



REQUEST FOR PROPOSALS:

Landscape Review, Funder Mapping & Taxonomy of New Economy in Europe

Partners for a New Economy is looking to commission a team for an innovative research and analysis project on the scale, shape and strength of the new economy field across Europe.

Background

Partners for a New Economy (P4NE) is a philanthropic donor collaborative that catalyses the conditions for an economy that serves people and nature. We were founded in 2015 by MAVA, Oak, Marisla and KR Foundations to address the root causes of environmental degradation that lie within our economic systems. The partnership continues to grow and evolve, with 8 partners having contributed over \$38M collectively so far.

As the world faces compounding crises, the shortcomings of the late 20th-century neoliberal economic paradigm are starkly evident. Unfair and unsustainable exploitation, both of people and of the rest of nature, is an inherent feature of our neoliberal economic system. This economic model is predicated on infinite growth, short-term return, relentless extraction of value from labour and natural resources, and the prioritisation of financial capital over all other forms of wealth. It is causing and worsening the interlinked crises of severe inequality and environmental destruction at an existential scale.

We can imagine, and catalyse, the transformation of our economy, where resources flow to projects that regenerate ecosystems and value people, and where care and resilience are understood to be as important as competition and efficiency. Alternative economic thinking, policies and practices have been gaining ground: from Doughnut Economics to sufficiency, circularity to solidarity. Changes have been created across disciplines and sectors, from academia to central banking, governments to communities.

In 2021, P4NE collaborated with Laudes Foundation on the commissioning and steering of a research report into the new economy landscape in Europe. The resulting report by Demos Helsinki "[Turning the Tide: Landscape analysis of an emergent economic movement in Europe](#)" was published at the start of 2022. Some 128 new economy actors were identified and analysed in terms of their approaches and levers for impact, and geographical spread. Unusually for a research report, this report has since been much cited and shared, in the new economy field and beyond. Nearly three years on in a fast-moving field, however, it is now somewhat out of date.

Purpose

This landscape review project will create current and publicly available maps of the scale, shape, strength and salience of the new economy field across Europe, and the funding flows to this field. This will not only update the previous work, but also address new research questions not covered previously, including creating a taxonomy to help conceptualise different parts of the field.

We hope this will be helpful to the new economy field, including funders and potential funders by:

- Making **'new economy' visible and tangible**, by creating a publicly available map of the field to help actors connect and collaborate with one another
- Highlighting the **diversity of actors** and accordingly, the range of possible funding interventions
- Providing a **rationale and evidence base for funding** e.g. identified gaps in geography, approach or ideas
- Demonstrating and analysing **how and where progress is being made** in a field that doesn't lend itself to simple KPIs
- Sparking conversations about **coherence of ideas and alignment of action**, to enable broader power-building
- Mapping the **current funding flows** by issue and geography
- Developing a common **understanding of the themes, issues and approaches** within the field

Research questions

1. Sketching a taxonomy of the field: How can we segment the field into meaningful areas, with some appreciation of how they intersect? What common language can help funders and the field itself describe who is working on which issues? Can such a taxonomy help to tell the story of the field?
2. Maturity of the ideas: What elements of a new economic paradigm are contested within the field, and where are there areas of broad consensus? Where are new economic theories and models incomplete?
3. State of the field of actors: Which organisations and/or individuals are explicitly working on economic systems change, and what level of resources can they deploy? How has the European new economy space developed in the last 3 years? What are the strengths and weaknesses, and what comparative quantitative and qualitative data can we gather to make sense of this?

4. Progress towards adoption: Which ideas and concepts are closest to gaining traction in the mainstream, or have demonstrated growing momentum? How does the new economy field relate to political theories and movements?
5. Funding in the field: Which funders are supporting economic systems change, where, at what levels and in which thematic areas and approaches, mapped to the taxonomy?

Approach

- **Team**: we encourage applications from teams with a mix of complementary skills, perspectives and expertise, either from one organisation or a collaboration between consultants or organisations.
- **Methods**: We are open to innovative and less explored research methods including the use of AI tools, and we would expect this to be complemented by desk research and primary research to enable a robust, rich and nuanced understanding of the field.
- **Engagement**: Regular check-ins with P4NE will ensure the project is on track. We are interested in proposals that seek to engage field actors, perhaps through digital tools, online workshops or sessions at relevant in-person events, especially in creating a credible and legitimate taxonomy and map of the field.
- **Geographical scope**: within the overall scope of mapping the European field, we are open to proposals about how best to usefully explore and present the landscape including European-wide actors, those who focus on the EU, and national ecosystems of new economy work. This may link to the engagement question above, especially for sense-checking and validating findings for specific countries.
- **Ongoing use**: The question of how such a mapping, or certain elements of it, can be kept relevant and up-to-date should be explored.

Deliverables

We expect the project to deliver:

- A taxonomy to describe the new economy field
- Engagingly presented, relevant data about the funding flows in the field
- An overarching analysis of the new economy landscape in Europe, which may have various elements including maps,

interactive online tools, infographics / data visuals, reports, blogs and videos.

Next Steps

We would like the work to start in early 2025 and ideally complete by the summer, with a view to publishing the findings as part of P4NE's 10th anniversary events. We have set aside a budget of up to EUR 100k, and would expect a portion of this to be allocated to peer review, and the design of engaging communication materials about the research findings.

If you are interested in putting in a proposal for this work, we'd like to hear:

- How would you approach this work including sharing a high-level project plan showing timeframes & sequencing?
- What you propose as a methodology for both quantitative and qualitative analysis of the field?
- What outputs you would envisage creating to communicate the research findings?
- What expertise you are bringing to the work - who is the team?
- Links to examples of your previous work
- What you would need from P4NE to make this work successful?
- What do you see as the risks and opportunities?
- A high-level budget breakdown

Useful Links

- [Turning the Tide: Landscape analysis of an emergent economic movement in Europe](#)
- [Where the Green Grants Went 9](#)
- [Funding Justice 2](#)
- [Environmental Funding by European Foundations](#)
- [Solidarity Economy Index](#) (an interesting example of AI mapping)
- [Adaptation & Resilience Collaborative for Funders mapping](#)

CLOSING DATE FOR PROPOSALS: Fri 10 Jan 2025 at 6.00pmGMT

Interviews: Monday 27 Jan 2025

Please email your proposal which should be **a maximum of 3 pages (excluding annexes)** to fmallinrobinson@p4ne.org with the subject: **P4NE Landscape Review Proposal**