

The Good Future of Lanzarote

A 3-Year Review and Blueprint for Strategic Action

Futurism & Strategy by Gerd Leonhard

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The Paradox of the Last 3 Years: Beautiful Vision, Dismal Execution

The Vision & The Input

Over 36 months of engagements yielded brilliant ideas. Leaders have shown readiness to act, initiating steps like the island climate laboratory motion.

The Reality

The overarching review of the initiative is starkly dismal. Current progress, while notable in isolated pockets, is demonstrably too little too late.



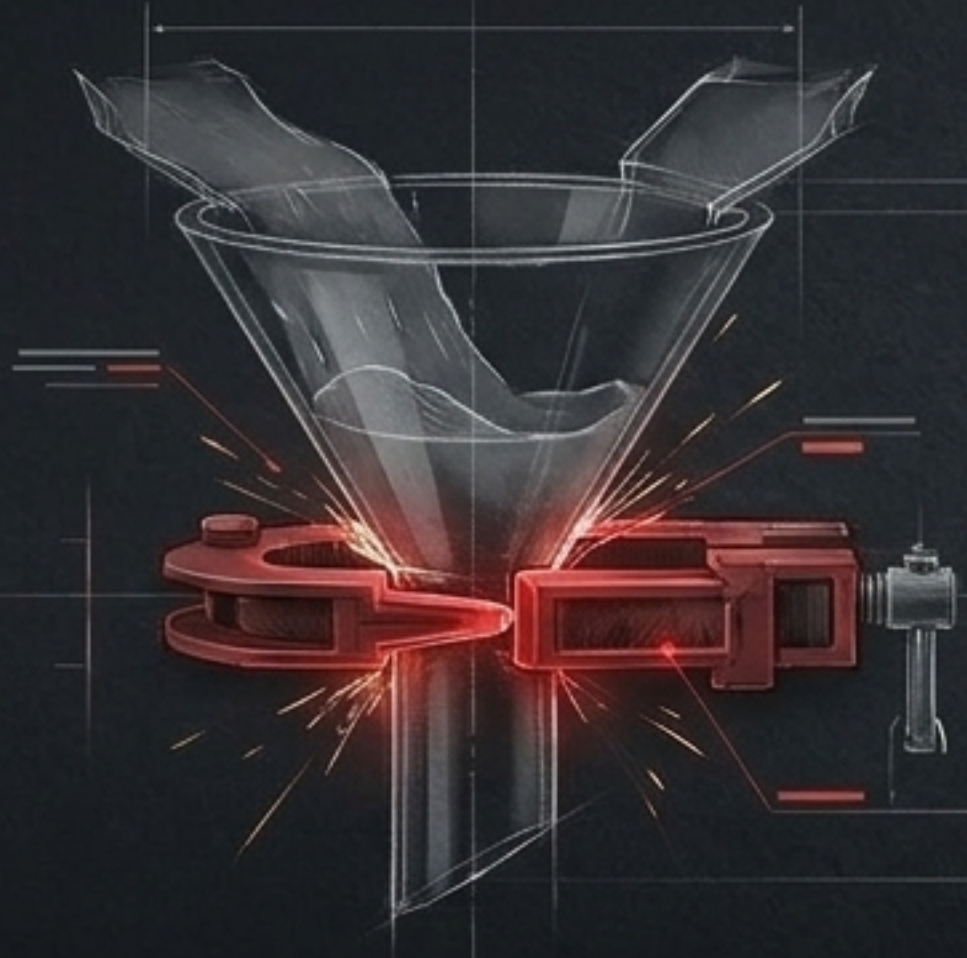
Key Insight: We are suffering from **habitual stagnation** in the face of mounting, multiple emergencies.

