habits of consumption ... appear to be growing all the more.

Christiana Figueres



The days of valuing how quickly we can dig stuff up and turn it into trash have to come to an end...

Antonio Guterres



Overconsumption is killing us.

- Many other well-known figures have spoken out about the need to reduce consumption, and the need for more equity
- We can see that this is not at all an agenda on the margins

Image Notes:

Jane Goodall PHOTO Michael Neugebauer / The Jane Goodall Institute

Pope Francis PHOTO Quirinale.it

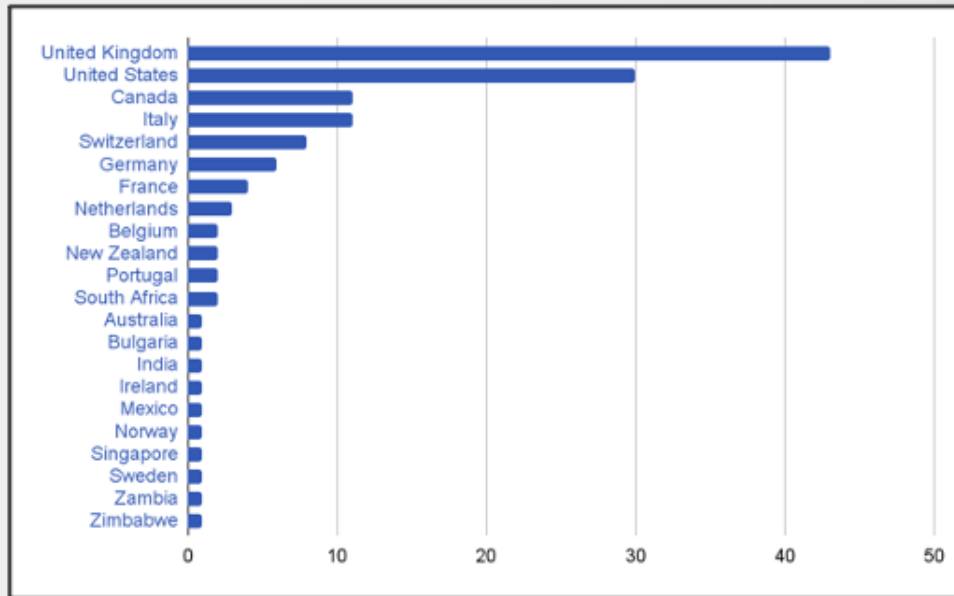
Christiana Figueres PHOTO Xinhua / Alamy Stock Photo

Antonio Guterres PHOTO Quirinale.it

Only **1.2%** of European climate philanthropy tackles overconsumption.

- Despite this there are very small amounts of philanthropic funding being directed towards addressing overconsumption - it is a new frontier for philanthropy.
- Philea research on Europe's leading environmental foundations' grantmaking, and ClimateWorks Foundation Research on European climate philanthropy, show that typically only 1% of funding is directed to overconsumption in Europe (may be less globally).
- Looking at 126 European-based environmental foundations - of 8,518 grants just 7 were explicitly focused on values and over-consumption - **0.06%** of the total funding.
- If grants focused on dietary transitions and meat consumption are added this figure rises to **1%** of the total funding.

