

MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM

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MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM IS MORE THAN JUST A CATCHY PHRASE — IT'S A TRANSFORMATIVE FRAMEWORK THAT CHALLENGES THE TRADITIONAL WAYS WE THINK ABOUT ECONOMICS, INNOVATION, AND SOCIAL PROGRESS. IN AN ERA MARKED BY URGENT GLOBAL CHALLENGES LIKE CLIMATE CHANGE, INEQUALITY, AND TECHNOLOGICAL DISRUPTION, THIS CONCEPT URGES US TO RETHINK CAPITALISM NOT JUST AS A SYSTEM FOR PROFIT, BUT AS A POWERFUL TOOL TO SOLVE BIG SOCIETAL PROBLEMS. INSPIRED BY HISTORIC MOONSHOT PROJECTS, THE MISSION ECONOMY APPROACH CALLS FOR BOLD, COORDINATED EFFORTS THAT ALIGN PUBLIC AND PRIVATE SECTORS TOWARD AMBITIOUS GOALS.

IF YOU'VE EVER WONDERED HOW WE CAN HARNESS CAPITALISM'S STRENGTHS WHILE DIRECTING IT TOWARD COLLECTIVE BENEFIT, UNDERSTANDING THE PRINCIPLES BEHIND A MISSION ECONOMY PROVIDES INVALUABLE INSIGHT. THIS GUIDE DELVES INTO WHAT MISSION ECONOMY MEANS, WHY IT MATTERS, AND HOW IT CAN RESHAPE OUR ECONOMIC FUTURE FOR THE BETTER.

UNDERSTANDING THE MISSION ECONOMY CONCEPT

AT ITS CORE, THE MISSION ECONOMY APPROACH IS ABOUT SETTING BOLD, CLEAR OBJECTIVES—"MOONSHOTS"—THAT MOBILIZE RESOURCES, TALENTS, AND TECHNOLOGIES TO SOLVE COMPLEX PROBLEMS. THE TERM GAINED PROMINENCE AFTER ECONOMIST MARIANA MAZZUCATO'S INFLUENTIAL WORK, WHERE SHE ARGUED THAT GOVERNMENTS AND BUSINESSES CAN COLLABORATE TO DRIVE INNOVATION SIMILARLY TO HOW THE U.S. GOVERNMENT RALLIED THE NATION TO LAND A MAN ON THE MOON IN THE 1960S.

WHAT MAKES A MOONSHOT DIFFERENT?

UNLIKE INCREMENTAL IMPROVEMENTS OR MARKET-DRIVEN INNOVATION AIMED SOLELY AT PROFIT MAXIMIZATION, MOONSHOTS ARE AMBITIOUS, HIGH-RISK, AND PURPOSE-DRIVEN PROJECTS. THEY REQUIRE LONG-TERM COMMITMENT AND OFTEN DELIVER BREAKTHROUGHS THAT REDEFINE INDUSTRIES AND SOCIETIES.

EXAMPLES INCLUDE:

- THE APOLLO SPACE PROGRAM ITSELF, WHICH REVOLUTIONIZED AEROSPACE TECHNOLOGY.
- THE HUMAN GENOME PROJECT, WHICH MAPPED THE ENTIRE HUMAN DNA SEQUENCE.
- RENEWABLE ENERGY INITIATIVES AIMED AT COMBATING CLIMATE CHANGE.

THESE MISSIONS DO NOT MERELY SEEK FINANCIAL RETURNS BUT AIM FOR PROFOUND SOCIAL IMPACT.

THE ROLE OF GOVERNMENT AND PRIVATE SECTOR

IN A MISSION ECONOMY, GOVERNMENTS ARE NOT JUST REGULATORS OR MARKET FIXERS—THEY BECOME ACTIVE MARKET SHAPERS AND CO-INVESTORS. THIS MEANS PUBLIC INSTITUTIONS TAKE THE LEAD IN DEFINING MISSIONS AND ENABLING CONDITIONS, WHILE PRIVATE COMPANIES INNOVATE AND SCALE SOLUTIONS. THIS SYNERGY IS ESSENTIAL BECAUSE MANY MOONSHOT PROJECTS REQUIRE UPFRONT INVESTMENTS TOO LARGE OR UNCERTAIN FOR PRIVATE ACTORS ALONE.

WHY MISSION ECONOMY MATTERS IN TODAY'S WORLD

THE 21ST CENTURY PRESENTS US WITH INTERWOVEN CRISES THAT TRADITIONAL CAPITALISM STRUGGLES TO ADDRESS

EFFECTIVELY. CLIMATE CHANGE, HEALTHCARE DISPARITIES, DIGITAL DIVIDES, AND ECONOMIC INEQUALITY DEMAND SOLUTIONS THAT ARE SYSTEMIC AND TRANSFORMATIVE.

ADDRESSING MARKET FAILURES WITH PURPOSE

TRADITIONAL CAPITALISM OFTEN FOCUSES NARROWLY ON SHORT-TERM PROFITS, WHICH CAN OVERLOOK OR EVEN EXACERBATE SOCIAL PROBLEMS. MISSION ECONOMY FRAMEWORKS REDIRECT INNOVATION AND INVESTMENT TOWARD PUBLIC VALUE CREATION, HELPING TO CORRECT MARKET FAILURES SUCH AS UNDERINVESTMENT IN CLEAN ENERGY OR AFFORDABLE HEALTHCARE.

DRIVING INCLUSIVE INNOVATION

BY SETTING MISSIONS THAT PRIORITIZE EQUITY AND SUSTAINABILITY, MISSION ECONOMIES ENCOURAGE INNOVATIONS THAT BENEFIT BROADER POPULATIONS, NOT JUST ELITE CONSUMERS OR SHAREHOLDERS. THIS FOSTERS A MORE INCLUSIVE ECONOMIC GROWTH MODEL, WHERE DIVERSE COMMUNITIES HAVE ACCESS TO NEW OPPORTUNITIES.

IMPLEMENTING A MISSION ECONOMY: PRACTICAL APPROACHES

TRANSITIONING TO A MISSION ECONOMY INVOLVES STRATEGIC SHIFTS IN POLICYMAKING, CORPORATE GOVERNANCE, AND INVESTMENT PRIORITIES. HERE ARE SOME KEY PRACTICES THAT CAN HELP EMBED THIS MINDSET.

