



# ACTIVATION KIT

SEPTEMBER 2020 /// IMPERATIVE 21



**THE GLOBAL PANDEMIC,  
ECONOMIC CRISIS, AND RACIAL  
JUSTICE UPRISINGS HAVE  
REVEALED A DEEPER, MORE  
FUNDAMENTAL PROBLEM:**

**AN ECONOMIC SYSTEM THAT  
REWARDS MAXIMIZING WEALTH  
OVER WELLBEING AND  
PRIORITIZES INDIVIDUALISM  
OVER INTERDEPENDENCE.**





The background image is a blue-tinted photograph of the Wall Street Bull in New York City. In the foreground, the back of a statue of a person is visible, looking towards the bull. The bull is in the center, facing right. The scene is set on a cobblestone street with trees and buildings in the background.

~~In September 1970, Milton Friedman wrote his seminal essay in the NYTimes that set capitalism to maximize profit.~~

In September 2020, we will **RESET** to maximize shared well-being on a healthy planet.

**IT'S TIME TO RESET.**



# IMPERATIVE 21 IS OUR NETWORK DRIVING ECONOMIC SYSTEM CHANGE. THIS IS OUR MOMENT TO CREATE A MOVEMENT.

This September, we invite allies globally to **RESET** the narrative through art and story that reflects the overarching vision and **Imperatives for Economic System Change** you have articulated through your individual work and our collective co-creation process.



# JOURNEY OF CO-CREATION OF A UNIFYING NARRATIVE, STRATEGY AND CAMPAIGN FOR ECONOMIC SYSTEMS CHANGE

## FIRST ALLIES FOR SYSTEM CHANGE CONVENING

120 global allies

● APRIL 1

## SURVEY ON PRELIMINARY IMPERATIVES & ALLIES ECOSYSTEM

435 invited, 50% response,  
39% completion

● APRIL 21

## SECOND ALLIES FOR SYSTEM CHANGE CONVENING

350+ global allies  
Draft Zero presented

● MAY 21

## RESET CAMPAIGN

Kickoff and introduction of  
Imperatives

● SEPTEMBER 13

## LAUNCH OF IMPERATIVES COALITION

Develop framework &  
roadmap for allies survey &  
activation

APRIL 17

## LAUNCH OF CULTURE COALITION

Develop creative for  
campaign to **RESET**

JUNE 11

## THIRD ALLIES FOR SYSTEM CHANGE CONVENING

Draft One presented

SEPTEMBER 9





**TODAY WE HAVE  
AN OPPORTUNITY  
TO REIMAGINE AND  
REDESIGN WHAT  
COMES NEXT.**





# IT'S TIME TO RESET

## SHAREHOLDER PRIMACY HAS FAILED US.

We need a more just economy that works for everyone and for the long term. Our economic system must **RESET** to:

## DESIGN FOR INTERDEPENDENCE

Recognize the interdependence of healthy people, planet, and economies; balance the relationships between the private sector, government and civil society; and ensure that everyone has access to free and fair markets.

## INVEST FOR JUSTICE

Remove structural inequality; ensure leadership and ownership are more inclusive, and investment more accessible; use technology to advance democratic ideals and human rights; and promote greater voice, power and opportunity for those currently marginalized.

## ACCOUNT FOR STAKEHOLDERS

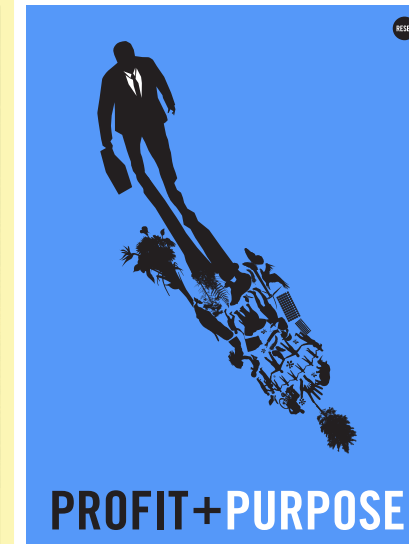
Measure success based on credible common metrics of sustainable value creation for all stakeholders; create incentives that reward business and investments creating social and environmental value; and enhance standards of fiduciary duty.