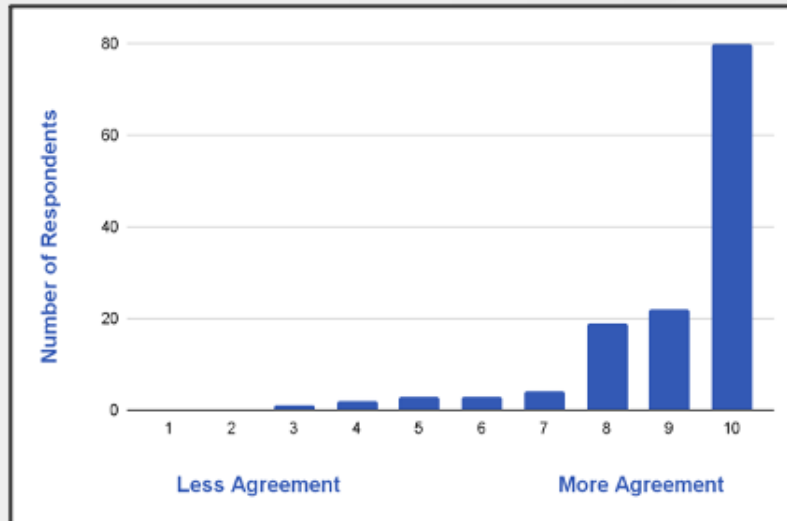
RESPONSES TO THE SURVEY



- The survey had 134 responses, from foundations in 22 different countries.
- UK and United States responses the most numerous, unsurprising given that there are a lot of philanthropic foundations in these two countries.
- Respondents ranged from large climate philanthropies down to community foundations, and included board members, staff (the majority of respondents), high-net worth donors, and philanthropy consultants

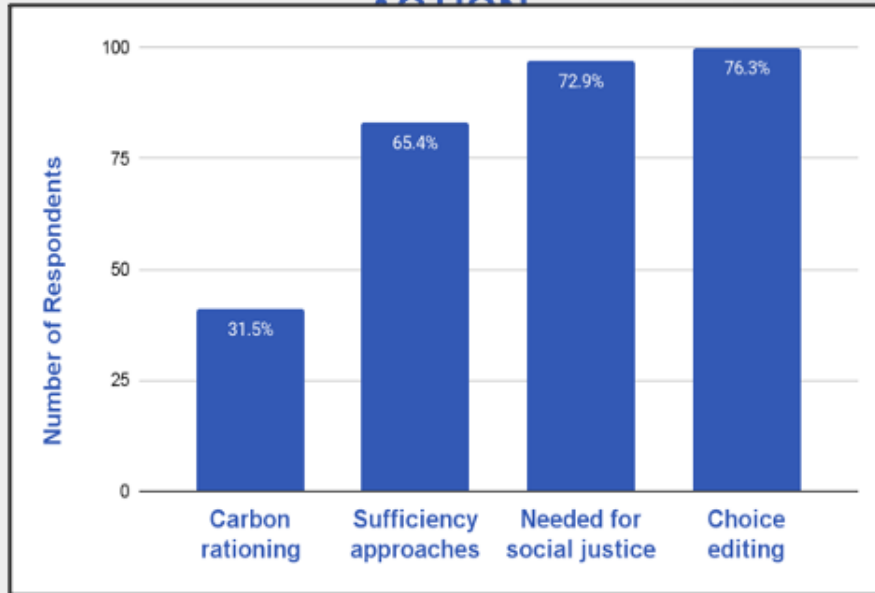
STRONG PERSONAL AGREEMENT ON THE NEED FOR ACTION

"A sustainable future requires a fundamental shift away from the levels of resource consumption that characterise rich world economies and lifestyles."



- These are the “personally agree” responses to the first proposition in the survey: “A sustainable future requires a fundamental shift away from the levels of resource consumption that characterise rich world economies and lifestyles.”
- 90% of respondents selected 8, 9, or 10.

STRONG PERSONAL AGREEMENT ON THE NEED FOR ACTION



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- We also saw strong personal agreement on the need for action with 3 of the 4 propositions (the 4 bars).
- Carbon rationing not as popular, but for the other three options two thirds (or more) of respondents selected 8, 9, or 10, i.e. they personally agree action is needed.
- The figures in the top of the bars show what percentage of the respondents scored this question as 8 or above. The heights of the columns show the number of respondents scoring it at 8 or above.

FOUR KEY FINDINGS

1. **90% of funders agree action is needed** to reduce consumption
2. **Barriers to funding** are practical and emotional
3. There is a significant **gap between what we would like to fund and what we are currently funding**
4. **But some funders are active** in this field and there are many exciting projects

- The survey responses covered many different barriers to funding, of which some are practical and some are emotional.
- The results show that there is a gap between what funders wish they could fund and what they are actually funding.
- But importantly, a number of funders have already got started with funding to tackle overconsumption, so they have experience we can all learn from, and there are many inspiring projects out there already.

