

Groundswell 2024

Tip the Balance

Insights Pack

A project convened by Bezos Earth Fund, Global Optimism, and Systems Change Lab

Two years to tip the balance.

We have a two-year run until the pivotal COP30 in 2025: the halfway point of this decisive decade. We see this as the moment we must shift our collective mindset from ‘we can’t’ to ‘we can, and we are’. This pack brings together insights from partners across the climate community to form the basis of a shared story of possibility throughout 2024-25.

We invite you to join us (and guide us) in bringing this story to life.



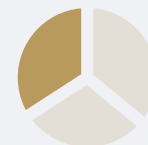
Why it matters:

How we imagine the future shapes the actions we take today.



What we know:

Some want us to believe the transformation is stalling – it’s actually happening faster than we think.



What we need to do:

Despite progress, we need to move **even** faster – we have two years to tip the balance.

Why it matters

How we imagine the future shapes the actions we take today.

People across the globe support ambitious action:

77% globally want governments to do “[whatever it takes to limit the effects of climate change](#)”.

But we’re losing the narrative battle.

We currently face two exponential truths:

01

Impacts are worsening rapidly.

02

Positive change is happening faster than we think.

With media heavily biased to doom, and incumbents weaponizing the climate narrative, the first truth is dominating and we are witnessing a rise of apathy and hopelessness:

- 74% of articles in summer 2023 across major UK and US outlets fed a ‘climate doomist’ narrative, while social media commentary has moved from outright denialism to attacking solutions.
- Incumbents are sowing doubt about climate solutions. As a result, we are seeing signs that some [public](#) and [private](#) actors are u-turning on their green pledges, citizens are fearing cost spikes, and businesses are afraid of speaking up.
- The 1.5°C goal is fragile with [news of it being crossed temporarily for the first time last year](#) and there is a risk that leaders begin to let ambition slip towards 2°C.

Why it matters

Using the right words increases support for climate action.

Centering on lived experiences and nature, while extolling the benefits of the transition, is vital. Data shows the primary motivator for both [business](#) and [people](#) is an urgent generational message, protecting the planet for future generations: “later is too late”.

And amplifying the breadth of support will stimulate climate action further.

[Polling across 125 countries](#) shows individuals around the globe underestimate the willingness of their fellow citizens to act. This perception gap poses challenges to normalizing and furthering climate action.

The data shows that one message moves the whole world significantly: **Protecting the future for the next generation beats jobs by 12x**

1x To increase jobs, opportunities and economic growth

1x To reduce social inequality and support those impacted by climate change

5x
To protect our health by reducing air and water pollution

7x
To protect ourselves from extreme weather

12x
To protect the planet for future generations

Source: [Potential Energy Coalition](#)

What we know

Some want us to believe the transformation is stalling – it's actually happening **faster than we think.**

What we know



Progress is speeding up, not slowing down.

The world added 50% more renewable capacity in 2023 than in 2022 and the next 5 years will see the fastest growth yet. In 2020, 1 in 25 cars sold was an electric vehicle. Last year it was 1 in 5. EV sales are predicted to rise again by 20% this year.



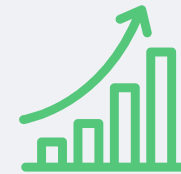
Countries are getting ahead of the curve.

Eight countries – from Namibia to Uruguay to Denmark – have scaled solar and wind faster than the average pace needed globally.



Industrial decarbonisation has started.

Out of the 700 green industrial plants needed by 2030, 473 have been announced, 42 are starting construction, and 68 are already operational.



Clean energy investment is surging.

Investment in clean energy technologies is set to have overtaken fossil fuel investment by nearly 70% last year, with solar investment alone overtaking oil and gas for the first time.

What we know



Costs are plummeting.

Solar and wind – already cheaper than fossil fuels in **82%** of the world – are set to **halve** in price this decade. Electric vehicles are already cheaper to run and will be cheaper to buy than fossil-fuelled cars in all major car markets in the next **2-3** years.



Fossil fuel demand is dying.

Fossil fuels are inefficient, expensive, polluting and create political and economic dependencies for countries. Fossil fuel demand in the power sector – the world's largest sector for fossil fuel demand – is falling in **half** of the world's economies.



