

Press release from the 99% Organisation

99% welcomes Industrial Decarbonisation Strategy but what about agriculture and jobs?

London, Hereford, 24 March 2021

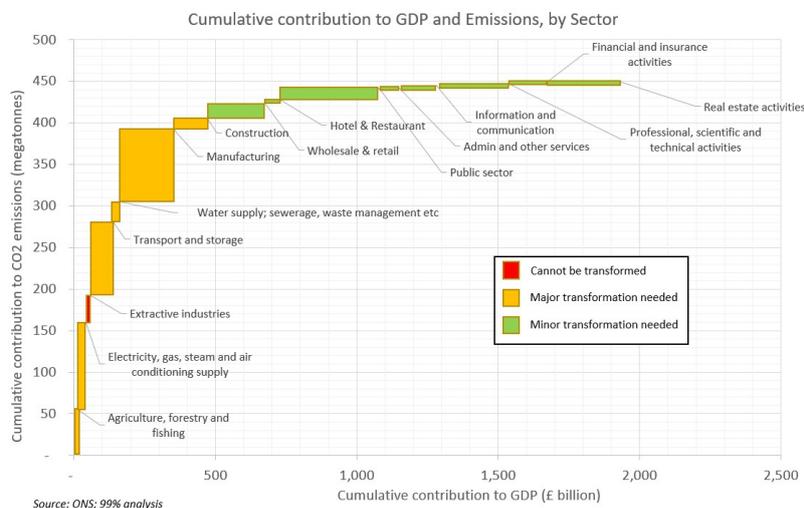
Responding to the Government's announcement on the [Major blueprint to create green jobs and slash emissions from industry, schools and hospitals](#), Mark E Thomas, founder of The 99% Organisation, said:

"We welcome the government's announcement of the Industrial Decarbonisation Strategy. From our work on CO2 emissions by UK industrial sectors, we can see that the government's focus is correct except for two points:

- its omission of the agricultural sector
- its view of the scale of new green jobs needed

"On agriculture, we sincerely hope that changing dietary behaviour is next on the government's to-do list, given the significant environmental impact of farming and food production. If we could imagine shifting public dietary expectations to a healthier diet, reducing domestic food waste and encouraging the government to build a new subsidy system that rewards farmers for caring extraordinarily well for their environment, it could be a win-win-win situation: the general public gets to be healthier; the carbon footprint of agriculture is reduced; and farmers get to do what they know needs to be done and want to do - to reduce the environmental impact of food production."

"On green jobs, we note that Greenpeace argues for 1.8 million, Friends of the Earth propose 1 million and that Citizens UK and IPPR talk about 60,000 in London alone over the next few years. These figures make the government's plans of fewer than 30,000 jobs per decade look derisory."



ENDs

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Notes

1. **The 99% Organisation**, is an inclusive, entirely voluntary, movement of people who want to end mass impoverishment using peaceful means. The 99% Organisation aims to make mass impoverishment a key issue for Government, and to drive serious policy change. We want to build a world in 2050, where rather than being poorer than their parents, people are better-off. www.99-percent.org
2. **Mark E Thomas**
Mark is the author of [99%](#), one of the FT's Best Books of 2019. He has spent most of his career in business; for many years he ran the Strategy Practice at PA Consulting Group. During this time, he began to explore whether the tools and techniques of business strategy could be applied to understanding the health and stability of countries. This research led him to the uncomfortable conclusion that many developed countries –including the US and the UK –are unwittingly pursuing economic policies which will result in the unwinding of 20th century civilisation before we reach the year 2050. Hearteningly, he also concluded that this fate is entirely avoidable. Mark is also the author of *The Complete CEO*, and *The Zombie Economy*. Mark has a degree in Mathematics from Cambridge University. He lives in Herefordshire <https://99-percent.org/about-mark-thomas/>
3. **Link to the [10 Point Plan for a Green Industrial Revolution](#)** published last year [the pilot of the Sustainable Farming Incentive](#) published March 2021.
4. **99% Campaigns**
Herefordshire 2030: looking at how one county could -- without waiting for major shifts in government policy -- take steps to become [fairer, more prosperous and greener](#). This project is now engaged in detailed analysis and stakeholder engagement.
Saving the NHS: The Government has recently published a White Paper on the Future of the NHS. Some elements of it are extremely worrying.
Externalisation: working with Imperial College and others on a project to [re-engineer the profit motive into a force for good](#). This project has completed phase 1, and we are hoping to broaden it over the next few months.
Local Action: mobilising members to write to their MPs about important issues such as the [rule of law](#) in the UK.
Contact with senior politicians: 99% is working with like-minded MPs from all parties, and with some All-Party Parliamentary Groups to begin the process of amending policy.
Generation 99: Younger Members Shaping their Own Destiny
5. **What is Mass Impoverishment**
[Mass Impoverishment](#) is the process by which even as the economy continues to grow richer, many people find themselves getting poorer year after year. For example:
 - Mass impoverishment means that we are looking at the first generation in living memory that expects to be poorer than its parents.
 - Many countries suffer from mass impoverishment: the US since 2000 and the UK since 2010.