CHALLENGES FOR US TO WORK ON TOGETHER

Three Major Themes

1

**It's not in our
remit - yet!**

2

**Deep change is
uncomfortable**

3

**We wish we knew
more**

We received a huge number of comments about the barriers to funding work on overconsumption, and we sorted them into three major categories:

1. It's not in our remit - yet
2. Deep change is uncomfortable
3. We wish we knew more

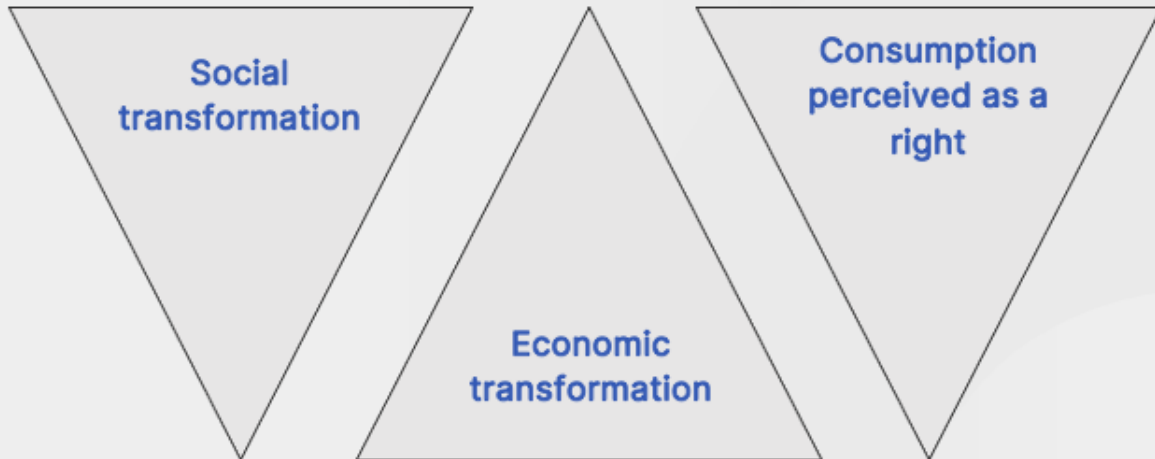
It's not in our remit - yet!

- Concern about this work not aligning with existing priorities, and budget constraints
- We are not yet able to practice what we preach - concern about hypocrisy if we are continuing to consume a lot of resources
- We need new business models and economic models
- Politics is shifting to the right and even far right in some regions

- Reasons for not yet being able to fund work on overconsumption include mission drift, lack of alignment with existing priorities (focus on technology or supply side) and budget constraints. There are misunderstandings equating consumption with individual behaviour change only, or making life harder for lower income households. There is plenty of expertise from civil society and philanthropy on shifting these misconceptions. Regarding political polarisation, many civil society organisations are expanding their strategies to include issues of interest to conservatives e.g. local air pollution, farming.
- Many of us in the climate field are conflicted about our personal level of consumption. There is a shared understanding that we all have moments when we feel like hypocrites, and none of us is living a perfectly sustainable life. We can't afford to let that be a reason not to get started on the deeper systemic change that is needed. Progress and transparency is more important than perfection. E.g. some foundations have started developing lower carbon travel policies. These foundations tend to be generous in sharing their learning and ongoing challenges.
- Given 90% of respondents agreed on the need to reduce overconsumption, we propose creating resources and events to share experience from funders who have been successful in talking to their leadership about demand side approaches to complement the work on technology and supply. Funders in

this meeting are already on this journey and have valuable experience to share about the possibilities and challenges of changing this situation. Post Growth Entrepreneurship Incubator is an example of an organisation already working with this issue: <https://nonprofit.ventures/incubator/>

