



Moving Beyond COP

Findhorn 2021
13-15 September

60 leaders
20 organisations
3 days
NetZero 2035

Bringing together business, investors, local and national government and civic society to identify practical solutions to delivering a NetZero UK - by 2035.



Ever since the beginnings of the industrial revolution some 250 years ago our natural environment has suffered, exponentially so in recent decades.

Carbon emissions are rising fast.

Natural resources are being exhausted.

Pollution persists.

Every aspect of how we currently use Planet Earth's resources has to change: from how we get our energy to tackling over-consumption. Awareness of the seriousness of these issues is there, yet delivering a coordinated action plan to tackle them has thus far proved elusive. Business can struggle to make meaningful change. Investors are often limited by a short to mid-term view. Government policies can often feel incoherent and short-term. And civic society is left feeling helpless.

Countless initiatives have been undertaken, yet none have actually brought together all these stakeholders to deliver tangible, coherent action.

Net Zero gives us a common ambition.

As a nation with a proud history of societal and industrial innovation, the UK is ideally placed to show how it can be done and demonstrate what is possible.



Building a shared vision of a Net Zero UK – by 2035

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The current UK Net Zero target date of 2050 is not ambitious enough. To give our environment a chance, we need to be at Net Zero much earlier – arguably by 2035.

Hopelessly naïve and unrealistic given the problems just identified? We'd say no – but meeting this target over the next 15 years will need the expertise, the big thinking, the boldness and the co-operation of the most important climate stakeholders in the UK: business; investors; authorities; society at large. Our continued approach to working in silos cannot continue.

With COP 26 taking place in Glasgow later this year, the UK is going to be front of stage in international policy making around climate change. But country-level action is needed to drive forward change at a local level and turn the talk into deeds.

And as we all know we can only take action if we know what we are trying to build, and if you have everybody on board at the outset. We need to think beyond GHG emissions reductions to building a sustainable Net Zero world.

**That is why
MovingBeyond COP
is taking place.**

**That is why you are
being invited.**

Moving forward together in creative action.



Many would argue that our lack of progress* towards the NetZero goal has nothing to do with a lack of capital, technical expertise, the government's ability to introduce effective policies or the public's demand for change but from the fact that the overall system is just not fit for purpose.

We continue to act in our own little silos thinking we know best and totally fail to fully listen and engage with others.

Not only has the state and business been misaligned, but the power and purpose of civic society – described by Raghuram Rajan as the Third Pillar – has been largely ignored. Without all sectors fully engaged at the outset, the pace of change will be far too slow.

MovingBeyond COP is about convening the more inclusive leadership demanded by this critical moment in time.

If the system we operate in is failing us and our planet, we must change it. We create the change we want to see.

Your participation will not only help envision the kind of UK we want to inhabit. It will help you define how and where you personally step back into your own organisation, community or sector - ready to take action.

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*For all the positive foundations in place, actual progress has been very slow, with the Committee for Climate Change noting in 2020 that 'progress is generally off-track in most sectors'.

“Our actions over the next decade will shape the following two hundred years.”

Christiana Figueres

Former Executive Secretary of the United Nations Framework Convention on Climate Change

In November 2021, the UK will co-host COP26. But it is increasingly clear to Christiana and many others who work for the United Nations that we need global action now. It must be led at a country, region and city level. 30,000 delegates to a single event can achieve much, but not everything. MovingBeyond COP is about achieving collective focus and action.

An alliance of the willing.



MovingBeyond COP will bring together those who understand the scale of the crisis, and who recognise the same north star: accelerating the energy transition and building a sustainable future for all.

Our starting point is to break down the barriers between business, investors, governments and civic society. We can do so by addressing the foremost questions, and deeply listening to our respective responses.

- What does the world of a Net Zero 2035 actually look like?
- What are the components of the system needed to design and build the new future?
- How can we engage and empower the millions of human talent here in the UK?
- How do we mobilise the voices and energies of our young people?
- How can we create the jobs and industries of the future out of the organisations of the past, and the current crises?

Years of experience in purpose-driven business has shown us that the primary impediment to progress is a failure of imagination and meaningful relationships; that we are more aligned with those who hold opposing views than we might have supposed. But we can open our minds to new possibilities: such as that the world of the future can be better than the world we now inhabit.

We believe in the good will and capabilities of all; and in the astonishing beauty and complexity of the biosphere. We focus on the action which lies ahead, recognising but not defeated by our current predicament. And yes, that means a level of honesty in our own personal and organisational shortcomings.

NetZero 2035 **An opportunity to lead**

The UK is well situated to become the 'Silicon Valley' for a low carbon economy. We have the cheapest and most advanced offshore wind in the world, supported by engineering expertise and the ability to implement smart government policy.

We build on centuries of industrial innovation, which we know can lift areas that have seen decades of economic decline.

