



Future Generations Strategy 2020-21

*Secretariat of the APPG for Future Generations and associates
Strategy and plans for 01 August 2020 – 31 December 2021*

Drafted: July – August 2020

Introduction

This document contains the high level strategy for 2020-21 for the APPG for Future Generations secretariat.

Our detailed plans setting out project ideas, our timeline, individuals' plans and project specific plans are not included here. This is because they have not been written up in a way that they are publicly shareable. We may be able to share this on request.

To contact us please email: secretariat@appgfuturegenerations.com.

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High level strategy

Vision

That the processes built into the Parliament and Government of the UK ensures that decision makers at all levels fairly consider the interests of all future generations and have the necessary capability to work and plan for the long-term.

Vision – the world we are aiming for, when this is true our job is done and we can wind up.

- “*processes built into*” – institutional reform so Future Generations thinking is structurally embedded.
- “*Parliament and Government*” – as an APPG we are focused on central government
- “*decision makers*” – Eg: MPs Peers, Ministers, civil servants
- “*fairly*” – balancing the concerns of current and future issues, but not disadvantaging those in the future solely by the virtue of them living in the future.
- “*all*” – at any point in the future, even 1000s of years from now
- “*necessary capability*” – skills, teams, culture, institutional mechanisms, checks and balances, etc

Mission

To represent the interests of future generations. To do this by providing education, support and advice to Parliamentarians to assist them and others in ensuring the UK Government fairly considers all future generations.

For example we would like to support those driving for:

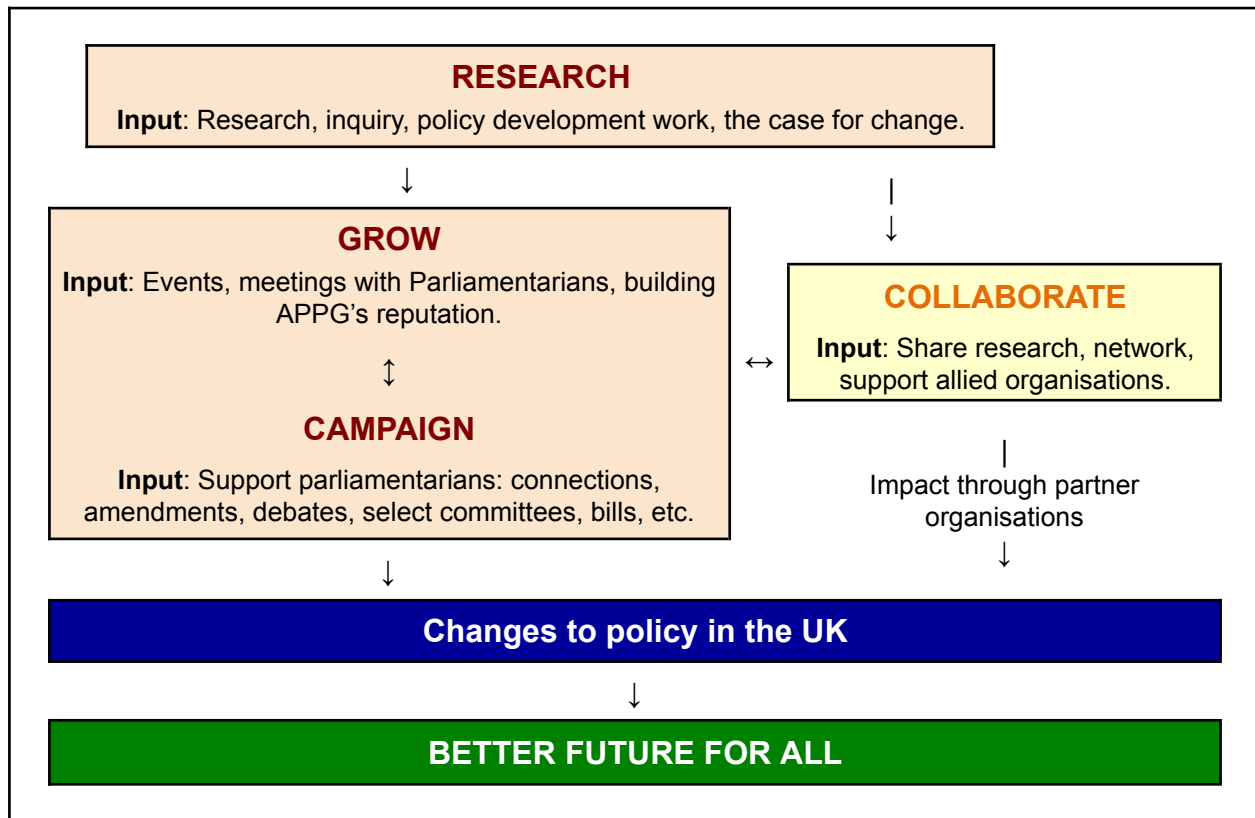
- Institutional reform that embeds a focus on the long-term in UK policy making.
- Effectively addressing existential risks that threaten future generations.
- Any other policy changes to benefit future generations (200+ years hence).