1. DEFINING CLEAR, AMBITIOUS MISSIONS

SUCCESSFUL MISSION ECONOMIES START BY ARTICULATING BOLD BUT ACHIEVABLE GOALS THAT RESONATE WITH SOCIETY'S MOST PRESSING NEEDS. FOR INSTANCE, A GOVERNMENT MIGHT SET A TARGET TO ACHIEVE NET-ZERO CARBON EMISSIONS BY 2050 OR TO ERADICATE A PARTICULAR DISEASE.

2. ALIGNING FUNDING AND INCENTIVES

INVESTMENT STRATEGIES SHOULD PRIORITIZE PROJECTS THAT CONTRIBUTE DIRECTLY TO MISSION GOALS. THIS MEANS DEPLOYING PUBLIC FUNDS, GRANTS, AND SUBSIDIES STRATEGICALLY, WHILE ENCOURAGING PRIVATE SECTOR PARTICIPATION THROUGH TAX INCENTIVES AND RISK-SHARING MODELS.

3. ENCOURAGING CROSS-SECTOR COLLABORATION

MISSIONS REQUIRE PARTNERSHIPS ACROSS ACADEMIA, INDUSTRY, CIVIL SOCIETY, AND GOVERNMENT. COLLABORATIVE PLATFORMS CAN FOSTER KNOWLEDGE EXCHANGE, POOL RESOURCES, AND COORDINATE EFFORTS TO ACCELERATE PROGRESS.

4. MEASURING IMPACT BEYOND PROFITS

TRADITIONAL FINANCIAL METRICS ARE INSUFFICIENT TO GAUGE SUCCESS IN A MISSION ECONOMY. INSTEAD, IMPACT ASSESSMENTS SHOULD INCLUDE SOCIAL, ENVIRONMENTAL, AND LONG-TERM ECONOMIC INDICATORS TO ENSURE MISSIONS DELIVER HOLISTIC VALUE.

CHALLENGES AND CRITICISMS OF THE MISSION ECONOMY APPROACH

NO ECONOMIC MODEL IS WITHOUT ITS HURDLES, AND MISSION ECONOMY FRAMEWORKS FACE THEIR OWN SET OF CHALLENGES.

RISK OF BUREAUCRATIC OVERREACH

WHEN GOVERNMENTS TAKE A CENTRAL ROLE IN DEFINING MISSIONS, THERE IS A RISK THAT INEFFICIENT BUREAUCRACY OR POLITICAL AGENDAS MIGHT SLOW PROGRESS OR STIFLE INNOVATION.

BALANCING AMBITION WITH FEASIBILITY

MOONSHOTS ARE INHERENTLY RISKY, AND NOT EVERY AMBITIOUS GOAL WILL SUCCEED. IT'S IMPORTANT TO MAINTAIN FLEXIBILITY AND LEARN FROM FAILURES WITHOUT LOSING SIGHT OF OVERARCHING MISSIONS.

ENSURING EQUITY AND AVOIDING EXCLUSION

IF NOT CAREFULLY DESIGNED, MISSION-DRIVEN PROJECTS COULD DISPROPORTIONATELY BENEFIT CERTAIN GROUPS, EXACERBATING EXISTING INEQUALITIES. INCLUSIVE STAKEHOLDER ENGAGEMENT IS CRITICAL TO MITIGATE THIS RISK.

THE FUTURE OF CAPITALISM THROUGH THE LENS OF MISSION ECONOMY

THE MISSION ECONOMY OFFERS A REFRESHING VISION OF CAPITALISM—ONE THAT IS NOT JUST ABOUT WEALTH ACCUMULATION BUT ABOUT SOLVING HUMANITY'S GRAND CHALLENGES. BY REORIENTING ECONOMIC ACTIVITY AROUND AMBITIOUS, SOCIALLY MEANINGFUL GOALS, WE CAN UNLOCK NEW WAVES OF INNOVATION AND SHARED PROSPERITY.

IN THE COMING YEARS, EXPECT TO SEE MORE GOVERNMENTS ADOPTING MISSION-ORIENTED POLICIES, PRIVATE FIRMS EMBRACING PURPOSE-DRIVEN INNOVATION, AND INVESTORS SEEKING TO BACK PROJECTS WITH MEASURABLE SOCIAL IMPACT. THIS SHIFT COULD PAVE THE WAY FOR A MORE RESILIENT, INCLUSIVE, AND SUSTAINABLE ECONOMIC SYSTEM—ONE WORTHY OF THE CHALLENGES AND OPPORTUNITIES OF OUR TIMES.

EXPLORING HOW MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM CAN INSPIRE NEW WAYS OF THINKING ABOUT GROWTH AND PROGRESS HELPS US IMAGINE A FUTURE WHERE ECONOMIC SUCCESS IS MEASURED BY THE COLLECTIVE WELL-BEING OF PEOPLE AND THE PLANET, RATHER THAN JUST QUARTERLY EARNINGS. IT'S AN EXCITING JOURNEY THAT INVITES EVERYONE—FROM POLICYMAKERS TO ENTREPRENEURS AND CITIZENS—TO PARTICIPATE IN CRAFTING A FAIRER, MORE INNOVATIVE WORLD.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE CORE CONCEPT OF 'MISSION ECONOMY: A MOONSHOT GUIDE TO CHANGING CAPITALISM'?

THE CORE CONCEPT OF 'MISSION ECONOMY' IS TO APPLY THE BOLD, GOAL-ORIENTED APPROACH OF THE APOLLO MOON MISSIONS TO MODERN ECONOMIC AND SOCIAL CHALLENGES, ENCOURAGING GOVERNMENTS AND ORGANIZATIONS TO TACKLE BIG PROBLEMS THROUGH TARGETED INNOVATION AND COLLABORATION.

WHO IS THE AUTHOR OF 'MISSION ECONOMY: A MOONSHOT GUIDE TO CHANGING CAPITALISM' AND WHAT IS THEIR BACKGROUND?