The Hidden Weight of Business as Usual



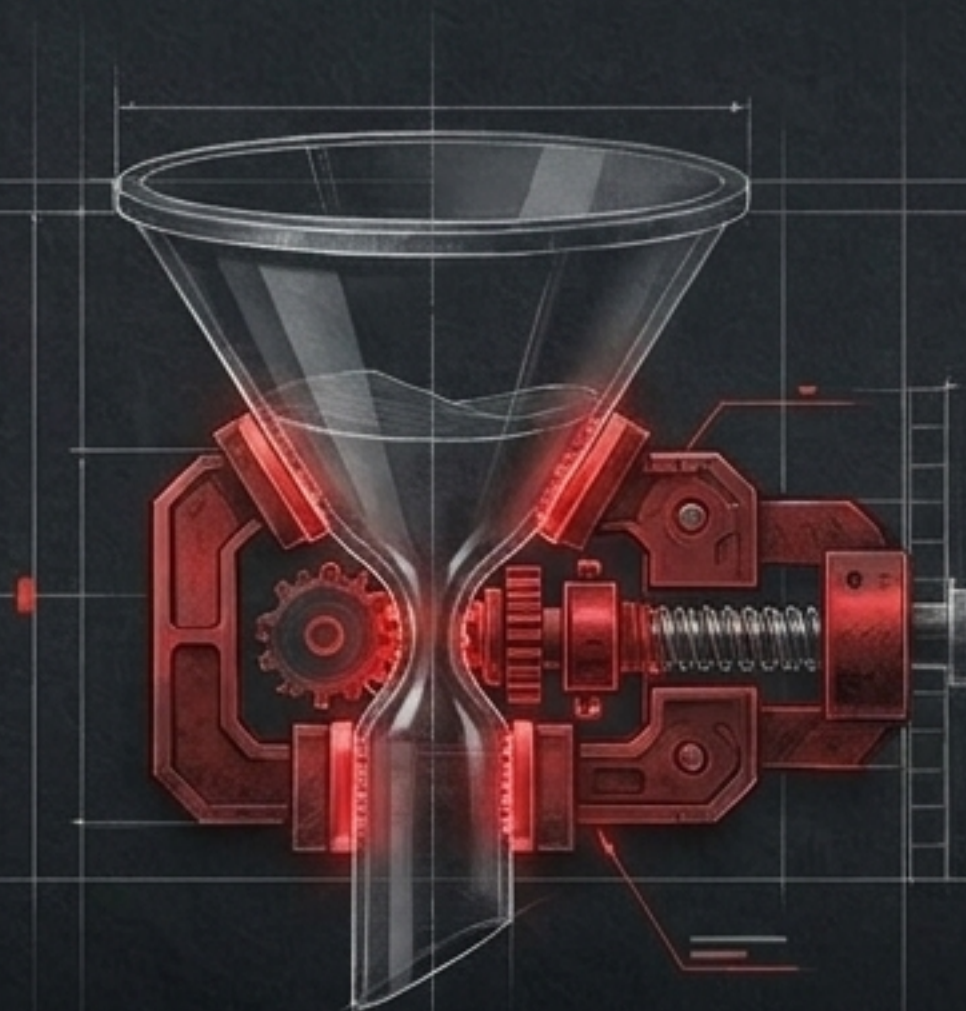
Proven solutions—like widespread solar energy and smart water systems—are being neglected, delayed, or disregarded altogether. We are losing the race against our own baseline.

Diagnosing the Stagnation: The Execution Trap



1. Political Playbooks & Party Lines:

Strategic decisions are held hostage by short-term political cycles rather than long-term island survival.



2. The Funding Void:

A reliance on standard budgets rather than bold, structural funding mechanisms required for systemic transition.



3. The Insular Talent Pool:

Failing to systematically integrate the contributions of international experts into the local change process.



The Pivot to Execution

“We don’t really need more ideas on how to improve things in Lanzarote – we need real action on the many good ideas that have already been presented.”

The next 5 years require an entirely new operational blueprint. To thrive culturally, socially, environmentally, and economically, we must build an independent engine for execution.

Blueprint Pillar 1: The Lanzarote Future Coalition



Mechanism: Establish an independent, diversified, non-political steering committee.

Function: To take ownership of urgent strategic decisions and ensure execution survives beyond typical political playbooks.