Deep change is uncomfortable

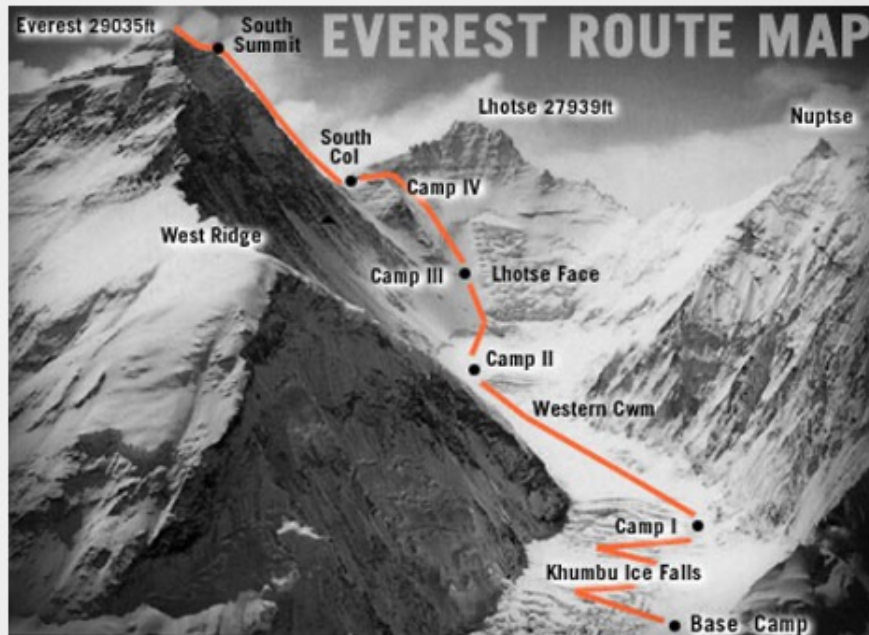


- The survey showed that funders clearly understand the deep social and economic changes that are connected to tackling overconsumption. These changes feel deeply challenging.

“Changing the way society views success would be an incredible win. All the work that is done that is not done for money currently has no value which is just insanity.”

Funder Survey participant

- This participant quote reflects some of those social and economic transformations that are needed.



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- We envisage this challenge as climbing a mountain: we can see the top and can start to map out the journey, but we don't have a clear sense yet of how we will do it or what we will experience.
- A great way to increase our comfort about these deeper changes is to get to know funders and projects which are already working in these areas, so that we have tangible examples of how that change is already slowly starting to take place.
- Then we can start to imagine our role in amplifying that change - and we know it won't all happen overnight, but can still get started.

Image Notes: <http://www.greatoutdoors.com/everest-2009/routes-maps>

We wish we knew more



- We need more evidence and research, and wish we already had a clear roadmap of how to achieve these changes, including the necessary communications strategies, successful experiments, and a wide range of proposals from well established organisations.
- But this is a chicken and egg situation: we will improve our collective knowledge and ability to collaborate when we increase funding and support to a wider range of projects and organisations and increase our convening in this area.

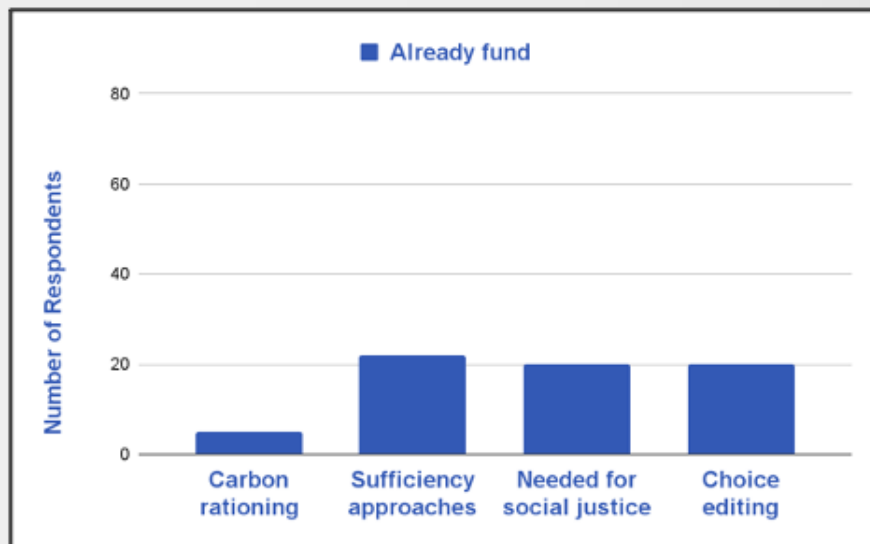
Photos: Klaus Nielsen

*“The topic of sufficiency is really important in many levels. From **how much material things are enough for a comfortable life**, but especially how much wealth is enough.”*