A peak in emissions is now well within our grasp.

We are witnessing the slowing of emissions which shows that we may be able to **peak global emissions sooner than expected**. The surge in renewables means power sector emissions are likely to have peaked in **2023** – the first sector to reach this crucial turning point.



Decision-makers are recognizing the critical role of nature, land and food.

Over **100** governments are now committed to protect 30% of their ocean and land by 2030 and **every nation** has agreed to halt deforestation this decade. National policies to halt nature loss and deforestation have **doubled** in the last 12 months. Political leadership reduced forest loss by **30%** in Brazil and **49%** in Colombia in the last year.

What we need to do

Despite progress,
we need to move
even faster – we
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tip the balance.**

As governments draft a new generation of climate plans – Nationally Determined Contributions (NDCs) and National Biodiversity Strategies and Action Plans (NBSAPs) – real economy leaders and people must engage in a dialogue on the unstoppable momentum underway and on the unlocks that will enable us to go even faster. In doing so, we can shape a contagious mindset of possibility that drives toward the following outcomes across:

- **Energy**
- **Finance**
- **Nature & Food**

What we need to do



Energy

Accelerate the transition away from fossil fuels.

We need to continue transforming our power, transport and industry sectors, collectively accounting for ~60% of global emissions, which will destroy fossil fuel demand. Transformation in one sector will unlock cascades of positive change in others.

Triple up

By tripling global renewable energy capacity to 11,000 GW, and tripling the proportion of finance and investments in renewable energy, by 2030.

Double down

By doubling the annual rate of energy efficiency improvements by 2030.

Phase out

By accelerating the phase out of fossil fuels, building on the UAE Consensus, including the phase out of public financing and subsidies for fossil fuels in G7 countries by 2025 and globally by 2030.

What we need to do



Finance

Mobilize investments to finance a better future.

COP29 is set to be a major finance COP, during which we must agree on a robust New Collective Quantified Goal that is anchored in the local needs assessment for mitigation and adaptation.

Make it grow

By scaling up finance provision from domestic sources and international finance flows from advanced economies to emerging markets and developing countries, and by adopting innovative and equitable new sources of finance (e.g. new forms of taxation).

Make it flow

By simplifying and expediting access to climate finance, driven by local needs and expertise; reducing the cost of investment in climate solutions including by reforming Multinational Development Banks; and aligning policies & incentives (i.e. subsidies) with the goals of the Paris Agreement.

Make it fair

By significantly increasing the share, quality and accessibility of adaptation, loss and damage finance. Seek appropriate debt restructuring to avoid debt burdens hindering climate action, and expand concessional finance for climate solutions and other sustainable development needs.

What we need to do



Nature & Food

Reverse nature loss and transform food systems to sustainably feed the world.

There is no path to achieving the Paris Agreement and keeping 1.5°C within reach without protecting and restoring nature across land and ocean. With CBD COP16 this year, we need to seize the opportunity of enhancing climate plans with nature and food systems.

Conserve & restore nature

By halting and reversing deforestation and land degradation by 2030 – including securing and upholding Indigenous Peoples' land rights, ensuring sustainable land-use practices and stopping agricultural expansion into natural ecosystems, while maintaining the health of the ocean and coastal ecosystem to deliver the Global Stocktake [outcomes](#).

Shift & transform food systems

By shifting to more healthy and plant-based diets while halving the share of food production lost and per capita food waste. By 2030, foster climate resilient, nature-positive sustainable agriculture that restores soil health, reducing and sequestering emissions, and builds resilient aquatic food systems.

