

# Towards a Purple-Green New Deal – economic and social policies for sustainable futures

## About

Professor Özlem Onaran and supporting academics, have been exploring solutions to create a sustainable, inclusive and equitable economy through a "Purple-Green New Deal". This approach addresses climate change and inequalities simultaneously by proposing a new social contract based on public investment in green and social infrastructure, wealth taxation and labour regulations to promote decent jobs.

## Work

There are two key research strands addressing sustainability. The first strand is public investment for sustainable development funded by the Economic and Social Research Council (ESRC) and the International Trade Union Confederation (ITUC), Özlem's research presents a policy mix to advance sustainable economic and social development. The study identifies the need for green public infrastructure investment, purple social infrastructure spending, progressive taxation of wealth and income and labour market regulations.

By modelling these interventions econometrically for the UK and eight emerging economies, the team shows that a fiscal approach grounded in sustainable, equitable policies can drive climate action while reducing income and wealth disparities. Their research concludes that green and purple public investments are not only viable but also reinforce each other, providing a mutually beneficial pathway to achieve the global green transition and equity targets.

## SDGs



The second strand include a feminist new green deal and shorter working week in partnership with the Women's Budget Group and Women's Environmental Network, Özlem investigates how a shorter working week contributes to a fair, green economy. The research investigates the dual benefits of reduced working hours on gender equality, ecological sustainability and Universal Basic Services (UBS).

The work of Özlem and her colleagues has garnered international recognition, with invited keynotes at high-profile events, such as a 2023 conference in Brazil hosted by IAPE and University of Brasilia and inclusion in a forthcoming publication on employment prospects in developing countries edited by Nobel Laureate Joseph Stiglitz.

The Purple-Green New Deal reimagines fiscal policy and labour market reforms for an equitable, climate-resilient future. Through evidence-based policy recommendations and international collaborations, this research not only informs sustainable economic practices but also exemplifies how academia can lead in rethinking policy to meet the demands of contemporary ecological and social crises.