THE AUTHOR IS MARIANA MAZZUCATO, AN ECONOMIST KNOWN FOR HER WORK ON THE ROLE OF THE STATE IN INNOVATION AND ECONOMIC GROWTH. SHE ADVOCATES FOR A MORE ACTIVE GOVERNMENT ROLE IN SHAPING MARKETS AND DIRECTING INVESTMENTS TOWARDS PUBLIC MISSIONS.

HOW DOES 'MISSION ECONOMY' PROPOSE TO CHANGE TRADITIONAL CAPITALISM?

THE BOOK PROPOSES SHIFTING FROM A MARKET-DRIVEN, PROFIT-FIRST CAPITALISM TO A MISSION-ORIENTED APPROACH WHERE GOVERNMENTS AND BUSINESSES COLLABORATE TO SOLVE GRAND SOCIETAL CHALLENGES, SUCH AS CLIMATE CHANGE OR HEALTH CRISES, FOCUSING ON LONG-TERM VALUE CREATION RATHER THAN SHORT-TERM GAINS.

WHAT EXAMPLES DOES 'MISSION ECONOMY' USE TO ILLUSTRATE SUCCESSFUL MISSION-DRIVEN PROJECTS?

THE BOOK HIGHLIGHTS THE APOLLO MOON LANDING AS A PRIME EXAMPLE OF A SUCCESSFUL MISSION-DRIVEN PROJECT, DEMONSTRATING HOW CLEAR, AMBITIOUS GOALS COMBINED WITH COORDINATED PUBLIC AND PRIVATE EFFORTS CAN LEAD TO GROUNDBREAKING INNOVATION AND ECONOMIC TRANSFORMATION.

HOW CAN GOVERNMENTS IMPLEMENT THE IDEAS PRESENTED IN 'MISSION ECONOMY'?

GOVERNMENTS CAN IMPLEMENT THESE IDEAS BY SETTING CLEAR, AMBITIOUS MISSIONS THAT ADDRESS SOCIETAL CHALLENGES, INVESTING IN RESEARCH AND DEVELOPMENT, FOSTERING PUBLIC-PRIVATE PARTNERSHIPS, AND CREATING POLICIES THAT ENCOURAGE INNOVATION AND EQUITABLE GROWTH.

WHY IS THE CONCEPT OF A 'MOONSHOT' IMPORTANT IN THE CONTEXT OF ECONOMIC REFORM ACCORDING TO THE BOOK?

THE 'MOONSHOT' CONCEPT EMPHASIZES SETTING BOLD, INSPIRATIONAL GOALS THAT REQUIRE SYSTEMIC CHANGE AND COLLECTIVE EFFORT. ACCORDING TO THE BOOK, THIS MINDSET IS CRUCIAL FOR OVERCOMING COMPLEX PROBLEMS THAT TRADITIONAL INCREMENTAL ECONOMIC POLICIES HAVE FAILED TO SOLVE.

ADDITIONAL RESOURCES

MISSION ECONOMY: A MOONSHOT GUIDE TO CHANGING CAPITALISM

MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM EMERGES AS A CRITICAL FRAMEWORK IN CONTEMPORARY ECONOMIC DISCUSSIONS, PROPOSING A TRANSFORMATIVE APPROACH TO HOW SOCIETIES TACKLE LARGE-SCALE CHALLENGES. ROOTED IN THE CONCEPT OF "MOONSHOT THINKING," THIS GUIDE ADVOCATES FOR A REIMAGINED CAPITALISM THAT TRANSCENDS TRADITIONAL MARKET-DRIVEN IMPERATIVES AND EMBRACES AMBITIOUS, PURPOSE-DRIVEN MISSIONS. AS GLOBAL ISSUES SUCH AS CLIMATE CHANGE, INEQUALITY, AND TECHNOLOGICAL DISRUPTION GROW INCREASINGLY COMPLEX, THE MISSION ECONOMY FRAMEWORK SEEKS TO INJECT A NEW DYNAMISM INTO ECONOMIC SYSTEMS, PUSHING BEYOND INCREMENTAL REFORMS TOWARD BOLD, SYSTEMIC CHANGE.

UNDERSTANDING THE CONCEPT OF MISSION ECONOMY

AT ITS CORE, THE MISSION ECONOMY IS AN ECONOMIC PARADIGM INSPIRED BY THE HISTORIC APOLLO MOON LANDING MISSION. IT EMPHASIZES SETTING CLEAR, AMBITIOUS OBJECTIVES THAT MOBILIZE PUBLIC AND PRIVATE ACTORS ALIKE TO COLLABORATE INTENSIVELY. UNLIKE CONVENTIONAL CAPITALISM, WHICH OFTEN PRIORITIZES SHORT-TERM PROFITS AND SHAREHOLDER VALUE, THE MISSION ECONOMY FRAMEWORK CALLS FOR ALIGNING ECONOMIC INCENTIVES WITH LONG-TERM SOCIETAL GOALS.

THIS APPROACH IS CHARACTERIZED BY THREE KEY FEATURES:

- **CLEAR, GOAL-ORIENTED MISSIONS:** DEFINING SPECIFIC, MEASURABLE OUTCOMES THAT ADDRESS PRESSING SOCIETAL CHALLENGES.
- **CROSS-SECTOR COLLABORATION:** ENGAGING GOVERNMENTS, BUSINESSES, ACADEMIA, AND CIVIL SOCIETY IN JOINT EFFORTS.
- **INNOVATIVE FINANCING AND GOVERNANCE:** LEVERAGING PUBLIC FUNDS, PRIVATE INVESTMENT, AND REGULATORY FRAMEWORKS TO SUPPORT MISSION DELIVERY.

BY ADVOCATING FOR THESE PRINCIPLES, THE MISSION ECONOMY CHALLENGES THE STATUS QUO OF CAPITALISM, WHICH OFTEN MARGINALIZES PUBLIC INTEREST IN FAVOR OF MARKET EFFICIENCY.