Value & scale finance for nature

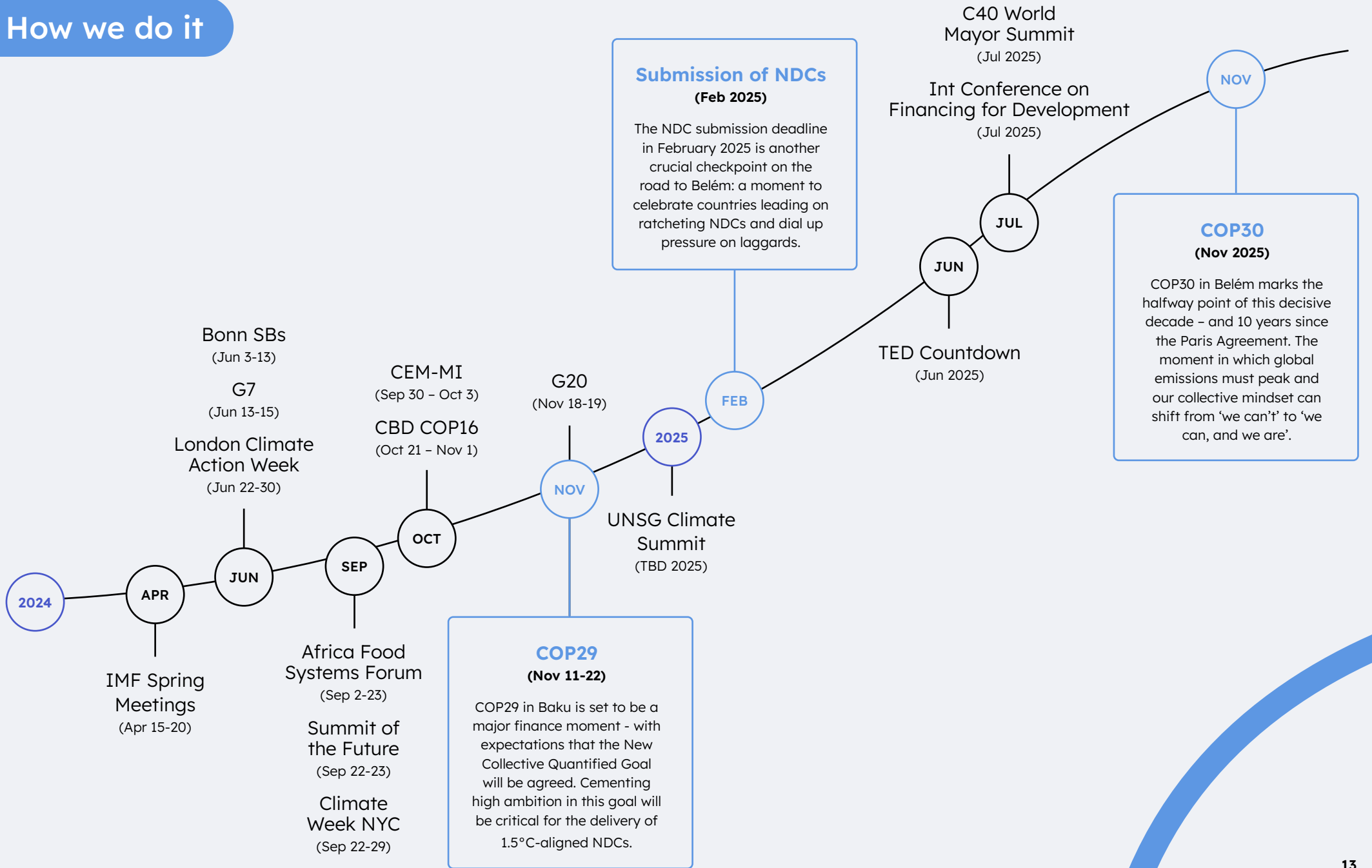
By ramping up people-centred investments in Nature-based Solutions (NbS) to [US\\$542 billion](#)/year by 2030 as a key sustainable development opportunity.


How we do it

This moment calls for courageous leadership – it's time for our leaders to lead.

Our two-year run until COP30 offers an opportunity to generate an unstoppable wave of momentum. At the same time, we can't ignore COP29: success in Baku (in particular with a strong outcome on climate finance) is indispensable to enable the delivery of high-ambition NDCs and COP30 in 2025.

How we do it





Change is
technologically
possible,
economically
profitable and
socially desirable.

We're looking to collectively tell a better story: one of the brighter future we can still create. Groundswell is an unbranded effort that aims to shift the climate narrative from one of fatalism to one of possibility. We believe that by highlighting evidence of positive transformations underway, we can collectively shift our mindset towards one of opportunity and agency, to safeguard a better future for the generations to come. Will you join us on this journey?

Thank you to our partners who were key in delivering these insights.

A project convened by:



Groundswell
2024

For more information, email us at groundswell@globaloptimism.com