Funder Survey participant

- This is an interesting participant quote because there is some research suggesting what a fair and sustainable share of resource use might look like, so the work on sufficiency is an area that could be developed further.

GOOD NEWS: SOME OF US HAVE EXPERIENCE



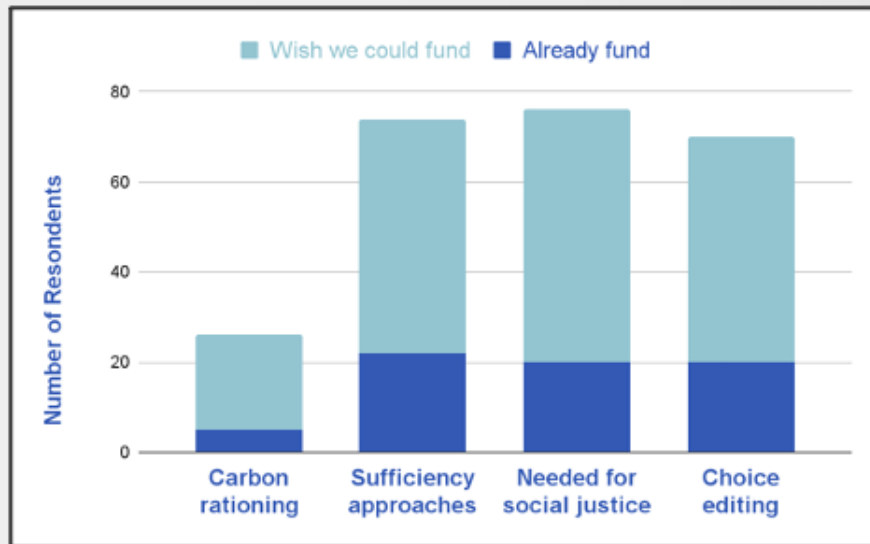
- There are already several funders working on tackling overconsumption, and they are convening funders, researchers and practitioners on even the most difficult issues.
- E.g. ClimateWorks had a convening last week on tackling aviation. Partners for a New Economy is convening on how to transform our economic system.
- Hot or Cool Institute hosts the Funders for Sustainable Living network that brings together funders who are interested in learning more and collaborating on demand reduction and sustainable consumption <https://hotorcool.org/hc-projects/f4sl/>

*“The philanthropic sector and the environmental movement need to **strategize around messaging to address the issue of overconsumption** so it isn't seen as taking something “away” from us all collectively, but somehow a healthier, more balanced, **regenerative approach that includes global economic equity and a just transition.**”*

Funder Survey participant

- Why do we need a network for funders interested in tackling overconsumption and promoting sustainable ways of living? This participant quote emphasises that we need to strategize together as a movement.

THERE IS ENTHUSIASM FOR INCREASING FUNDING



- Large numbers of funders said they wish they could fund more work to tackle overconsumption.

CHALLENGING THE RIGHT TO ADVERTISE HARMFUL GOODS

Edinburgh council bans SUV and cruise ship ads in climate crackdown

Allowing adverts from fossil fuel industry is 'inconsistent' with net zero target, it says



Edinburgh has an ambitious net zero target for 2030 © Steve Kydd/Alamy

ADFREE CITIES
for happier, healthier cities

HOME NEWS ~



Environmentally "irresponsible" Toyota SUV ads banned

The next few slides give a quick tour through just a small number of projects that take different entry points to tackling overconsumption.