HISTORICAL CONTEXT AND EVOLUTION

THE PHRASE “MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM” DRAWS HEAVILY ON ECONOMIST MARIANA MAZZUCATO’S GROUNDBREAKING WORK. MAZZUCATO ARGUES THAT THE MOON LANDING WAS NOT MERELY A SCIENTIFIC FEAT BUT A MANIFESTATION OF AN ECONOMIC MODEL THAT PRIORITIZED COLLECTIVE AMBITION AND PUBLIC INVESTMENT. IN CONTRAST TO NEOLIBERAL CAPITALISM, WHICH HAS DOMINATED SINCE THE LATE 20TH CENTURY, MISSION-ORIENTED INNOVATION REPRESENTS A RENEWED FAITH IN GOVERNMENT’S CAPACITY TO SPEARHEAD TRANSFORMATIVE CHANGE.

THIS VISION CHALLENGES THE PREVAILING NARRATIVE THAT INNOVATION IS BEST LEFT TO PRIVATE ENTERPRISE ALONE. INSTEAD, IT HIGHLIGHTS HOW GOVERNMENT-LED MISSIONS CAN CREATE MARKETS, STIMULATE TECHNOLOGICAL BREAKTHROUGHS, AND GENERATE INCLUSIVE GROWTH. FOR EXAMPLE, THE INTERNET, GPS, AND RENEWABLE ENERGY TECHNOLOGIES ALL OWE THEIR ORIGINS TO PUBLIC SECTOR INITIATIVES ALIGNED WITH MISSION-DRIVEN OBJECTIVES.

HOW MISSION ECONOMY PROPOSES TO CHANGE CAPITALISM

MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM OFFERS A BLUEPRINT FOR REORIENTING ECONOMIC ACTIVITY AROUND PURPOSEFUL CHALLENGES RATHER THAN PROFIT MAXIMIZATION. THIS SHIFT INVOLVES RETHINKING THE ROLES OF VARIOUS ECONOMIC ACTORS AND REDESIGNING INCENTIVE STRUCTURES.

THE ROLE OF GOVERNMENT AS AN ENTREPRENEURIAL ACTOR

ONE OF THE MOST SIGNIFICANT DEPARTURES FROM TRADITIONAL CAPITALISM IN THE MISSION ECONOMY FRAMEWORK IS THE ACTIVE ROLE ASSIGNED TO GOVERNMENTS. RATHER THAN MERELY CORRECTING MARKET FAILURES OR PROVIDING A REGULATORY BACKDROP, GOVERNMENTS BECOME ENTREPRENEURIAL AGENTS THAT SET AMBITIOUS GOALS AND ORCHESTRATE INNOVATION ECOSYSTEMS.

THIS APPROACH REQUIRES GOVERNMENTS TO:

- INVEST STRATEGICALLY IN RESEARCH AND DEVELOPMENT.
- USE PROCUREMENT AND SUBSIDIES TO STEER INNOVATION TOWARDS SOCIETAL NEEDS.
- COLLABORATE TRANSPARENTLY WITH PRIVATE SECTOR AND CIVIL SOCIETY STAKEHOLDERS.

COUNTRIES LIKE SOUTH KOREA AND GERMANY OFFER EXAMPLES WHERE STATE-LED MISSION-ORIENTED POLICIES HAVE DRIVEN TECHNOLOGICAL LEADERSHIP AND SUSTAINABLE INDUSTRIAL TRANSFORMATION.

PRIVATE SECTOR AND MISSION ALIGNMENT

FOR THE MISSION ECONOMY TO SUCCEED, BUSINESSES MUST INTEGRATE MISSION OBJECTIVES INTO THEIR CORE STRATEGIES. THIS INVOLVES MOVING BEYOND CORPORATE SOCIAL RESPONSIBILITY AS A PERIPHERAL ACTIVITY TOWARD EMBEDDING SOCIETAL GOALS INTO VALUE CREATION PROCESSES.

COMPANIES ADOPTING MISSION ECONOMY PRINCIPLES FOCUS ON:

- LONG-TERM INVESTMENTS IN SUSTAINABLE INNOVATION.
- BUILDING PARTNERSHIPS THAT CONTRIBUTE TO MISSION ACHIEVEMENT.
- MEASURING SUCCESS THROUGH IMPACT METRICS ALONGSIDE FINANCIAL PERFORMANCE.

THE RISE OF ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) INVESTING REFLECTS GROWING INVESTOR APPETITE FOR MISSION-ALIGNED ENTERPRISES, THOUGH THIS TREND STILL FACES CHALLENGES RELATED TO STANDARDIZATION AND GENUINE IMPACT.

CHALLENGES AND CRITIQUES

WHILE MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM PRESENTS A COMPELLING VISION, IT IS NOT WITHOUT CRITICISMS OR PRACTICAL HURDLES.

- **IMPLEMENTATION COMPLEXITY:** COORDINATING DIVERSE STAKEHOLDERS WITH VARYING INTERESTS IS INHERENTLY CHALLENGING.
- **RISK OF BUREAUCRATIC INEFFICIENCY:** EXPANDING GOVERNMENT'S ROLE RAISES CONCERNS ABOUT MISALLOCATION OF RESOURCES AND POLITICAL CAPTURE.
- **BALANCING INNOVATION AND REGULATION:** OVERREGULATION MAY STIFLE THE VERY CREATIVITY MISSION ECONOMY SEEKS TO UNLEASH.
- **MEASURING IMPACT:** DEFINING AND TRACKING MISSION OUTCOMES REQUIRES ROBUST METRICS THAT ARE OFTEN LACKING.

MOREOVER, CRITICS QUESTION WHETHER THE MISSION ECONOMY CAN RECONCILE THE PROFIT-DRIVEN MOTIVES OF CAPITALISM WITH PUBLIC PURPOSE WITHOUT FUNDAMENTAL STRUCTURAL REFORMS.

COMPARATIVE PERSPECTIVES: MISSION ECONOMY VS. TRADITIONAL CAPITALISM

ANALYZING MISSION ECONOMY ALONGSIDE TRADITIONAL CAPITALISM HIGHLIGHTS THE PARADIGM'S DISTINCTIVE FEATURES AND POTENTIAL ADVANTAGES.