Mission – our guiding statement of purpose.

- “*To represent*” – Championing their voice, as they currently have no representation
- “*to assist them*” – We primarily create change through the actions of supportive parliamentarians
- “*and others*” – We also support change through partner organisations like CSER

NOTE: This 200 year “cathedral thinking” focuses us on the long-term, it is not too distant yet clearly outside the scope of any of today’s most long-term policies. Reducing existential risks is the most salient way that today’s policy makers could impact these generations, but not the only way. We are aiming to achieve institutional reform for future generations.

Theory of change



This can be summarised as:

Research policy + Grow the APPG + Campaign → Policy changes via Parliamentarians

Any direct impact we have is through Parliamentarians who care about the future. We are not a lobby group but support UK Parliamentarians with an interest in working for the long-term.

Problem statements

Here are some quotes articulating the problems we are looking to solve, and elaboration on how we distinguish ourselves from other groups with similar goals:

Future Generations have no voice in politics, so we represent them.

Society is indeed a contract... a partnership not only between those who are living, but between those who are living, those who are dead, and those who are to be born.
– Edmund Burke (1790)

We treat the future like a distant colonial outpost devoid of people, where we can freely dump ecological degradation, technological risk, nuclear waste and public debt. ... [We need] to reinvent democracy itself to overcome its inherent short-termism ... [this] is the most urgent political challenge of our times.
– Roman Krznaric (2019)

Our niche: We are not just looking at the next generation, at today's young, at education and children's services, at current intergenerational inequalities, but looking forward in time at how our actions today shape the world for all future generations to come.

Existential risk prevention, although not our sole focus, is an important issue and a way to clearly impact the long-run future.

Surely if a sense of self-preservation still exists among men, if the will to live resides not merely in individuals or nations but in humanity as a whole, the prevention of the supreme catastrophe ought to be the paramount object of all endeavour.
– Winston Churchill (1924)

We have the power to destroy ourselves without the wisdom to ensure that we don't
– Toby Ord (2020)

Our niche: Unlike other groups in this space we do not focus primarily on climate change (there are other places for this debate) but on all future catastrophic risks. We also use the lens of catastrophic risks to focus on other issues to embed long-termism within policy and recognise that a cultural shift to consider the long-term is a stepping stone to a focus on existential risk.

Affiliation: We are officially affiliated with the [Centre for the Study of Existential Risk](#).

Current situation at August 2021

Progress to date

Over the last year and half the APPG has:

- **Continued research** – continued inquiry into long-termism in policymaking.
- **Grown significantly** – Roughly tripling membership and event attendance.
- **Seen traction** – newly redrafted bills laid in both houses for the Today for Tomorrow (T4T) campaign.
- **Had impact** – a new Select Committee was set at the request of APPG members.

Current situation

We continue to host regular events. We are currently working remotely, and hosting events online because of COVID-19.

We have a number of ongoing projects that we plan to take to fruition, including:

- **An inquiry into long-termism** in policy making, headed by Bambos Charalambous MP. Held five inquiry sessions with senior individuals (eg former head of the Civil Service, former UK Ambassador to NATO, Vice-Chancellor of Cambridge, etc).
- **The Today for Tomorrow (T4T) campaign** for a Wellbeing of Future Generations Bill, led by Lord Bird.
- **Wellbeing of Future Generations Bill in Scotland** -

Capacity / finances

As at 11 August 2020 we have:

Funds available:	£50,085
Expected funds (due next year):	£31,000
Total funding:	£81,085

Note: a significant tranche of our funding comes from groups particularly interested in existential risks which we need to bear in mind when formulating strategy.

