

What is an *Impulse*?

An *Impulse* is a concrete, ambitious and evidence-based proposal which is to be presented to politicians. It is supposed to be argued and backed up so convincingly that it settles any doubts that it is the best policy to implement. All *Impulses* are derived from and are consistent with the *Manifestos*.

What does an *Impulse* look like?

The structure of an *Impulse* is always the same. The first part is a two-pager, consisting of...

1. a provoking title that catches the reader's attention and clearly summarizes the proposal (max. **150 characters**),
2. an introductory paragraph that gives context and mentions the key policy recommendations; many people will not read further, so this should be informative and convincing (max. **150 words**),
3. a photo or illustration to catch the readers's eye and support the understanding,
4. filling the rest of the two pages, an outline of the problem with key facts, our understanding of what is missing, a presentation of our solution and why it's the best thing we could possibly do (max. **750 words**), and

the logo(s) of the organization(s) who proposed the *Impulse* and defended it

... and the second part is a **scientific appendix** with ...

1. a navigation which helps the readers quickly find the things they are most interested in and
2. the full research underlying the proposal, which contains, e.g., a detailed analysis of the problem, a vision of a world without it, historical background, previous scientific work, existing solutions, our solution including legislative proposals, case studies etc., organized as makes sense (max. around 20 pages).

Each *Impulse* will be signed by the authors as well as experts from science, industry or politics. We want to unite people behind courageous and well-justified ideas.

A short format of every *Impulse* is made available for quick reading, consisting of (i) the provoking title, (ii) the introductory paragraph, (iii) the names of the authors and experts, and (iv) the logo/s.

What makes an *Impulse* good?

Many things have been proposed before, so what makes an *Impulse* special? The fact that it's concrete, ambitious and evidence-based. We build on great ideas and research already out there and formulate proposals so clearly that politicians know what to do. Its content often is not novel and groundbreaking: "Everything that needs to be said has

already been said, but since no one was listening, everything must be said again.” (André Gide)

Be concrete!

Vague proposals are easily ignored. We don't just want to give general directions in which things should change, but concrete next steps. *Example:* it's unclear how to act on the proposal “We need to minimize the use of environmentally damaging materials by 2030.” Being concrete helps: “We need a progressive tax on non-recyclable materials in consumer products, making environmentally damaging products unaffordable by 2030.” Also, try to avoid broad calls for more education, more inclusion, more diversity, etc. It's hard to implement those, and even if not, effects may take long to materialize.

Be ambitious!

Big problems need big solutions, so let's not get lost in details. Start with your vision of the utopian optimal world: what's the best possible world you can imagine to live in? Then, come up with an ambitious step towards this world. In the beginning, don't worry too much about whether your proposal is “realistic”: start with a big claim and see if you can defend it while doing the research. The experts who support us are there to help assess whether something is technically possible or not. However, don't back down from high ambitions because one implementation turns out to be infeasible – try to find another one. The problem hasn't become smaller! *Example:* Avoid detail solutions such as “Speed limit 100 on highways” for problems as big as our dependence on fossil fuels.

Provide evidence!

In public discussions, people often mix up opinion and fact. Many “opinions” only exist because the people holding them are unaware of or ignore the facts we already have (experts usually know more than we think). In our view, it is often pretty clear what the “best” next step is if all the facts are taken into account. This is why a scientific appendix forms part of each proposal. We want to demonstrate that we've considered all the facts and views out there and have decided that the proposed solution is the best given this evidence. We aim to defend our proposals so convincingly that leading scientists and other experts feel comfortable backing them with their name.

How can I contribute?

There are many ways to contribute to writing an *Impulse*: providing an idea, contributing to someone else's work through research, taking the lead in the preparation of an *Impulse*, editing etc. Have a look at our *Impulse* overview on www.generationendialog.com and get in touch with the lead of the *Impulse* or of the topic area!