Aspect	Traditional Capitalism	Mission Economy
Primary Goal	Profit maximization	Solving societal challenges
Role of Government	Regulator and market fixer	Entrepreneur and mission setter
Innovation Approach	Market-driven, incremental	Purpose-driven, transformative
Stakeholder Engagement	Primarily shareholders	Multi-stakeholder collaboration
Risk Tolerance	Risk-averse; focus on proven markets	Will embrace uncertainty to achieve breakthroughs

THIS COMPARISON UNDERSCORES THE MISSION ECONOMY'S POTENTIAL TO ADDRESS SYSTEMIC ISSUES THAT TRADITIONAL CAPITALISM STRUGGLES WITH, INCLUDING CLIMATE CHANGE, SOCIAL INEQUALITY, AND TECHNOLOGICAL DISRUPTION.

EXAMPLES OF MISSION ECONOMY IN PRACTICE

SEVERAL CONTEMPORARY INITIATIVES EMBODY THE PRINCIPLES OF MISSION ECONOMY, SHOWCASING ITS PRACTICAL IMPLICATIONS.

- **THE EUROPEAN GREEN DEAL:** A COMPREHENSIVE POLICY FRAMEWORK AIMING TO MAKE EUROPE CLIMATE-NEUTRAL BY 2050, INVOLVING PUBLIC INVESTMENTS, REGULATORY REFORMS, AND PRIVATE SECTOR ENGAGEMENT.
- **COVID-19 VACCINE DEVELOPMENT:** THE RAPID DEVELOPMENT AND DEPLOYMENT OF VACCINES DEMONSTRATE MISSION-DRIVEN COORDINATION BETWEEN GOVERNMENTS, PHARMACEUTICAL COMPANIES, AND RESEARCH INSTITUTIONS.
- **SMART CITIES PROJECTS:** URBAN INNOVATION MISSIONS FOCUSING ON SUSTAINABLE INFRASTRUCTURE, DIGITALIZATION, AND CITIZEN PARTICIPATION.

THESE EXAMPLES ILLUSTRATE HOW MISSION ECONOMY PRINCIPLES CAN BE OPERATIONALIZED TO MOBILIZE RESOURCES AND INNOVATION AT SCALE.

IMPLICATIONS FOR FUTURE ECONOMIC POLICY AND INNOVATION

AS GLOBAL CHALLENGES INTENSIFY, THE APPEAL OF MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM IS LIKELY TO GROW. POLICYMAKERS ARE INCREASINGLY CONSIDERING HOW TO DESIGN ECONOMIC SYSTEMS THAT NOT ONLY FOSTER GROWTH BUT ALSO DELIVER PUBLIC VALUE AND RESILIENCE.

FUTURE DIRECTIONS MAY INCLUDE:

- DEVELOPING INSTITUTIONAL FRAMEWORKS TO SUPPORT MISSION-ORIENTED AGENCIES.
- CREATING FINANCIAL INSTRUMENTS TAILORED TO MISSION INVESTMENTS, SUCH AS SOCIAL IMPACT BONDS.
- EMBEDDING MISSION METRICS INTO CORPORATE REPORTING AND INVESTMENT DECISIONS.

- ENHANCING INTERNATIONAL COOPERATION ON TRANSBOUNDARY MISSIONS LIKE CLIMATE ACTION.

THE EVOLUTION TOWARD A MISSION ECONOMY COULD REDEFINE CAPITALISM, EMPHASIZING COLLECTIVE AMBITION AND SHARED PROSPERITY OVER COMPETITION AND SHORT-TERMISM.

IN ESSENCE, MISSION ECONOMY A MOONSHOT GUIDE TO CHANGING CAPITALISM REPRESENTS A COMPELLING NARRATIVE FOR REIMAGINING ECONOMIC PURPOSE AND PRACTICE AMID THE 21ST CENTURY'S DEFINING CHALLENGES. ITS SUCCESS WILL DEPEND ON THE CAPACITY OF GOVERNMENTS, BUSINESSES, AND SOCIETIES TO EMBRACE BOLD VISIONS, FOSTER TRUST, AND INNOVATE COLLABORATIVELY.

Mission Economy A Moonshot Guide To Changing Capitalism

mission economy a moonshot guide to changing capitalism: *Mission Economics* Mariana Mazzucato, 2021-01-19 She offers something both broad and scarce: a compelling new story about how to create a desirable future.--New York Times An award-winning author and leading international economist delivers a hard-hitting and much needed critique of modern capitalism in which she argues that, to solve the massive crises facing us, we must be innovative--we must use collaborative, mission-oriented thinking while also bringing a stakeholder view of public private partnerships which means not only taking risks together but also sharing the rewards. Capitalism is in crisis. The rich have gotten richer--the 1 percent, those with more than \$1 million, own 44 percent of the world's wealth--while climate change is transforming--and in some cases wiping out--life on the planet. We are plagued by crises threatening our lives, and this situation is unsustainable. But how do we fix these problems decades in the making? Mission Economics looks at the grand challenges facing us in a radically new way. Global warming, pollution, dementia, obesity, gun violence, mobility--these environmental, health, and social dilemmas are huge, complex, and have no simple solutions. Mariana Mazzucato argues we need to think bigger and mobilize our resources in a way that is as bold as inspirational as the moon landing--this time to the most 'wicked' social problems of our time.. We can only begin to find answers if we fundamentally restructure capitalism to make it inclusive, sustainable, and driven by innovation that tackles concrete problems from the digital divide, to health pandemics, to our polluted cities. That means changing government tools and culture, creating new markers of corporate governance, and ensuring that corporations, society, and the government coalesce to share a common goal. We did it to go to the moon. We can do it again to fix our problems and improve the lives of every one of us. We simply can no longer afford not to. --New York Times

mission economy a moonshot guide to changing capitalism: Das Scheitern des grünen Kapitalismus Philipp Degens, Sighard Neckel, 2024-11-20 Der grüne Kapitalismus verspricht, die ökologische Krise durch technische Innovationen und marktwirtschaftliche Instrumente in den Griff zu bekommen. Doch die bisherige Bilanz dieses Versprechens ist ernüchternd: Seit die Konzepte des grünen Wachstums und ökologisch ausgerichteter Märkte vor mehr als 20 Jahren entwickelt worden sind, hat sich die Zerstörung der Ökosysteme ungebremst fortgesetzt und teils beschleunigt. Zudem vermag es der grüne Kapitalismus nicht, notwendige gesellschaftliche Voraussetzungen einer sozialökologischen Transformation zu schaffen: Während ökologische Katastrophen die Welt erschüttern, vertieft sich die soziale Ungleichheit in bisher nicht gekanntem Maße. Der Band stellt Analysen dieses bisherigen Scheiterns vor und erkundet gegenwärtige Aussichten einer ökologischen Modernisierung. Zudem fragt er nach Alternativen, die stärker auf demokratische Planung und gesellschaftliche Kooperation setzen.