- Challenging the right to advertise harmful goods: A number of civil society organizations are successfully challenging advertising of high carbon products and services, such as Purpose Disruptors, Adfree Cities, Badvertising, Conscious Advertising.
- The city of Edinburgh city in Scotland recently decided to ban advertising and event sponsorship from air travel, SUVs, junk food, cruises and fossil fuel companies. Research shows that advertising bans really do make a difference to consumption <https://www.ft.com/content/29f3f663-b5e0-438e-883c-b5a6d3443478>
- Toyota SUV ads were banned due to greenwashing <https://adfreecities.org.uk/>

INVESTING IN PUBLIC GOODS

global
action
plan

Luxury For All

- Investing in public goods: campaign exploring how investing in fantastic, luxurious public services can reduce the need for high levels of private consumption.
- For example, if public transport were affordable and amazing, private car use would be less attractive.
- Global Action Plan: Luxury for All:
<https://www.globalactionplan.org.uk/knowledge-hub/podcast>

FOSTERING PEER GROUP ACTION AND SUPPORT


THE MOVIES OF THE WEEK HAVE BEEN TRANSLATED AND SUBTITLED BY VOLUNTEERS

the WEEK DONATE WITH WHOM RESOURCES PAYMENTS ABOUT ORGANISE A SESSION LOG IN


One week. Together.
To get ready for the
defining adventure of our time.

The environment is breaking down and the climate is changing rapidly. The Week is a group experience to help us see what's coming and what we can do about it.

