

Climate Majority Project [CMP] Incubator: our criteria, selection process and governance

1. The CMP Incubator.

The CMP Incubator has been set-up to help provide the funding and expertise to people who are acting on good ideas, focusing on getting serious climate action into the mainstream.

The idea is taken from business, where incubators provide expertise and skills that new businesses need. We also sometimes fund individuals (some of them already quite experienced in business or campaigning) who can act as advisors to the next wave of moderate flank enterprises who we expect will be supported by a growing wave of willing funders.

In short the incubator gathers funding from visionary “investors” and expertise and access to a wider network from our collaborators, and uses this resource to support climate entrepreneurs with finance, strategic and practical advice. We are working across our own network to help expand the services we can assist with, responding to what is needed most. We are very well connected in the emerging CMP space and have ground-level knowledge that larger funders can rely on.

The mission of the CMP Incubator is to: ‘Catalyse the coming tip towards mainstream, serious climate action.’

2. Our criteria.

We are looking for UK-based thought leaders and their organisations focusing on increasing urgency in whatever population they target. Location is not essential however a commitment to being truthful and politically inclusive through communication and action is key. Our preference tends to lean towards practical initiatives that have the highest potential to create impact, that has an implied understanding that inner work (facilitating the truth to sink in) is a crucial pursuit in its own right.

If applicants and their initiatives are particularly inspiring and unique we may favour the nature of the project over the need for it to meet our criteria.

We do not require a legal structure to apply and would be open to all legal structures subject to your project meeting our criteria. Profit-making ventures would need to demonstrate that support is not used for private benefit and whilst not typically be favoured, are also not excluded.

We do request that initiatives are open to and interested in partaking in a process of sense-making that can help guide a mainstream climate movement.

Below is our criteria upon which we assess applicants and their initiatives.

1. Narrative shift

Our narrative is the one of ‘five past midnight’. What we mean with this is that we have run out of time, there is no more time to ‘fix climate’. Our civilization as we know it will change, and we believe our actions and resolve will only deepen when we know this truth. Over-focus on individual change, and leading with a ‘we have still time to turn this around’ narrative is not one we endorse and we find it potentially harmful. Initiatives that we support will either align themselves explicitly with our

narrative or do so implicitly. We will find it challenging to support initiatives that lead with statements implying there is still a reasonable chance to stay below 1.5 degrees.

2. Inner work

We believe that engaging in personal and collective psychological/spiritual [e.g. inner] work to cultivate resilience as a tangible effort to address the climate crisis, is key. Initiatives that adopt practices that also include an element of inner work, and can demonstrate how this is applied through their initiatives will be preferred.

3. High impact and reach

We are mainly looking to support projects we believe can move the dial fast and in a big way. Projects or initiatives that can reach a lot of people with a high level of impact (activise them) will be prioritised; however, we also understand that this typically requires a lot of resources. Our assessment would typically be based on perceived scalability of the initiative (e.g. how easy would it be to roll an initiative out in other areas and groups). We are looking for areas that are potentially high-leverage, and for theories of change that are credible and that fit in some broad way with our own.

4. Accessible

Accessibility sits at the core of everything we do, however, that doesn't mean everything has to be accessible to everyone all the time. Instead we are keen to ensure that there is a variety of work to mirror the variety of people wanting to get involved, regardless of political ideology, class, ethnicity, race, gender etc. We assess accessibility on quite a subjective basis but would look for initiatives that originate particularly from communities less represented in environmental action, these can be but are not exclusively: middle to low working classes, people with diverse ethnic and religious backgrounds, younger age groups (Gen Z etc), and business (professionals).

5. Measurable

We will not ask for complex and time consuming reports or proof of impact. And we are not fixated on KPIs and deliverables in the way that many funders are. What we are looking for is qualitative proof over the medium-long term. In order for us to share the impact we have with our funders, we would, however, where possible, ask for some quantitative information as well as qualitative. For instance this could be information covering how many people are involved or impacted by the project, which key changes happened as a result of the project and so on. We would accept implied impact even if there is no hard link between cause and effect. To this effect, if required by a potential future funder, we reserve the right to ask initiatives for more information if needed as part of a future funding application or impact report.

3. Our selection process.

We are not keen on red tape and have kept the criteria and the application process simple.

All we ask is that you contact us via email, summarise what you are doing, how you think you fit our criteria, and what support you would benefit from. We will, if we think it is a good fit, schedule a 30 min conversation and get to know you a little bit better as well as having an opportunity to directly assess you and the project (we place a lot of focus on the people). If successful, a one pager will be created, listing the name of the initiative, summary of what it is about, how it meets the criteria, its impact and what support is recommended. This document will be used for the selection process, as well as the website and impact reporting, thus we also would ask for some high res images.

There is no typical expectation to 'get anything' back from you. Through supporting you and your project, giving it a better chance to succeed, is 'payment' enough for us. A recognition of our support on your website and other materials would be welcome, and we do reserve the right to feature you as one of our 'incubatees' on our website as mentioned earlier.

Please note. We are at this time keeping the application process open (i.e. we accept unsolicited applications) however we reserve the right to change this at any point if the volume and quality of the applications suggests this would be a more constructive approach for us to take.

4. Our Governance.

Our Governance is purposefully light however a key feature of how we manage the Incubator to ensure applications and funders can have confidence that their applications are fairly assessed and funds are appropriately and objectively managed, with rigour and transparency.

Our Incubator Outreach manager will manage the incoming applications as well as actively look for initiatives. Post criteria review and the initial 30 min call, the one pager is shared to the advisory board who meets every 4 weeks and will approve or reject the request for support. There will be an opportunity to review and amend what a project is asking vs what the Incubator is willing/ able to provide for successful projects, however, there is no expectation that deliverables of a project will be amended post this time. Thus if the nature of the project is changing materially post application it is the responsibility of the project to inform the CMP Incubator.

The selection process with a final outcome will not take longer than 8 weeks.

5. What can you expect from us?

Subject to how advanced you are, we would recommend a mix of cash and pro bono time. This will be discussed with you on a bespoke basis and we have to date provided one-off and ongoing grants between £1k-10k, as well as pro bono expert advice for initiatives.

If you have any further questions or want to apply, please email at:

incubator@climatemajorityproject.com