We have an increasingly ubiquitous awareness of environmental priorities. And in the City of London, capital markets are increasingly ready and willing to funnel capital to the areas of greatest impact.

It is a possible future we need to create and one made only more possible through shared intent and co-ordinated action.

Individually, you are the experts. Collectively, you hold the key. MovingBeyond COP holds the space for the work to start.

**There is no hierarchy.
Everyone invited understands the urgency.**

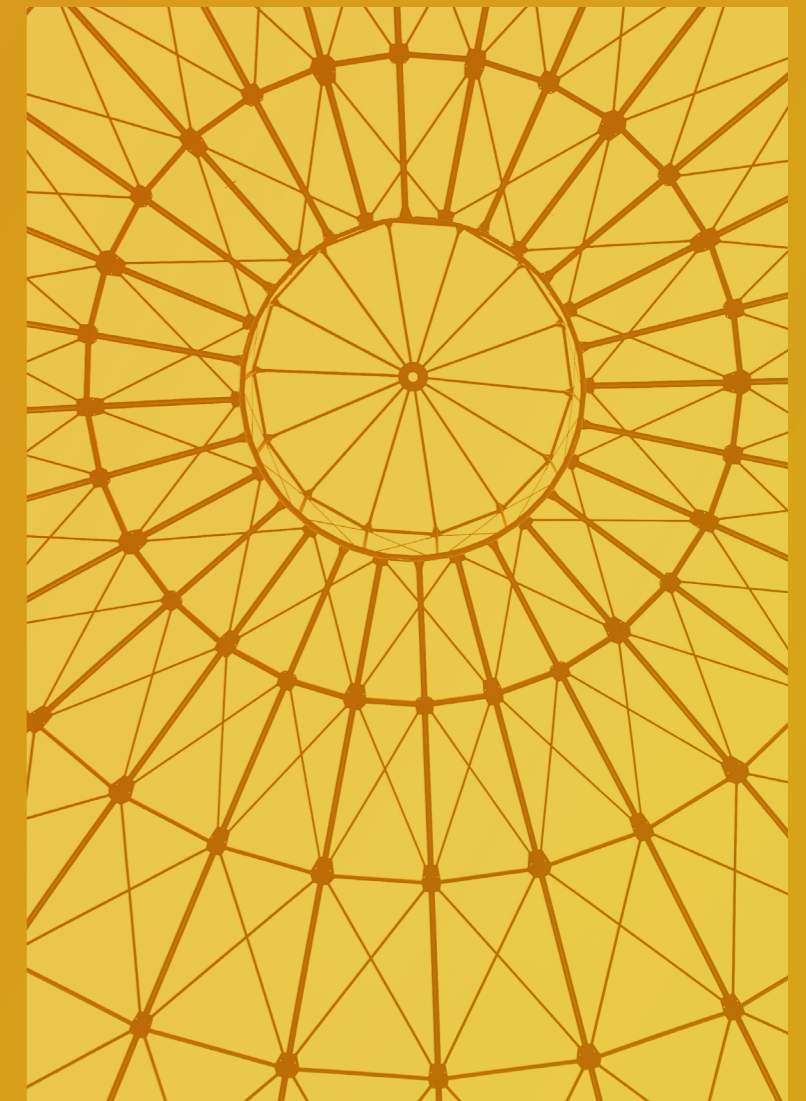
The initiative is built around the following beliefs:

- every attendee and organisation invited has a critical role to play
- no individual or organisation has the answer
- we are representatives of our sectors and not just our organisation
- we can only do our best and strive to do what we can
- we are always there to support each other on this journey of the heart and soul

The Findhorn event is just the start.

The MovingBeyond COP programme is looking to accelerate how:

- civil society is fully heard and represented
- local mayors can lead a community-level change
- the UK financial sector can deploy capital to accelerate change
- BEIS/Treasury can build the policies required to support innovative new business models
- low carbon business, large and small, can scale with pace
- the support local communities need to drive change (training, technology, funding etc) can be provided



Enduring change starts from within.



The focus of MovingBeyond COP is to move from talk to action.

Critical to success will be to build those personal and organisational skills that enable us to sustainably build coalitions and shape action.

Enabling Personal Action

- Develop and refine the inclusive leadership skills and qualities required to accelerate change both internally and externally
- Take learnings back into your own organisation that can help unify teams around the change required

Enabling Organisational Action

- Greater clarity for each organisation on how it can lead its own area of expertise, and focus in a more collaborative and inclusive way, to take immediate action to shape the near and mid-term
- Learnings from each other in driving internal change and leadership

Enabling Collective Action

- Draft and deliver a blueprint report for what a Net Zero 2035 UK could look like and how we get there
- Develop a blueprint to support the group of 20 organisations to make real progress through 2022 and beyond
- Although there is a focus on action here in the UK, the principles and models can be applied in the countries in which delegate organisations operate.

Mahatma Gandhi is often thought to have said: 'be the change you want to see in the world'. In fact he said this: "If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him... We need not wait to see what others do."