This leaves us with following capacity to 31 December 2021:

Sam – 4 days a week in 2020 then 1 day a week	£17,300
Natasha – full time	£47,000
Caroline (consultant) – part-time research into 2021 (already funded for inquiry)	£4,000

This should fund, from 11 August 2020 to 31 December 2021:

Human resource (see details above)	£68,300
Events, hospitality, campaigns, etc (assuming £1000 quarterly)	£5,600
Admin, accounting & other costs (assuming £250 monthly + £1500 annually)	£6,500
Remainder / contingency:	£685

Strategy

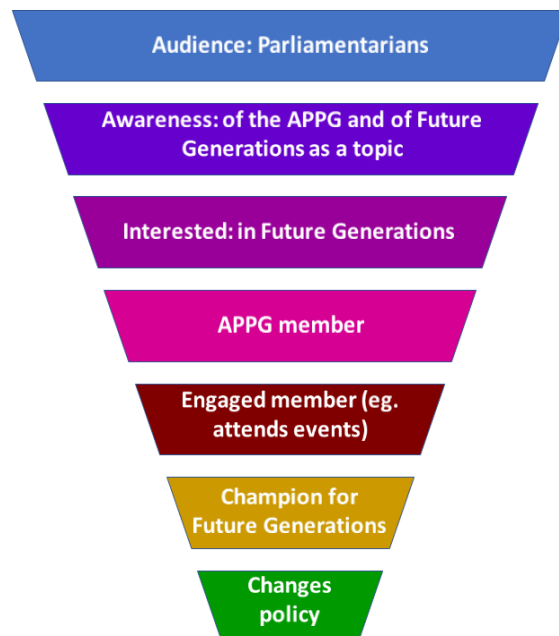
Strategy: opportunity building

A useful way to model the impact of the APPG is with a traditional **marketing funnel**. See diagram to the right →

To date we have mostly focused on the early stages of building up the APPGs profile and members list. Going forward we may want to **focus more on supporting our members to be champions** for Future Generations.

Our impact to date has come from understanding our members interest, looking for opportunities for impact that match those interests and using this to push for change. To balance the need to explore as well as exploit opportunities we will **focus at least 20% of our capacity on exploring** new opportunities and **focus at least 20% of our capacity on existent campaigns**.

We will measure our impact as set out in [Annex B](#).

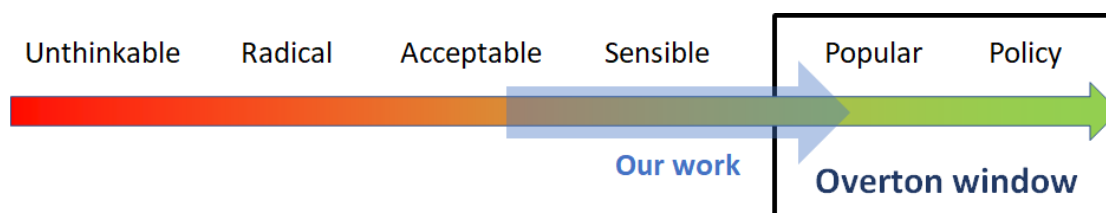


Overton window

How best to drive policy can depend on if the work is aiming at:

- **Shifting the Overton window.** Making new ideas politically popular.
- **Policy adoption.** Pushing government to turn politically popular ideas into policy.

Given the scale of the changes we want to see on how government considers future generations and the role that Parliament plays to push government we see the APPG as driving change by pushing new ideas into the Overton window



Risk management

We are well aware that there are risks associated with policy change including the risks of developing bad policy, reputational risks, risks of being affiliated with just one side of the political spectrum, information hazards and so on. For general thoughts on this topic [see this note](#). We will draft a more thorough risk register ([template](#)).

SWOT – as at August 2020

<u>Strengths</u> • Experienced team - Sam Caroline Natasha, and capacity increase on last year • Collaborators: T4T, SOIF, etc ◦ <i>Academics support:</i> CSER and FHI ◦ <i>Public affairs support</i> from Alpenglow ◦ <i>Political:</i> Bambos, Martin, Lord Bird, etc ◦ <i>Parliament:</i> POST, other APPGs, etc • Niche – The Parliamentary arm of long-termism • Size – about 5% of Parliamentarians on list • Growth – Members list growing significantly • Credibility – Built up a through well-attended events with reputable speakers • Topic – A growing increase in support for long-termism	<u>Weaknesses</u> • COVID – imposition to events in person • Broad remit – Hard to know where to focus. Breadth of ‘future generations’ • Fewer MPs as members compared to Lords • More Labour members than Conservatives • Weak Parliament – as a strong majority in government • Time pressures faced by MPs means they don’t always have time for us. • Competitive space – lots of other well established APPGs • Political short termism – makes this a difficult issue to push by its very nature
<u>Opportunities</u> • Political events ◦ The autumn budget ◦ Risk work launch event - Technological risk report + Risk Report + Risk inquiry committee ◦ COVID 19 Recovery ◦ Integrated review ◦ Civil Service Reform - institutional changes ◦ Scotland May 2021 elections - Future Generations on SNP manifesto? • Special Inquiry Committee on Risk in HOL (and media associated with this). • Partners campaigns. Eg NSxNG process • Bills and debates relevant to us that are passing through parliament. • Other APPG’s events and campaigns – we could join with. • Media and social media attention. Especially on recent books on long-termism to build on. • Risk policy. In light of COVID can build on connection to CSER	<u>Threats</u> • Economic challenges – due to Covid may make it more difficult to fundraise • Brexit – if not successful • Attention – any other political issue that attracts attention • Administrative misstep – could pose a risk of losing APPG position • Publicity misstep – could damage reputation • Chair / Co-Chair changing