mission economy a moonshot guide to changing capitalism: Erfolg in der Krise - KI als Gamechanger für Unternehmen Hanspeter Lachner, 2025-08-28 „Dieses Buch zeigt, wie

Unternehmen Krisen mit KI und digitalen Strategien nicht nur überstehen, sondern sie gezielt in nachhaltige Wachstumschancen verwandeln.“

mission economy a moonshot guide to changing capitalism: *Energiewende nach der Zeitenwende* Jörg Radtke, Weert Canzler, 2025-07-01 Der Überfall Russlands auf die Ukraine bedeutet eine Zeitenwende auch für die Energiepolitik. Die Abhängigkeit der Europäischen Union und Deutschlands von der fossilen Grundversorgung insbesondere mit Gas, aber auch mit Öl aus Russland wurde deutlich. Vor diesem Hintergrund behandelt dieser Band die folgenden vier Themen: Neue energiepolitische Governance, Allianzen, Policy-Strategien und Pfadabhängigkeiten zwischen fossilem und erneuerbarem Energieregime; Energiewirtschaftliche und energietechnische Probleme und Lösungen für eine beschleunigte Dekarbonisierung des Energiesektors; das Verhältnis zwischen zentraler und dezentraler Energiewende und die Rolle von Regulierung und Partizipation; Strategien der Kompensation und Beteiligungsmöglichkeiten von „Verlierern der Dekarbonisierung“ und von sozial besonders vulnerablen Teilen der Gesellschaft. Neben theoretisch-konzeptionellen und empirisch-vergleichenden Beiträgen werden internationale, supranationale, regionale und auch lokale Fallbeispiele im Band behandelt.

mission economy a moonshot guide to changing capitalism: *Der entzauberte Staat* Moritz Schularick, 2021-07-15 Wie soll ein Staat, der es nicht schafft, Lüfter in die Klassenzimmer seiner Schulen einzubauen, im kommenden Jahrzehnt den komplexen ökologischen Umbau der Wirtschaft steuern? Dafür brauchen wir einen vorausschauenden, risikobereiten und handlungsstarken Staat, der die richtigen Anreize setzt und in neuen Situationen flexibel reagieren kann. Also genau das, was uns in der Pandemie fehlte. Dieses Buch zeigt die Defizite im Management der Krise auf und beschreibt, was sich ändern muss, wenn wir die Herausforderungen der Zukunft bewältigen wollen. Im Frühjahr 2020 schien Deutschland die Pandemie vorbildlich zu bewältigen. Doch ein Jahr später war von der Selbstzufriedenheit nicht mehr viel übrig. Die Defizite in der Leistungsfähigkeit des Staates waren nicht mehr zu leugnen. Die Politik stolperte durch die Krise und verlor sich in Detailregelungen, als es darauf ankam, eine Strategie für das Land zu entwickeln und die alles entscheidende Impfstoffproduktion zu beschleunigen. Sie scheute das Risiko, obwohl Abwarten und Zögern letztlich das viel riskantere Vorgehen war. Schaut man genauer hin, so zeigten sich ähnliche Probleme bereits in vorherigen Krisen, etwa der globalen Finanzkrise und der Eurokrise. Deutschland tut sich schwer, wenn Entscheidungen gefällt werden müssen, für die es kein Regelbuch gibt. Es droht die Gefahr, dass Europa im Vergleich zu China und den USA erneut zum Krisenverlierer wird. Doch das ist nicht das einzige Problem. Denn die Pandemie war auch ein Probelauf für die Herausforderungen, die im nächsten Jahrzehnt beim Klimawandel auf uns zukommen. Wir brauchen in Zukunft einen leistungsfähigeren Staat, mehr Pragmatismus und auch das Selbstvertrauen, unkonventionelle Wege zu beschreiten. Denn in einer sich rasch ändernden Welt gehen wir nicht auf Nummer sicher, wenn wir so weitermachen wie bisher, sondern indem wir besser darin werden, flexibel auf neue Herausforderungen zu reagieren.

mission economy a moonshot guide to changing capitalism: *The Capitalist Manifesto* Johan Norberg, 2023-06-15 'This book is an excellent explanation of why capitalism is not just successful, but morally right' Elon Musk 'A joyful counterblast... packed with vivid examples... decisive' The Economist 'Compelling... Masterful' Daily Mail 'A timely reminder of the benefits of free and open trade' Financial Times A vital exploration of capitalism and the benefits it brings to global society. Marx and Engels were right when they observed in The Communist Manifesto that free markets had in a short time created greater prosperity and more technological innovation than all previous generations combined. A century and a half later, all the evidence shows that capitalism has lifted millions from hunger and poverty. Nonetheless, today's story about global capitalism, shared by right-wing and left-wing populists - and by large sections of the political and economic establishment - accepts that prosperity has been created, but says it ended up in far too few hands. This in turn has made it popular to talk about the global economy as a geopolitical zero-sum game, where we must fight to control new innovations, introduce trade barriers and renationalize supply chains. More generally, capitalism is also accused of fuelling glaring inequality, populist revolts,

climate change and China's global conquest. In this incisive and passionate investigation, Johan Norberg instead restates the case for capitalism and the vital role played by the free market in today's uncertain world. Ultimately, he argues that a move away from global capitalism would not only squeeze the growth out of the economy but also deepen an already large social exclusion for the vulnerable - for the world's poor, it would be a killing blow.

mission economy a moonshot guide to changing capitalism: Die Rettung des Planeten

