

NEXT ECONOMY PARTNERSHIP PROJECT



There is one clear idea that currently unites everyday Americans, business leaders and elected officials like no other: *America needs a plan to accelerate job creation, get gas prices under control and raise our game in the more competitive 21st Century energy economy.* This plan needs to be national in scale, but skeptical Americans have lost faith in top-down mandates and empty promises from Washington. Instead, they want to see a national plan implemented bottom-up to maximize local strengths and assets across the country.

Beyond that, there is little agreement among the American public or policy elites about how we meet the challenge. It is clear that there are no silver bullets or quick fixes. So figuring out what works, what doesn't, what's missing and what unites us – must be a collaborative project linking many actors, institutions and geographies. Enter the *Next Economy Partnership Project*.

Accelerating Bottom-Up Success

While political stalemate is the daily story out of Washington DC, good things are happening in communities across America as new clean economy businesses and models begin to take root. *The Next Economy Partnership Project* was launched in 2010 to:

- Build a common language for bottom up innovation
- Lift up success stories in the near term
- Accelerate long-term, bi-partisan policy breakthroughs and bottom up outcomes

Our effort is modeled on the Turner Foundation Partnership Project, which successfully used shared technology services to accelerate collaboration among civic participation groups in the late 1990s. In this case, we are using public opinion research and collaborative message development to create currency for policy innovators to make a strong case for change. Our work to date has already had measurable impact:

- Through over a year of briefings and convenings, we have gathered together a growing community of formerly “silo-ed” groups around a new, bottom-up narrative for regional innovation, jobs and low-carbon outcomes. *Now we hope to go deeper and wider with targeted state and regional level messaging and success story development.*
- From our focus group research, we have confirmed that voters see an indispensable role for government, but one that is highly focused on local partnerships, local job creation councils and new, flexible approaches that give clean economy entrepreneurs and citizens a greater voice in how federal money is spent. *Now we hope to define exactly what “more for less” government must look like in the 21st century.*
- We have successfully engaged key White House, federal and state officials around the high-impact potential of regional innovation. *Now we hope to accelerate development and deployment of the missing policy & finance mechanisms needed to scale the work.*

For more information: Jenna Narayanan (202-842-7207) or Dan Carol (541-337-7046)