EVENTS, IDEAS, INGREDIENTS

SYSTEMS:
- Complex; no simple cause and effect; our change models often simplistic; leads to failure and missed opportunities

CHANGE:
- Normally slow and steady; often affected by sudden events; advance planning not always possible; need for diverse systems of change

POWER:
- Resistance is normal; institutions, ideas and interests often oppose change; broad range of allies are important; avoid working only with ‘people like us’

SOCIAL CHANGE:
- Has deep roots; shifts in social ideas and behaviour promote change; issue-based campaigns propel change

INTERNATIONAL SYSTEMS:
- A critical role: shapes ideas and change; many key human challenges require collective rather than individual action alone; building effective alliances is crucial

INTERNATIONAL CORPORATIONS:
- Drive change; NGOs often confront them or cooperate with them; activists use law, campaigning, lobbying and public shaming to promote change

POLITICAL PARTIES, MEDIA, AND SOCIAL ACCOUNTABILITY INITIATIVES:
- Play a key role

STATES:
- Drive change; are not static; conflicts, bargaining and power changes affect them

CIVIC COALITIONS:
- Promote change worldwide; tactics include boycotts, mass protests, blockades, strikes, civil disobedience

LEADERSHIP:
- Is everywhere: especially among the world’s poor; reinforces identity and cohesion; mobilises collective effort; offers inspiration and motivation; is often shaped by travel, struggle and conflict; faith-based leadership often pivotal

PROTEST MOVEMENTS:
- Have been important historically: day-to-day campaigns of local groups e.g. trade unions, coops, consumer groups promote change; can limit excessive power

ADVOCACY:
- Historically important (e.g. anti-slavery); can produce striking results

CRITICAL JUNCTURES:
- Opportunities and crises influence change; can highlight system failure and need change

LAW:
- Is important for change and constantly changes itself: courts, police, customary and international law; often promotes human rights and challenges privilege and discrimination

This infographic is inspired by the ideas and arguments in Duncan Green’s book How Change Happens published by Oxford university Press 2016.