1    **The Stirling Protocol – putting the environment at the heart of prosperity and social inclusion**

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4    While the global coronavirus crisis impacts society and the economy in a myriad of ways, it provides, what is

5    likely to be, a once in a lifetime opportunity for us to rethink our response to climate change. According to

6    the 2020 Global Risk Register (Franco, 2020), extreme weather and climate action failure are *the two most*

7    *likely* and impactful risks to the global economy. Addressing the major challenges that we face from climate

8    change can often appear to conflict with economic priorities (Coscieme et al., 2020). Add to this the fact that

9    environmental mitigation steps can inadvertently exclude sections of the population (Curran and Tyfield,

10   2020) or smaller businesses (Edesess, 2020) and the enormity and complexity of climate change responses

11   can result in paralysis(Rand, 2014). In contrast, we need rapid, effective action (Adger et al., 2005).

12           Detailed system analyses using an algorithmic approach can provide powerful insights (Modgil et al.)

13   into the ramifications of specific actions. However, those without access to such detailed analyses are still

14   seeking simple credible measures that enable them to respond to the climate emergency, seizing the

15   opportunity for change.

16           The recovery of the global economy from the coronavirus pandemic will present an unprecedented

17   opportunity to change behaviour for the benefit of all. We propose a straightforward means to defy paralysis

18   and support inclusive economic prosperity. Just as the *Chatham House Rule* (Coleman et al., 2007)

19   immediately indicates operating parameters to discussion participants, that speaker identity and affiliation

20   are not revealed, the Stirling Protocol will prompt decision makers to put the environment at the heart of

21   inclusive economic decision making (Figure 1).

## The Stirling Protocol

| Economy | Environment | Inclusion |
|---|---|---|
| • Deliver prosperity<br>• Promote the green & blue economies | • Conserve & enhance biodiversity & natural resources<br>• Progress towards carbonless society | • Maximise social inclusion<br>• Enhance health & wellbeing |

22

23 **Figure 1. The three pillars of the Stirling Protocol put the environment at the heart of sustainable**

24 **economic prosperity and inclusion.**

25

26 When using the Stirling Protocol to consider steps to mitigate the effects of climate change, questions must

27 be asked of all three pillars of the Stirling Protocol. Does the approach conserve and enhance natural

28 resources? Will it deliver prosperity (broadly defined)? Whom will we inadvertently exclude? Where one or

29 two pillars are weaker or neglected, steps are put in place to balance the three pillars.

30 This simple protocol can be adopted throughout organisations and at every level, from procurement

31 and recruitment to project planning and business development.  The simplicity adds to its appeal, enabling it

32 to be readily incorporated within operating principles, and driving disruptive change in mindset and culture.

33 We provide some illustrative examples of how the Stirling Protocol can be applied in different sectors:

34 • Stirling Council, working with Forth Environment Link, installed a network of E-bikes, supporting

35 economic prosperity and well-being by providing carbonless transport options for work and leisure,

36 progressing towards a carbonless society. Working with the Stirling Protocol, they are considering

37 offering discounted membership to low income families to strive to achieve a fair transition.

38 • Hollis, an international, independent real estate company, working with a large institutional investor,

39 has developed a process to decarbonise their property portfolio. The process delivers a pathway to net

40 zero and sets measurable targets at a portfolio level and down to an individual asset level. Successful

41 outcomes depend on first establishing a strategy that identifies and considers the views of all key

42 stakeholders. Hollis has applied the Stirling Protocol to ensure that the process is fair and balanced and

43    tackles the challenge of achieving economic growth whilst reducing greenhouse gas emissions and

44    managing the Earth's natural resources in a fair and equitable way.

45  • Schneider Electric, an international company with 140,000 employees, typifies this approach. Working

46    in the domain of electrification, their offer is to decarbonize and digitize  (Tricoire, 2019). Their CEO,

47    Jean-Pascal Tricoire, wants to know every three months how much $CO_2$ they have saved their

48    customers, compared to the $CO_2$ it takes to operate their company. Tricoire recognizes that providing

49    services and products that help humanity move out of ecological overshoot is not only good for

50    humanity, but a core benefit for Schneider as it ensures that the company will be needed ever more in

51    the future. The company has also promoted diversity and inclusion, and is well recognized for its

52    leadership in this domain (Tricoire, 2018).

53      The Stirling Protocol is not to be used as a tick-box exercise since maximum benefit is achieved when

54    users enter into the spirit of the protocol. Multilateral international ambitions for sustainable

55    development have long been sought (Brundtland, 1987) (UN, 2020) and several organisations such as the

56    Wellbeing Economic Alliance, Mars Wrigley Foundation and Certified B Corporation, strive to balance the

57    three Ps of people, place and prosperity.  The Stirling Protocol facilitates this approach by providing a

58    safety net for constructive dialogue without constraining any of the elements of the three Ps. The

59    simplicity and flexibility of the Stirling Protocol are key aspects of its power since it can be used as a tool

60    to facilitate great discussion leading to agreement on actions and it can serve as an enabler to benchmark

61    strategic decisions. Collectively, adoption of the Stirling Protocol will be key to successful transition

62    towards the ultimate goal of minimising damage from climate change, supporting green recovery,

63    securing inclusive sustainability and driving one planet prosperity.(SEPA, 2016)

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88    **Acknowledgements**