**THE IMPERATIVES FOR ECONOMIC SYSTEM CHANGE.**



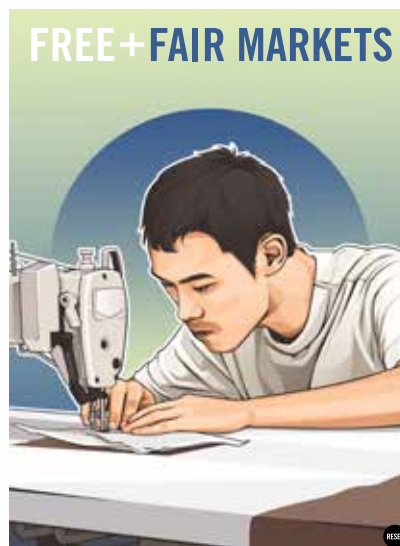
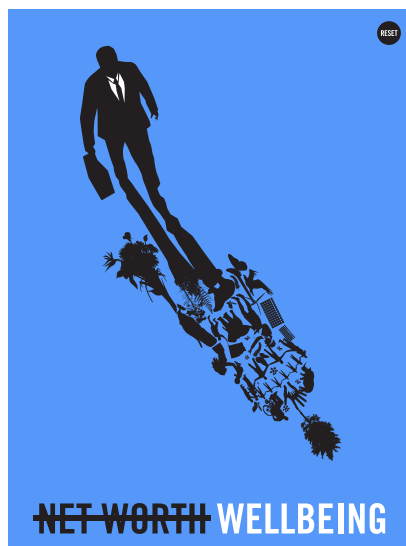
**RESET** for workers. **RESET** for climate. **RESET** for inclusion. **RESET** for racial justice. **RESET** for nature. **RESET** for your children. **RESET** for a just transition. **RESET** for gender equity. **RESET** to put purpose into practice. **RESET** to achieve the SDGs. **RESET** from shareholder primacy to stakeholder capitalism. **RESET** for the long term. **RESET** for shared well-being on a healthy planet.





**We're kicking off the RESET campaign with a slate of programmed activities that we hope you'll participate in and help amplify.**

The assets in this activation kit are free for you to use in hundreds of creative ways and can be customized and adapted by you to fit your local context around the world. All downloadable files can be accessed here.





# SUNDAY, SEPTEMBER 13 RESET CAMPAIGN LAUNCH

## LET'S RESET

- Full page ad Sunday New York Times! Get yourself a copy, take a photo, and share why it's time for a **RESET** [#Imperative21](#)
- Ad: Run a color or b/w ad in your market. [Click here for files.](#)
- Social: [Click here for social media toolkit](#) with template posts related to the NYT ad and the need to **RESET**







# MONDAY, SEPTEMBER 14 RESET FOR SHARED PROSPERITY

## LET'S RESET

- Nasdaq Tower, Times Square, New York City. For those in New York—head down to Times Square at 9:50 am to check out a historic 10 minute takeover showcasing a campaign you helped design! Take a photo and tag us using the hashtag **#Imperative21**
- Video: Run the **RESET** video in your market. [Click here for files.](#)
- Social: [Click here for social media toolkit](#) with template posts related to the Nasdaq Tower takeover and with a worker focus



