

**TED** Talk:

# HOW TO GET EVERYONE TO CARE ABOUT THE GREEN ECONOMY

Angela Francis



Prepared by Caroline Small  
Delivered February 2021

# ANGELA FRANCIS

Angela Francis, originally an accountant in the energy industry, has been working in economic development for over 20 years. Merging her skills from both fields, Francis focuses on productivity and innovation in an effort to lower carbon growth in the UK and other European regions.



(Angela Francis. Source: TED Talk)

After serving as the Regional Economist and Climate Attache for the Foreign and Commonwealth Office in the Caribbean in 2012, Francis returned to the UK to find her home in environmental advocacy. In her role as Chief Economist for Green Alliance, Francis utilized her experience to lead industrial strategy, technology developments and promoted the economic case for a low carbon and circular economy. By spearheading efforts to align industrial strategy with ecological responsibility, Francis leveraged a shift in economic paradigms that prioritize responsible resource management.

Francis is now the Chief Advisor of Economics and Economic Development at WWF. Here, she not only provides economic advice for climate, food and nature programs, but she also leads trade and industrial policies for a green transition. Angela Francis is an innovative mind working to bring human systems and habits in line with the environment.

# CONTENT

A shift to a green economy may be easier than we all think. Angela Francis, a champion for the green economy, shares that a sustainable transition is very easily attainable. In her TED Talk, Francis focuses on the urgent need for action in order to shift to a sustainable and green economy. She presents her audience with compelling environmental, social, and economic data that proves the negative impact of environmental degradation in all of those sectors.

Francis understands that the idea of a green economy is daunting; having our ways of life stripped away for the benefit of a future environment none of us will even be around to experience? Therefore, she shares that this is exactly why it is so hard to tap into people's minds about the climate crisis.

Francis emphasizes the need for widespread public support and engagement to achieve a green economy. She notes that while some individuals may be skeptical or disinterested in environmental issues, many people care deeply about issues like jobs, health, and social justice. By framing the transition to a green economy in terms of these broader issues, Francis argues that we can build a larger and more diverse coalition of support.

Instead of highlighting all the negative actions people are taking, Francis believe that it is more effective to engage your audience by showcasing the positive aspects.

# ORGANIZATION

Francis sees the opening of her TedTalk as an opportunity to appeal to her listeners by telling a story of when she was a young girl in Derby. This tactic grasps the audience's attention as she makes everyone laugh after recalling how her adolescent self believed she possessed spider man powers. Although she could not shoot webs out of her hands, she knew she "had some super powers", setting the stage for Francis to introduce her future in changing the outlook of our global economy.

As Francis closes out her backstory, she establishes the importance and urgency of the issue she has come to discuss: the immediate need to transition to a green economy. We are currently watching our world fall apart in front of us, and yet it is so hard to incite action. She explains that this change is urgent because the consequences of inaction will be felt by everyone.

Francis reveals that she discovered her superpower to be her profession as a Black economist in the environmental sector. She does confirm that although she is fighting for the environment, her suit unfortunately does not come with a superhero cape. She pauses to allow for another burst of laughter from the audience. However, she is not here to make a connection over a universally shared memory of wishing for superpowers as a kid. So, now is the right time for Francis to explain why she is addressing her audience. She does not believe that politicians are acting effectively enough to advance the world into a green economy.

# PRESENTATION STYLE

Francis' presentation style is informative, persuasive, and grounded in data and evidence. She effectively communicates the importance of transitioning to a green economy and the role that individuals and governments can play in making this transition a reality.

Throughout her talk, Francis employs anecdotes to illustrate her points, enriching her message with relatability and engagement. One of her most poignant examples is the story of a young Angela, attempting to shoot spider webs from her hands like a comic book hero. By incorporating this personal story, Francis not only connects with her audience on a more emotional level, but also humanizes her message, making it more accessible and memorable.

Francis's speech is also effective because she goes a step further than simply addressing the problem. She acknowledges the challenges and obstacles that must be overcome to achieve a green economy and offers practical solutions for addressing these issues.

Francis relies on her words to captivate and motivate the audience, so she does not display any images in her TED Talk. This is hard because it is easy to lose an audience but regain their focus with an appealing photo. However, Francis keeps her talk short and delivers her message in an engaging way that retains focus from her listeners.

# MESSAGE & TAKEAWAYS

In her TED Talk, Angela Francis emphasizes the importance of creating a green economy that benefits everyone, and she outlines several strategies for achieving this goal. She begins by discussing the urgent need to address climate change and its devastating impacts on people and the planet. She argues that a green economy can provide a solution by creating new jobs, reducing inequality, and promoting sustainable development.

Francis also acknowledges that there are challenges to creating a green economy, including the need for political will, public engagement, and innovative financing mechanisms. She proposes several strategies for overcoming these obstacles, including the need to create compelling narratives that inspire people to take action, the importance of building broad coalitions of stakeholders, and the need to leverage existing institutions and structures to drive change.

The importance of Francis's message lies in its call for a collective and inclusive approach to creating a sustainable future. By emphasizing the need for collaboration and engagement across sectors, Francis underscores the idea that addressing climate change is not only an environmental issue but also a social and economic imperative. Her message highlights the need to create a green economy that benefits everyone, not just a select few, and to do so in a way that fosters equity, justice, and resilience. Ultimately, her message offers a powerful reminder of the urgency and importance of tackling climate change and creating a sustainable future for all.

# SUMMARY

Angela Francis' TED Talk introduces the modern world to a new perspective on a shift towards a green economy. A topic that typically causes stress and a transition that seems too daunting to bring to life, is broken down by Francis into simple steps that most of us are already doing.

Francis' argument is based on the idea that in order to motivate people to do something, you must get their attention by appealing to their own interests and needs. The reason that it has been so hard to gain momentum on a green revolution is because people struggle inserting themselves in the situation when they do not physically see anything changing in front of them. Francis shares that you must tell them what aspects about their life that they cherish will change, and follows up with actions that they can take to keep their lives as they are now.

A green economy is necessary if we want to continue living how we do now, with some minor adjustments. However, action must be taken immediately or else we will have to sacrifice everything that we have and that we have built. And, any sacrifices that we make now are merely an investment for a better future full of societal and economic benefits.