



Press release from The 99% Organisation

99% Organisation is turning ideas into local action with the launch of Herefordshire 2030

Hereford, 8th July 2020

On 16th July 2020, the 99% Organisation and the RSA will launch *Herefordshire 2030*, a new initiative designed to create a blueprint for how Herefordshire can become a greener, fairer and more prosperous county by 2030.

The project will be led by The 99% organisation, a movement that aims to end mass impoverishment and founded by Hereford author, Mark E Thomas.

Mark E Thomas, founder of The 99% organisation, said:

“Once the coronavirus is under control, we have the opportunity to ask the question: what kind of world do we want to build? This is an issue for the UK as a whole. But it is also an issue for every region.

“Herefordshire 2030 offers us an opportunity to think about the kind of place we want to become after the coronavirus – and to put that thinking into practice. The project will explore how Herefordshire can become greener, fairer and more prosperous by encouraging ethical businesses that support environmental and social priorities. Our aim is to create a blueprint that can be used in Herefordshire – and beyond – by mobilising the power of local, bottom-up projects.”

Herefordshire 2030 will be launched at a virtual event on the 16th July. The event will be chaired by Herefordshire Councillor and Green Party spokesperson, Diana Toynbee, and supported by the RSA. [Matthew Taylor, RSA chief executive](#), will talk about his recent work on [Bridges to the Future](#) and the RSA’s approach to change, and Mark E Thomas, 99% Organisation, will talk about the *Herefordshire 2030* project.

Matthew Taylor, RSA Chief Executive, added:

“We’re looking forward to joining together to generate ideas and create connections for developing local capacity for change in Herefordshire and beyond.

“Our recent work on [Bridges to the Future](#) is designed to unlock ideas and innovation in the areas of society that must thrive so we can all live well, to identify how the world could, and should, change after the pandemic.”

For more information and to register for the virtual launch event on 16th July, 2020 at 6:00-7:00pm, please click here: <https://99-percent.org/herefordshire-2030/>

ENDS

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Press release from The 99% Organisation

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Notes

1. **The 99% Organisation** is an inclusive grass-roots movement, inspired by the Occupy 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 far better-off.

www.99-percent.org

2. **The RSA** (Royal Society for the encouragement of Arts, Manufactures and Commerce): an enlightenment organisation committed to finding innovative practical solutions to today's social challenges. Through its ideas, research and 29,000-strong Fellowship it seeks to understand and enhance human capability so we can close the gap between today's reality and people's hopes for a better world.

www.theRSA.org

3. **Mark E Thomas**

Mark is the author of [*99% - Mass Impoverishment and How We Can End It*](#), 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/>

4. **Herefordshire 2030 Launch event – 6-7pm, Thursday 16th July 2020**

For more information and to register for the event see: <https://99-percent.org/herefordshire-2030/>