



THE WORLD POLICY FORUM

Governance Realignment

How to achieve the vision for a recoupled economy?

Speakers:

Keynote:

- **Angel Gurría**, Secretary-General, OECD

Panelists:

- **Colm Kelly**, Global Leader, Purpose, Policy and Corporate Responsibility, PwC
- **Colin Mayer**, Professor, University of Oxford
- **Erck Rickmers**, Founder, The New Institute
- **Ngairé Woods**, Professor & Dean, Blavatnik School of Government

Moderator:

- **Declan Curry**, Business Journalist and Conference Speaker

Session description:

Our economy should serve human needs. For that, it must not be entirely geared towards economic progress but has to improve social progress and environmental sustainability as well. This is the vision of a recoupled economy: where social, economic and environmental prosperity grow together and not apart. Achieving a recoupled economy requires complementary action in policy and business; a commonality of purpose.

This session discusses elements and examples of a recoupled economy. It determines implications for policy-makers and business leaders and how their actions can support and reinforce each other. It will also address specific ways in which our economic system must evolve in order to align policy decisions and business action to achieve a resilient, sustainable recoupled future.

Objectives

- Present elements of the vision of a recoupled economy: successful business models that serve social purpose and are environmentally sustainable
- Discuss examples of change and change in norms.
- Derive implications for policy makers and business leaders. A transformation requires commonality of purpose. How can this be achieved?
- Address specific ways in which our economic system must evolve in order to align policy decisions and business action to achieve a resilient, sustainable recoupled future.



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Literature:

Further readings:

- Mayer, C. (2018). Prosperity: better business makes the greater good. Oxford University Press. <https://global.oup.com/academic/product/prosperity-9780198824008?cc=gb&lang=en>
- Mayer, C. (2018). The future of the corporation: Towards humane business. In: Journal of the British Academy. <https://www.thebritishacademy.ac.uk/publishing/journal-british-academy/6s1/the-future-of-the-corporation-towards-humane-business/>
- British Academy, Future of the Corporation Programme (2020). For-Benefit Business and the Future of the Corporation. <https://www.thebritishacademy.ac.uk/publications/future-of-the-corporation-for-benefit-business/>
- British Academy, Future of the Corporation Programme (2019). Principles for Purposeful Business. <https://www.thebritishacademy.ac.uk/publications/future-of-the-corporation-principles-for-purposeful-business/>
- British Academy, Future of the Corporation Programme (2018). Reforming business for the 21st century: a framework for the future of the corporation. <https://www.thebritishacademy.ac.uk/publications/reforming-business-21st-century-framework-future-corporation/>