Attending at Findhorn. 60 people from 20 organisations.

We are inviting our contacts from business, investment, local and national government, civic society and the sustainability movement.

These are individuals totally committed to climate renewal and who can play a critical role in catalysing the UK to take a lead.

We are asking that each organisation send a minimum of three people. That should include one at board level (or equivalent), as well as future leaders representing the diversity of the organisation. This ensures we have rich and diverse views but also the ability to ensure the attendees have the requisite support back in their own organisations to move into action.

Pre-events

All attendees will also be invited to attend a smaller group session - of 10 individuals – for a half-day of preparation, with representatives from the four key stakeholder categories.

The pre-event is designed to forge deep connections between people at a personal and organisational level, and lay the groundwork for the Findhorn event.

Delegate Fees

For-profit organisations will be asked to pay £15,000 in participation costs. This covers the cost of three participants to attend both the pre-event and the three-day (two nights) Findhorn event and ongoing support.

This funding structure is designed to help subsidise or pay for 20 of the 60 participants, either pioneers from the non-profit sector, or visionary leaders appearing voluntarily.

MovingBeyond COP is a not-for-profit programme set up by the B Foundry.

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To register interest please contact either Simon Milton - simon.milton@pulsebrands.com or Jamie Anley - jamie@beautifulcorporations.com



Universal Hall at Findhorn where the event will be held

About the location Findhorn.

The Findhorn Foundation & Community was established in 1962. Situated an hour's drive from Inverness, it is widely recognised as one of the great centres of learning on all aspects of sustainability. It was conferred with Best Practice designation by the UN Centre for Human Settlements in 1998 and 2018.

Surrounded by beach, bay and forest, it is also one of the most beautiful places in the UK. This is where we have chosen to bring together 20 organisations and 60 individuals, to design a new and regenerative future.

One of the founders of Beautiful Corporations, Paul Dickinson, is a trustee of the Findhorn Foundation and has held multiple summits on corporate activism and re-inventing capitalism. Paul is a pioneer in engaging business in climate, and was a founder of the Carbon Disclosure Project (CDP) in 2000.



Getting to Findhorn

There are regular daily connections to Inverness airport from London, Manchester, Bristol, Dublin and Amsterdam, from where you can get a taxi or community pick up for the 40 minute trip to The Park Ecovillage, Findhorn.

There is also the option of a sleeper train leaving London Euston on Sunday evening 12 September, arriving into Inverness at 8.30am Monday, in time to catch a connecting train to Forres, which is 5 miles from Findhorn. The return sleeper departs on the evening of 15 September.

The organisations behind the MovingBeyond COP programme.

The idea was sparked by our shared commitment to help our clients and the wider community truly lead on climate renewal, first of all here in our own backyard in the UK. We realised that enough debate had taken place, and the coming decade is one of action.

MovingBeyond COP is an initiative of B Foundry, a non-profit climate innovation group founded in December 2020 by four purpose-led business leaders, Simon Milton, Jamie Anley, Richard Tyrie and Christoph Warrack.



**BEAUTIFUL
CORPORATIONS**

Beautiful Corporations

Beautiful Corporations believes global corporations will be of paramount importance in shaping a better world, and that the world is looking to companies for answers and new directions. Paul Dickinson, Jamie Anley and Aline Costa have long been leading proponents of co-creation, delivering mutually beneficial strategies and ideas which replace conventional thinking. Beautiful Corporations has been proud to support the UNFCCC COP26 Climate Champions, developing the 'Race to Zero' brand for non-state actors.

beautifulcorporations.com



Pulse

Pulse, a registered B Corp, has been working in the purpose space since it was established in 2002. Simon Milton the founder and Andrew Leith have led numerous initiatives in low carbon and sustainability for clients such as the Dow Chemical Company, British Steel and most recently, LGT, BP and Schroders. Simon is a member of Extinction Rebellion Catalysers Energy working group. Simon is also a founding trustee of the Social Business Trust, a charity set up to help corporate partners deploy their expertise to help social enterprises to scale.

pulsebrands.com



Good People

Good People has spent the last 9 years delivering transformative work, helping to build community-driven solutions that match people with opportunity. The business exists to help build a better world by connecting people, often the most disadvantaged, with opportunities in their community. Richard Tyrie and Joss Hunt work with a variety of public and private partners - from NHS Trusts, Local Authorities and foundations, to corporates and business networks.

goodpeople.co.uk



B Foundry

B Foundry is a not-for-profit UK-based climate innovation group devoted to finding, funding and facilitating high-impact contributions to a regenerative world. Led by Christoph Warrack it convenes both organisational leadership (MovingBeyond COP), impact experts (B Partners), and community action (COPx), to help stimulate a green and inclusive economy.

**“
The future is not
some place we are
going, but one we
are creating.”**

The late John Schaar,
University of California, Santa Cruz

B Foundry

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