KPIs – as at August 2020

Meta: to achieve 80% of the following goals

Admin: Pay taxes etc, file accounts, provide reports to funders, and so forth – ongoing.

Admin: Fundraising, raise funds to expand Caroline's capacity – *by 31 Jan 2020*.

Admin: Fundraising, raise funds to extend contracts or hire new staff – *by 1 Sept 2021*.

Admin: The required meetings, attendance, AGM and admin to stay listed – *by 28 Feb 2021*.

Comms: Update website with members, write-ups & call for evidence – *by 1 Sept 2020*

Comms: Improve website appearance – *by end of 2020*

Comms: Start YouTube Channel to publish content – *by end of year 2020*

Comms: Increase Twitter presence and following to c.2,000 - *by September 2021*

Research: Publish inquiry – *sometime in Q1 2021*.

Research: Publish report on risks – *by 30 Sept 2020*.

Research: Inequality / Poverty Seminar Series output document – *by December 2020*

Grow: Reach 10% of all MPs and Peers are on our members list – *by summer recess 2021*.

Grow: At least 25% of our members are Conservative – *at summer recess 2021*

Grow: Median monthly attendance of 10+ Parliamentarians – *in 2021*.

Grow: Raise the use of "future generations" to 4x 2013 levels – *by summer recess 2021*.

Grow: Increase submission of PQs - have 5 core Members willing to submit PQs for us - *by summer recess 2021*

Grow: Increase attendance of MPs at events - aim for 33% MPs for events in Q3 2021.

Grow: More public facing media - *continuous*

Campaign: T4T _ Bill is passed in the Lords – *by end of Parliamentary session (in 2021)*.

Campaign: T4T _ Future Generations Bill considered for adoption by SNP (*in 2021*)

Campaign: Inquiry _ a commons Backbench business debate – *by summer recess 2021*.

Campaign: Inquiry _ picked up on by National Press – *sometime in Q1-Q2 2021*.

Campaign: Inquiry _ meeting with Cabinet Office to discuss inquiry – *sometime in Q2 2021*.

Campaign: Inquiry _ one idea in inquiry is adopted by government – *anytime*.

Campaign: Other _ at least 4 other campaign project attempts – *by Nov 2021*.

Policy: 1+ direct attributable changes (amendment, new committee etc) – *by 25 Nov 2021*.

Policy: 1+ policies raised (in inquiry, in bill, etc) adopted by government – *by 25 Nov 2021*.

Detailed plans

This document only contains the high level strategy for 2020-21 for the APPG for Future Generations secretariat.

Detailed plans have been redacted. Our detailed plans setting out project ideas, our timeline, individuals' plans and project specific plans are not included here. This is because they have not been written up in a way that they are publicly shareable (for example because they contain links to internal documents and contact details of people we work with). We may be able to share this on request.

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Annex B: Measuring impact plans

To measure our impact we will look at the following 3 metrics:

1. **Traction:** Progress on a campaign. Eg: support expressed, debates in Parliament, etc. This can be either:
 - a. Direct: as a result of a planned effort. Eg: an op-ed published , etc.
 - b. Independent: Eg: unexpected endorsements or references to our ideas.
2. **Baseline changes:** A background factor of the world that changes. For example if politicians talk about an issue 20% more than previously.
3. **Policy changes:** actual concrete policy or institutional changes, changes to the law, changes to government guidance or government plans, that should benefit the world.

Impact will almost always be partially attributable. There are many groups calling for change on even the most niche issues. For all measures of impact we best guess of **the extent to which it is attributable to us**.

We will do an assessment of our impact **at least once every 1.5 year**.

We will **track our progress against our KPIs** to assess if we are achieving our goals.