The Week in 2 minutes EN

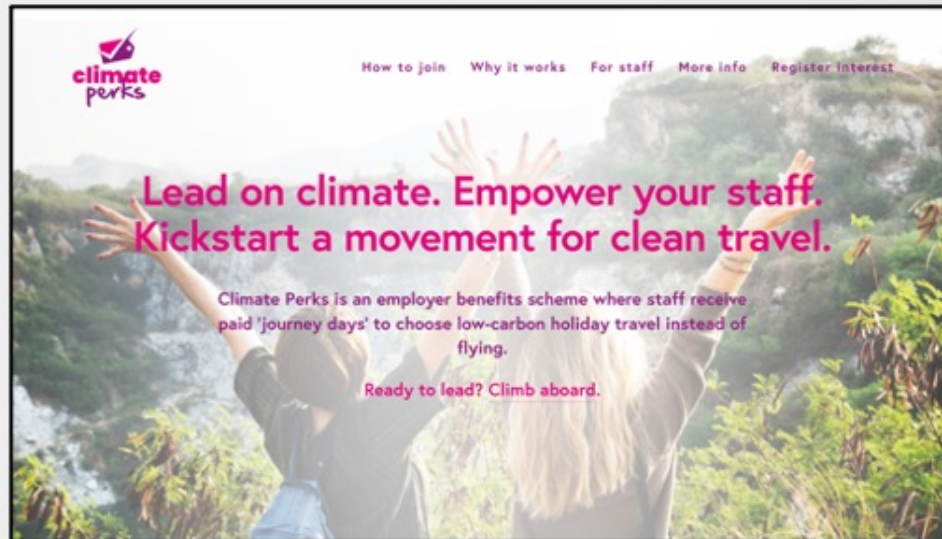


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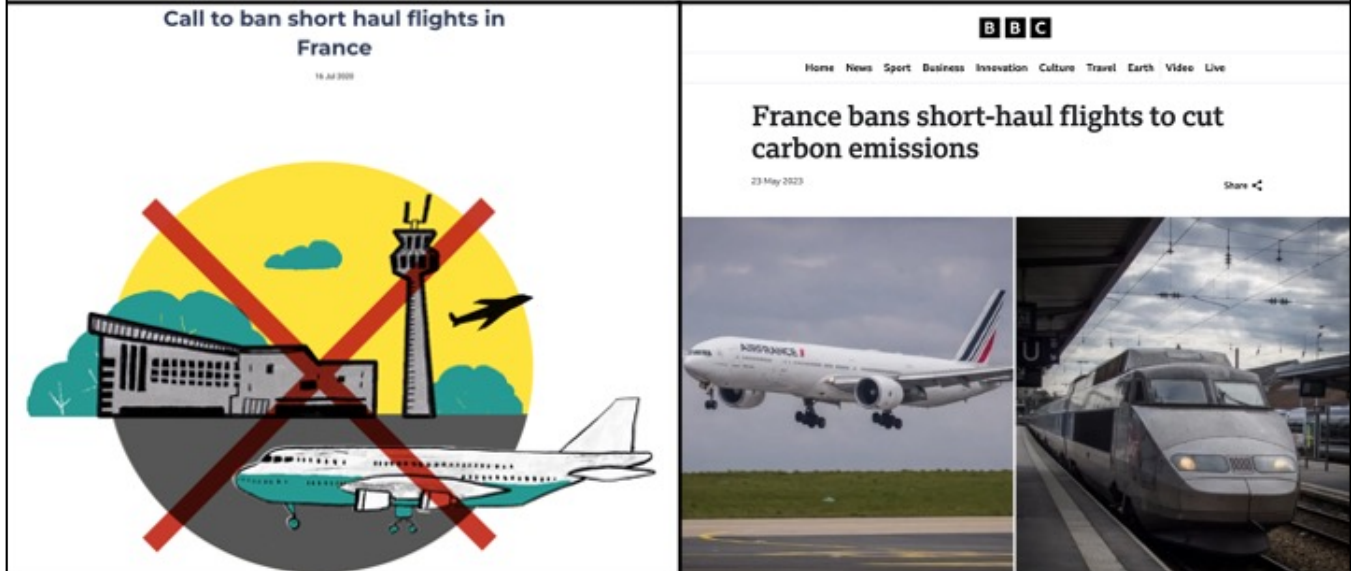
- Fostering peer group action and support: The Week is a series of 3 films that groups watch together during the course of a week to understand just how serious our environmental situation is, and discuss what action they might take.
- It is particularly successful in corporations, where workers and leaders collectively decide to make major shifts in their business practices - <https://www.theweek.ooo/>

EMPLOYERS INSTITUTIONALISE SUSTAINABLE CHOICES



- Employers institutionalise sustainable choices: Climate Perks - a new employee benefit scheme with more than 100 climate-conscious employers assisting staff to slower, lower-carbon travel by giving staff paid 'journey days' on top of annual leave if they take holidays without flying.
- Eventually they hope to make this self-funding, but it has been able to get started due to philanthropic funding - <https://www.climateperks.com/>

CHOICE EDITING



- Choice editing: In 2020 Stay Grounded and other organisations were campaigning for a ban on short haul flights in France. By 2023 this was policy.
- Although it is an imperfect policy, this is a great example of how civil society can get real change implemented in short time frames - when they have sufficient funding and support.
- Stay Grounded: <https://stay-grounded.org/letter-to-the-french-ministries-limitation-of-domestic-air-connections-in-france-and-in-europe/>
- BBC article: <https://www.bbc.com/news/world-europe-65687665>

TRY VEGAN THIS MONTH

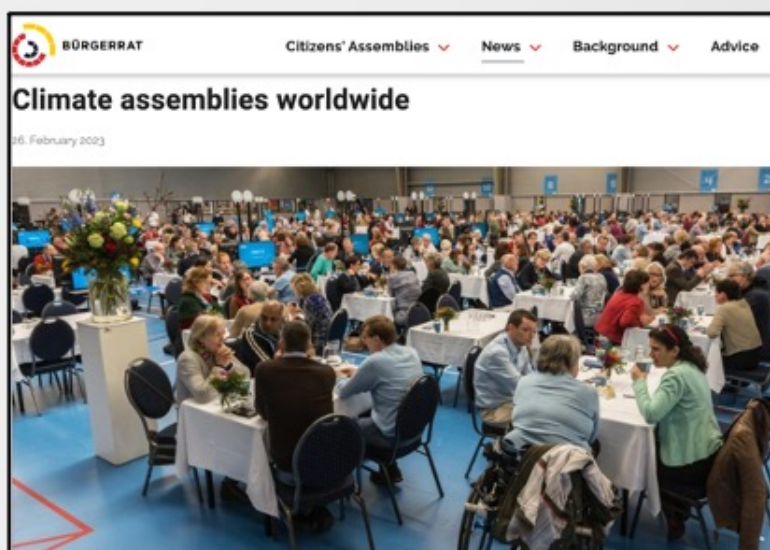
Try vegan with Veganuary and we'll send you our celebrity cookbook, meal plans, recipes and lots more – all for free!