Dirk Baecker, Karl-Heinrich Bette, Maren Lehmann, 2025-03-20 Trotz zahlreicher Aktivitäten, die auf eine langsame Anpassung der Gesellschaft an die Herausforderung des Klimawandels schließen lassen, reagiert die Gesellschaft allem Anschein nach zu langsam. An welcher gesellschaftlichen Struktur liegt das und welche Akteure versprechen unter Umständen eine beschleunigte und angemessene Reaktion? Im Anschluss an Helmut Willkes Werk »Klimakrise und Gesellschaftstheorie. Zu den Herausforderungen und Chancen globaler Umweltpolitik« (2023) setzen sich die Autor:innen mit verschiedenen Formen von Krisen und Krisenbewältigung auseinander. Wie kleinteilig muss und darf man sich die Reaktion auf eine so umfassende Bedrohung wie die der Klimakatastrophe vorstellen? Welche Rolle spielen Funktionssysteme wie die Politik, das Recht, die Wirtschaft? Gibt es sinnvolle Vorstellungen zu einer weltweit hilfreichen Form von Solidarität? Welche theoretischen Annahmen liegen einer Wissenschaft zugrunde, die zum Handeln auffordert? Welches politische Handeln überwindet den zu engen Rahmen einer nationalen Ordnung, deren Eigeninteressen sich im Wettbewerb behaupten müssen? Der Band greift Helmut Willkes Fragen auf und diskutiert sie in einem soziologischen und politikwissenschaftlichen Zusammenhang.

mission economy a moonshot guide to changing capitalism: Nachhaltige Wirtschafts- und Unternehmensethik

Patrick Peters, 2022-11-30 Die Ethik beschäftigt sich als praktische Philosophie mit der Beantwortung der Frage: Was sollen wir tun? Im Kontext von Wirtschaft, Unternehmen und der Klimadebatte stößt man dabei immer häufiger auf Nachhaltigkeit als integralem Lösungskonzept für ethisches Handeln. Im Zentrum der Argumentation steht dabei der Interessensausgleich zwischen ökonomischen, ökologischen und sozialen Leistungen, wobei gerade dieser Anspruch nicht frei von unrealistischen Annahmen, Widersprüchen und Konflikten ist. Zugleich eröffnet das Konzept die Chance eines ganzheitlichen, wirtschaftlich zielorientierten und im Außen- wie Innenverhältnis wirksamen Auftretens gegenüber den vielen Interessengruppen. Der ausgehend von praktischen Problemstellungen konzipierte Leitfaden liefert eine fachlich fundierte, dabei aber operativ einsetzbare Begründung für Sinn und Zweck sowie Möglichkeiten und Grenzen einer nachhaltigen Ethik im ökonomischen Kontext.

mission economy a moonshot guide to changing capitalism: Limitarismus

Ingrid Robeyns, 2024-04-24 Von der renommierten Philosophin und Ökonomin Ingrid Robeyns: Ein revolutionäres Konzept zur Begrenzung exzessiven Reichtums, das eine gerechtere Welt für alle schaffen würde. Wenn die Armen ärmer werden, merken wir es alle: an zunehmender Obdachlosigkeit oder Schlangen vor der Essensausgabe. Aber wenn die Reichen reicher werden, gibt es in der Öffentlichkeit nicht viel zu sehen, und für die meisten von uns ändert sich der Alltag nicht. Zumindest nicht sofort. Mit dieser verblüffenden, augenöffnenden Intervention legt die weltweit renommierte Philosophin und Ökonomin Ingrid Robeyns das wahre Ausmaß unseres Wohlstandsproblems offen, das in den letzten fünfzig Jahren stillschweigend außer Kontrolle geraten ist. Sie zeigt, dass extremer Reichtum aus moralischer, politischer, ökonomischer, sozialer, ökologischer und psychologischer Hinsicht nicht nur nicht gerechtfertigt werden kann, sondern uns allen zutiefst schadet – auch den Superreichen. Anstelle unseres derzeitigen Systems bietet Robeyns eine atemberaubend klare Alternative: den Limitarismus. Die Antwort auf so viele Probleme des neoliberalen Kapitalismus – und die Chance auf eine weitaus bessere, gerechtere Welt – liegt darin, dem Reichtum, den eine Person anhäufen kann, eine harte Grenze zu setzen. Denn niemand verdient es, Millionär zu sein. Nicht einmal Sie. »Ein schlagkräftiges Plädoyer für den Limitarismus – die Idee, dass wir eine Obergrenze dafür festlegen sollten, wie viele Ressourcen Einzelne anhäufen können. Pflichtlektüre!« Thomas Piketty, Autor von »Das Kapital im 21. Jahrhundert« »Robeyns zeigt

klar und deutlich, dass es in einer echten Demokratie keine Rechte ohne Pflichten gibt – und kein Vermögen ohne Grenzen. Limitarismus bietet eine Möglichkeit, Reichtum zu demokratisieren und damit das reichste Prozent zu resozialisieren.« Marlene Engelhorn, Autorin von »Geld« und Mitgründerin von taxmenow »Ingrid Robeyns' nuancierte und überzeugende Verteidigung des Limitarismus, die sich mühelos zwischen Ethik, politischer Theorie, Wirtschaft und öffentlicher Politik bewegt, ist auch ein dringend benötigtes Manifest für die Neugestaltung politischer Institutionen.« Lea Ypi, Autorin von »Frei«

mission economy a moonshot guide to changing capitalism: Vision Assessment: *Theoretische Reflexionen zur Erforschung soziotechnischer Zukünfte* Frey, Philipp, Dobroć, Paulina, Hausstein, Alexandra, Heil, Reinhard, Lösch, Andreas, Roßmann, Maximilian, Schneider, Christoph, 2022-08-05 Zukunftsvisionen sind in allen Bereichen der Gesellschaft wirkmächtig, in Wissenschaft und Politik wie in Zivilgesellschaft und Massenmedien. Seit 2012 entwickeln Wissenschaftler:innen am Institut für Technikfolgenabschätzung und Systemanalyse das „Vision Assessment“ als einen für die empirische Erforschung von Visionen als sozio-epistemische Praktiken operationalisierbaren Forschungsansatz. Das vorliegende Buch entfaltet die theoretischen Dimensionen, die den Forschungsansatz heute fundieren. - Visions of the future play an increasing role in all spheres of society, in science and policy making as well as in civil society and mass media. Since 2012, researchers at the Institute for Technology Assessment and Systems Analysis have been developing Vision Assessment as an approach to investigate the societal effects of such visions. This anthology presents the theoretical foundations of their research.