# TUESDAY, SEPTEMBER 15

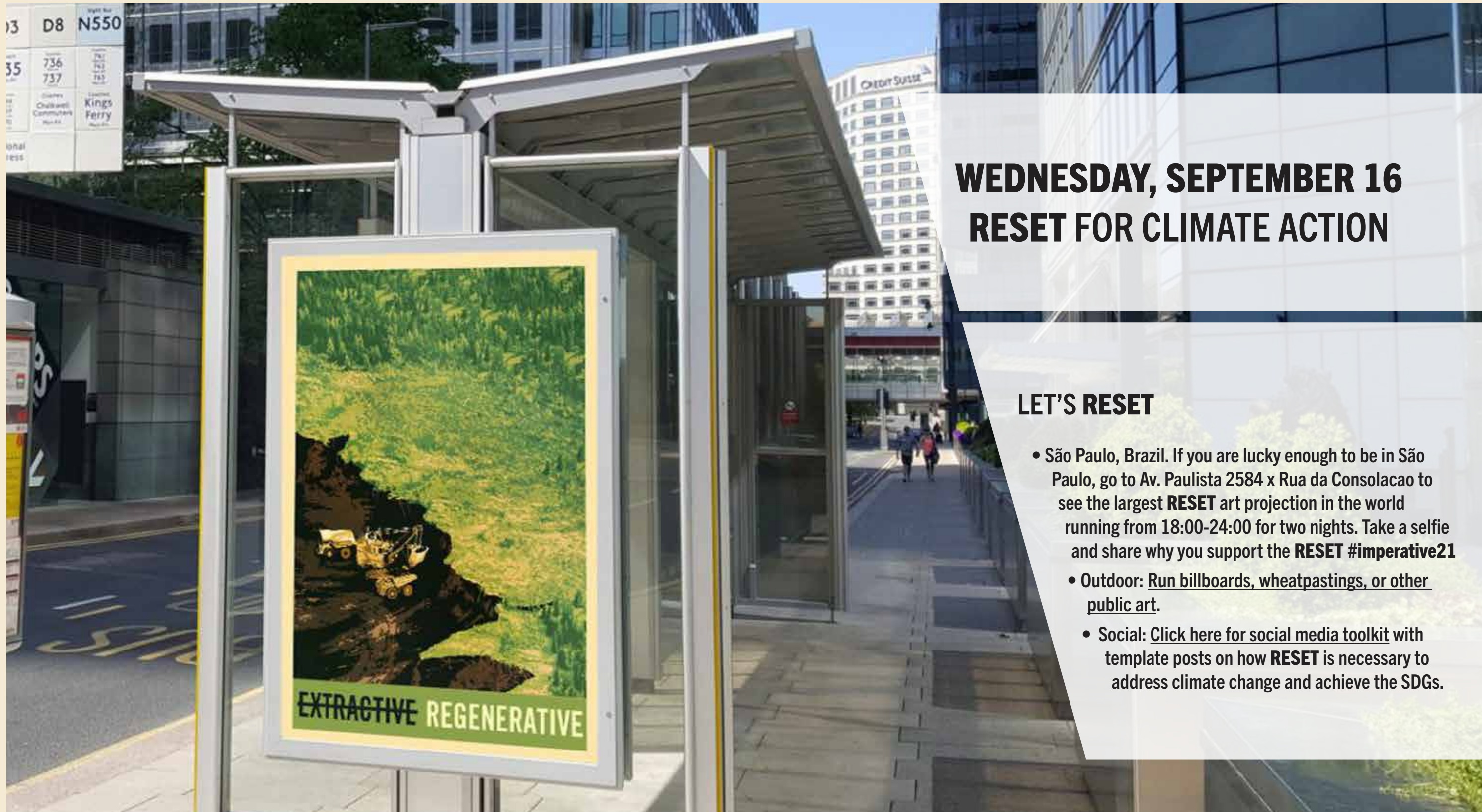
## RESET FOR FREE & FAIR MARKETS

### LET'S RESET

- Run large scale projections of your favorite art in your market. [Click here for files and help amplify.](#)
- Social: [Click here for social media toolkit](#) with template posts on how RESET aligns with sister efforts of the World Economic Forum, Business Roundtable and others.







## WEDNESDAY, SEPTEMBER 16 RESET FOR CLIMATE ACTION

### LET'S RESET

- São Paulo, Brazil. If you are lucky enough to be in São Paulo, go to Av. Paulista 2584 x Rua da Consolacao to see the largest **RESET** art projection in the world running from 18:00-24:00 for two nights. Take a selfie and share why you support the **RESET #imperative21**
- Outdoor: Run billboards, wheatpastings, or other public art.
- Social: Click here for social media toolkit with template posts on how **RESET** is necessary to address climate change and achieve the SDGs.



# THURSDAY, SEPTEMBER 17 RESET FOR RACIAL JUSTICE

## LET'S RESET

- Create a special edition **RESET** newsletter highlighting how your organization is advancing the **RESET** and Imperatives for Economic System Change.
- [Social: Click here for social media toolkit](#) with template posts on how **RESET** is necessary to advance racial justice.
- [Access this artwork](#) in multiple languages including Portuguese and Spanish.





# FRIDAY, SEPTEMBER 18 RESET FOR GENDER EQUITY

## LET'S RESET

- Office: Bring **RESET** artwork into your offices, lobbies and common rooms, aligning your culture, values, and physical space.
- Social: [Click here for social media toolkit](#) with template posts on how **RESET** is necessary to advance gender equity.