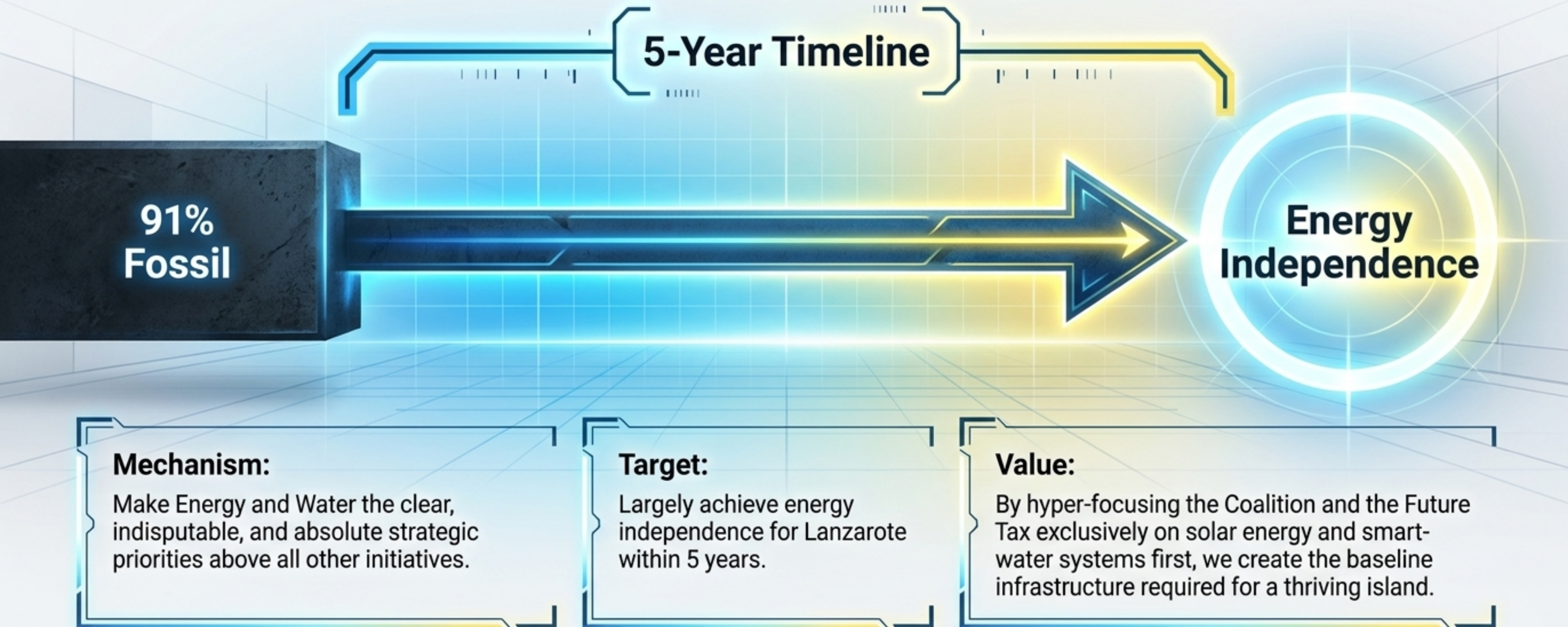
Value: Creates an insulated space where long-term survival and sustainability goals cannot be derailed by short-term partisan friction.

Blueprint Pillar Pillar 2: **The Future Tax**



Mechanism	Function	Value
The immediate implementation of a Future Tax (formerly called the Eco Tax).	To secure large, ongoing, and structural funding by capturing the environmental and social cost of the island's visitor economy.	It is a bold move that shifts the financial burden of the transition away from local residents and directly funds the Good Future agenda.

Blueprint Pillar 3: The 5-Year Energy & Water Priority



Blueprint Pillar 4: The Good Future Congress



Mechanism

Establish a new, premier international event hosted on the island.

Function

A dedicated vehicle to welcome and integrate the contributions of international thought-leaders and experts into Lanzarote's change process.

Value

Puts Lanzarote firmly on the map for brilliant global minds, injecting world-class expertise into the local execution engine.

The Strategic Sequence: Unlocking The Good Future

The Lead Dominos: Abundant Energy & Water.

If we do not solve these, nothing else works. If we do solve them, **everything else becomes possible.**

ENERGY

WATER

1. Food & Agriculture

(Powered by smart water/energy)

3. Beach & Ocean Protection

(Enabled by stabilized infrastructure)

2. Waste Treatment

(Powered by clean energy)