mission economy a moonshot guide to changing capitalism: Kollektives Handeln in offenen Systemen Martin Kornberger, 2024-01-04 Wie organisieren wir uns, um gemeinsam Ziele zu erreichen. Während eine Krise die nächste ablöst, fehlen nach wie vor die Konzepte und Strategien, um Kooperation zu verstehen und zu organisieren. Martin Kornberger geht davon aus, dass die eingespielten Modi kollektiven Handelns – von Märkten bis zu Hierarchien, von Institutionen bis zu Bewegungen – nur ein begrenztes Reservoir an Möglichkeiten bieten, um neue Formen offener, vernetzter und transsektoraler Kooperation zu untersuchen oder gar neu zu erfinden. Ausgehend von zahlreichen Beobachtungen aktueller Phänomene, von der Flüchtlingskrise bis zu COVID, entwickelt Kornberger eine Theorie der Kooperation und Organisation von Märkten und Menschenmengen, Bewegungen und Gruppenformationen. Das Buch eröffnet einen erhellenden Blick auf Modelle des verteilten kollektiven Handelns und stellt zugleich ein Vokabular bereit, mit dem wir über Koordinationsformen auf dem Stand der aktuellen technischen Möglichkeiten sprechen können. Das Versprechen dieses Buches besteht darin, gemeinsame Anliegen, Symbole, Interfacedesigns, partizipative Architekturen, evaluative Infrastrukturen, Netzwerkstrategien und Diplomatie als Formen von Führung neu zu modellieren. Gemeinsam stellen sie Denkfiguren dar, die zielorientiertes, zweckgerichtetes Handeln mit Skalierung, Offenheit und Kreativität verbinden. In praktischer Hinsicht könnte dieses neue Vokabular für verteiltes und kollektives Handeln dabei helfen, die großen Herausforderungen und Krisen unserer Zeit zu bewältigen.

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- Prof. Dr. Claudia Kemfert, Deutsches Institut für Wirtschaftsforschung e.V. (DIW Berlin)

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mission economy a moonshot guide to changing capitalism: Die Schöpfungsformel Johannes von Buttlar, 2024-11-18 Der Physiker John Brandon wird zu einer Konferenz ins kalifornische Pasadena eingeladen. Dort suchen international anerkannte Wissenschaftler Antworten auf die Frage: Existiert ein kosmischer Plan, eine Schöpfungsformel, ein Schöpfergott? Oder ist alles ein zufälliger physikalischer Prozess, dem wir willkürlich ausgeliefert sind? Die künstliche Superintelligenz »Feynman II« soll Antworten darauf finden. Doch Technologiegegner und feindliche Agenten setzten alles daran, den Erfolg von »Feynman II« zu sabotieren. Seltsame Zwischenfällen ereignen sich, es kommt zu rätselhaften Todesfällen und einem Terroranschlag. Auch John Brandon selbst gerät in Lebensgefahr. Ein Sachbuchthriller mit hochspannendem Plot über die unendlichen Möglichkeiten, die noch vor uns liegen.

mission economy a moonshot guide to changing capitalism: Varianzen der Transformation Wolfgang Schroeder, Florian Ranft, 2025-02-07 Dieser Sammelband gibt Denkanstöße für Antworten auf die Frage, welche Akteurskonstellationen im politischen System für die Transformation benötigt werden und wie die sozial-ökologische Wende in zentralen industriellen Sektoren gelingen kann. Wie können auf Grundlage der sich abzeichnenden Verteilungskonflikte des ökologischen Umbaus konkrete transformative Maßnahmen mit Blick auf ihre sozialen Implikationen umgesetzt werden? Hierzu erarbeitet der Band eine theoretische Grundlage für die Gelingensbedingungen zur Umsetzung der Transformation. Darauf aufbauend werden die territorialen Ebenen des Wandels in Ostdeutschland und im Ruhrgebiet und Konfliktlinien zwischen Stadt und Land beleuchtet, sowie das Potential regionaler Innovationsnetzwerke besprochen.

mission economy a moonshot guide to changing capitalism: Wissenschaft im Wettbewerb Richard Münch, 2025-05-15 Die Universitäten stehen seit gut zwei Jahrzehnten in einem verschärften Wettbewerb um Exzellenz. Sie konkurrieren um Forschungsmittel, erfolgreiche Forschende, begabte Studierende und Machtpositionen, mit denen sie sich Vorteile in diesem Wettbewerb verschaffen können. Dieser institutionelle Wettbewerb überlagert den individuellen Wettbewerb zwischen den Forschenden um Erkenntnisfortschritt und Anerkennung durch die wissenschaftliche Gemeinschaft. Die Universität wird so zur treibenden Kraft eines akademischen Kapitalismus, der auf die zirkuläre Akkumulation von ökonomischem und symbolischem Kapital zielt. Richard Münch untersucht in diesem Buch drei Wesenszüge der Universität im akademischen Kapitalismus und ihre Wirkung auf die wissenschaftliche Praxis sowie die Offenheit der Wissensevolution: die nach Wettbewerbsvorteilen strebende unternehmerische Universität, die auf Drittmittelinwerbung im großen Stil ausgerichtete strategisch planende Universität und die auf betriebswirtschaftliches Qualitätsmanagement fokussierte Audit-Universität.

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Wandlungsdruck gerät. Vor allem muss auch Innovationspolitik ihre strategischen Ziele ausweiten und gesellschaftlich gewünschte Wirkungen von Innovation verfolgen. Allerdings sind die mittel- und langfristigen Herausforderungen dieser Entwicklung für das gesamte Innovationssystem und eben auch für Innovationspolitik bislang nur zu erahnen. Diese Fragen werden im vorliegenden Buch kritisch in einer interdisziplinären Perspektive diskutiert. Dabei steht die Frage im Vordergrund, wie die Transformation des Innovationssystems vorangetrieben und seine Agilität gesteigert werden können. <https://creativecommons.org/licenses/by-nc-nd/4.0/>

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