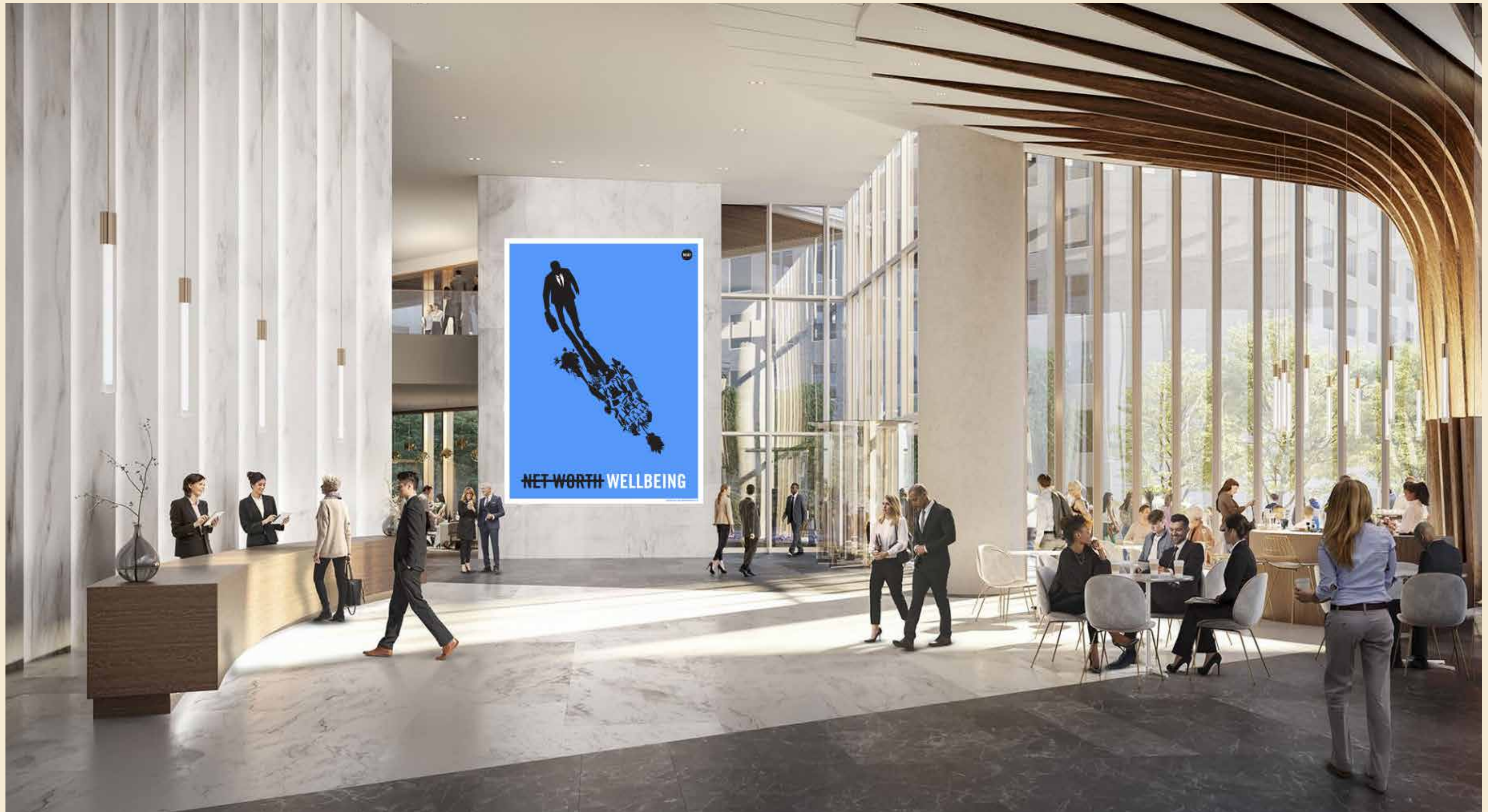




**ARTWORK IS MORE THAN BEAUTY  
OR DECORATION, IT HAS THE POWER  
TO WAKE PEOPLE UP AND CREATE  
MEANINGFUL CHANGE. ART CAN  
BE A COMPASS POINTING TOWARDS  
THE FUTURE WE WANT TO LIVE IN.**

All of this artwork is now open source and available for you to use for non commercial purposes—the RESET video and artwork can be shared online or at your events, it can be projected 20 stories high, displayed as a billboard, gifted to your community as fine art prints, or displayed as high end artwork in your lobby reminding your community of the values driving business strategy...









**QUESTIONS?**  
**RESET@IMPERATIVE21.CO**



# ABOUT IMPERATIVE 21

Representing more than 70,000 businesses, 20 million employees, \$6.6 trillion in revenue, and \$15 trillion in assets under management, Imperative 21 is a business-led network driving economic systems change.

Imperative 21 believes the imperative of the 21st century is to **RESET** our economic system so its purpose is to create value for all stakeholders while stewarding the natural and social systems on which healthy markets and all life depends. Network steward organizations include: B Lab (certifier of B Corporations), The B Team, Chief Executives for Corporate Purpose (CECP), Common Future, Conscious Capitalism, Global Impact Investing Network (GIIN), JUST Capital, and Participant.

We are united by our vision and shared mission to equip leaders to lead consistent with the **RESET** Imperatives; to shift the cultural narrative about the role of business and finance in society; and to realign incentives in a supportive policy environment.

Together, and with others, we will support business and finance leaders, culture shifters, and policymakers who are ready to meet this moment with bold and meaningful action. Our network is fluid, allowing coalitions to form and dissolve around different work, and allies to lean in and lean out based upon their capacities and interests. Let's **RESET**. Together.

**IMPERATIVE21.CO**  
**#IMPERATIVE21**

