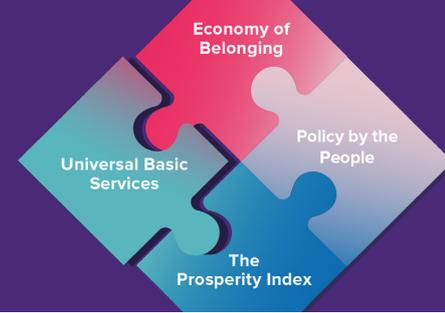


Rebuilding Prosperity

A CONVERSATION FOR CHANGE



Rebuilding prosperity for the 21st century requires new ways of thinking and acting and the kind of vision, commitment and courage that informed the national conversation in the 1940s. The Institute for Global Prosperity is launching the Rebuilding Prosperity Campaign calling on policy-makers from Town and City Halls to Whitehall and from National Assemblies to the Westminster Parliament to engage in a new conversation and to join our campaign for a radical new approach that will create shared prosperity across the country.

Background

As we emerge from the first global pandemic in one hundred years, society and governments face a triple threat: a global recession, a rapidly degrading environment, and enduring inequalities widened further by COVID-19.

Policy-makers have a choice to make

- **Business As Usual:** They can continue with a decades-old approach in which, rather than create shared prosperity, their policy decisions have contributed to growing social, economic and political divisions between and within communities.
- **Patchwork Reform:** They can tinker at the edges with superficial reforms that fail to address rapidly increasing poverty and insecurity: paying lip-service to inclusion whilst failing to address or engage with the needs of citizens.
- **21st Century Prosperity:** Or they can seize this opportunity to adopt a radically different approach: collectively reimagining the foundations of our economies; redefining what we mean by prosperity to include an emphasis on quality of life for all; and reformulating policymaking to be genuinely inclusive.

We believe that rebuilding prosperity for the 21st Century requires the kind of vision, commitment and courage that informed the national conversation in the 1940s, and have identified four requirements for genuine shared prosperity.

The four pillars of 21st Century Prosperity

1. **Citizen-led Prosperity Indices** - GDP does not measure prosperity. IGP is calling for new Citizen-led indices that link local priorities to policy making to create and measure place-based prosperity.
2. **People-led policy-making** - Top-down policies aimed at increasing individual prosperity have failed. IGP is calling for people-led policy-making that reflects the lived experiences of people and local communities in the 21st Century.
3. **An Economy of Belonging** - Macroeconomic policy should focus on root causes and outcomes, not the mechanics of change - benefits, job creation. The IGP is calling for the focus of economic policy to be the delivery of secure livelihoods.
4. **Universal Basic Services ('UBS')** - Beveridge identified five impediments to people living prosperous and fulfilling lives. Today the ability to prosper depends on multiple factors. The IGP is calling for a reimagining of the Welfare State, based on a series of UBS pilots that identify local solutions.

For further information and to read the full report please visit

<https://seriouslydifferent.org/press-room>