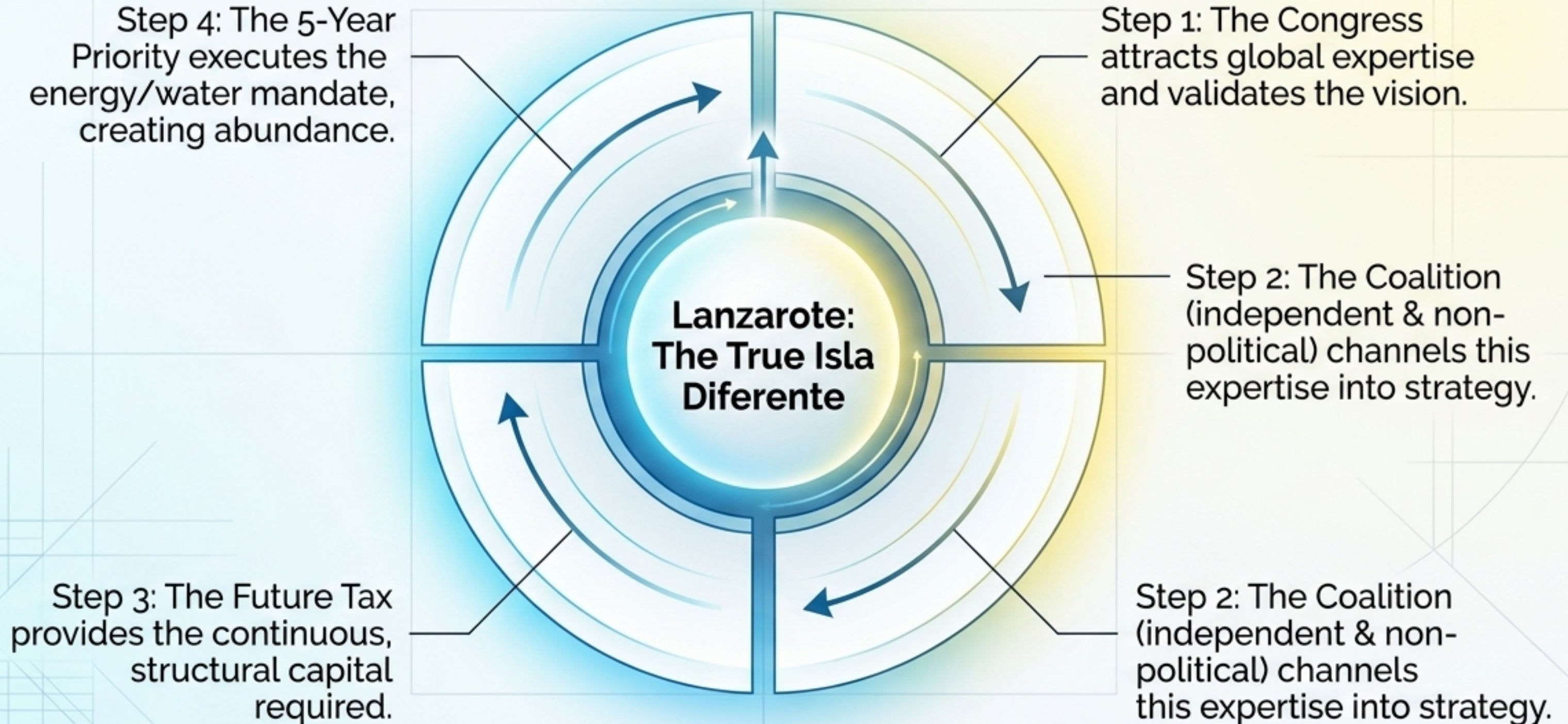
4. Housing & Social Justice

(Supported by abundant local)

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(Supported by abundant local jobs)

The Engine of The Good Future



The Choice: Two Distinct Futures for Lanzarote

Business As Usual	The Isla Diferente
91% Fossil-Fuel Dependent	100% Renewable (5-Year Target)
Partisan Politics & Electoral Cycles	Independent Future Coalition
Strained Standard Taxes	Dedicated Future Tax
Isolated local efforts	The Good Future Congress
Stagnation & Vulnerability	Thriving, Decoupled Growth

The Ultimate Outcome: Decoupling Growth from Tourism



The Vision:

Imagine a Lanzarote defined by abundant energy, water, and agriculture.

The Result:

This abundance creates entirely new sectors of high-quality local jobs.

The Paradigm:

We transition from an economy that requires more people to generate wealth, to an economy that generates wealth through sustainable systems and high-value innovation.

From Review to Reality

“I am ready to work with the Cabildos, the Mayors, and the Government of Lanzarote on these issues, pro-bono.” – Gerd Leonhard

The Ask: The design is complete. The ideas are proven. The only missing variable is the political courage to build the execution engine.

Next Steps: Establish the initial Lanzarote Future Coalition working group. Draft the Future Tax framework. Commit to the 5-Year Energy/Water Mandate.