SIGN UP NOW



- Shifting social norms: Veganuary is a campaign where people are invited to try out a vegan diet for a month during January each year, and can access resources and support to help them.
- 25 million people tried vegan during Veganuary 2024, including 300 businesses and organisations taking part in the workplace challenge, while more than 2100 new vegan products and menu items were launched.
<https://veganuary.com/>

CITIZENS ASSEMBLIES BUILDING SOCIAL MANDATE



- Citizen assemblies building social mandate: Climate assemblies have made strong recommendations to tackle overconsumption, including suggesting policies to limit flights and meat consumption.
- E.g. the UK Climate assembly recommended a ban on the sale of new petrol and diesel and hybrid cars by 2035 - this ban was adopted by the UK government.
- So citizen assemblies can be very useful in building support for stronger policies that might otherwise be seen as controversial.
<https://www.buergerrat.de/en/news/climate-action-through-citizens-assemblies/climate-assemblies-worldwide/>



QUESTIONS

- *WHAT is your main challenge, and what support or resources would you like in overcoming this challenge?*
- *SO WHAT... In tackling the top 0.1% - 1%, how might we build acceptance of the need for deep change?*
- *WHAT NEXT...What excites you? What would you love to see happen next?*

- While analysing the many thoughtful comments from the survey responses, we identified a number of ongoing themes, tensions and questions.
- We have reflected some of these here, which might prompt more thoughts and discussion.

NEXT STEPS



- The Funders for Sustainable Living network (F4SL) is an open network of funders who are interested in action on demand reduction, consumption, and equitable and sustainable ways of living.
- We have online workshops approximately monthly and dive into a wide range of topics together, hear from expert speakers and meet hot new projects in the field of overconsumption. <https://hotorcool.org/hc-projects/f4sl/>

NEXT STEPS



- The Innovation Fund for Sustainable Living (IF4SL), was initiated by Oak Foundation and managed by the Hot or Cool Institute. IF4SL is a funder collaborative that explores the challenging theme of overconsumption, bringing funders together to create a pooled fund that explores equitable ways of living within planetary boundaries. The aim of this pooled fund is to support philanthropy to experiment with work on overconsumption, while sharing risk, learning and due diligence. It is an operational fund - and this survey has been the first project.
- We are now inviting other funders to join the pooled fund and help decide what the next project should be. If you would like to learn more about this, please do get in touch. <https://hotorcool.org/hc-projects/if4sl-the-innovation-fund-for-sustainable-living/>
- In terms of following up on the conversation we have started with this survey, we would be delighted to help facilitate discussions at your organisation, or to support you in facilitating those internal conversations yourself if you would like that. We would also be happy to share this work in your newsletters, blogs and events if you think that might be of interest to your audience. So

please do get in touch and let us know what would be helpful next steps, we would love to hear from you! [Emails on last slide]



NEXT STEPS: QUESTIONS

- *What excites you? What would you love to see happen next?*
- *Which next steps should we work together on?*

- Conclusion - we do see as well that there are solutions which many folks are funding.
- As well, we know that many of you see the importance of overconsumption and want to work in this area. The challenges and barriers are ones which are shared across foundations, so there could be a great opportunity for us to work as a community on this.
- We are offering the option to sign up to keep the conversation going - a smaller working group (funder only conversation) and a larger group to be kept in the know (i.e. information only) - you can email Hex (see next slide).

Thank You!

You can reach out to Kate via k.power@hotorcool.org

You can reach out to Jon via jon@thehourislate.com

You can reach out to Hex via hex.picot@oakfnd.org