



## A THEORY OF ENTRY IN MORAL MARKETS: THE ROLE OF SOCIAL MOVEMENTS & ORGANIZATIONAL IDENTITY

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A growing body of research on moral markets—sectors whose *raison d'être* is to create social value by offering market solutions to social and environmental issues—has offered critical insights into the emergence and growth of these sectors. Less is known about why some firms enter moral markets while others do not. Drawing from research on market entry, organizational identity, and social movements, we develop a theory that highlights the potential of organizational identity to explain variation in entry into moral markets.

## HOW PHILANTHROPISTS CAN MAXIMIZE IMPACT FOR FIGHTING CLIMATE CHANGE

**Daniel Stein, PhD, Director, Giving Green**  
**Emily Thai, Manager, Giving Green**

With the effects of climate change becoming starker, climate philanthropy is taking off as never before. New players like the Bezos Earth Fund are making a splash and overall funding is rising each year; a report from the ClimateWorks Foundation estimates climate philanthropy in 2020 at \$6-10 billion, an increase of ~14% from 2019. But increasing funds is only part of the battle — money must be used effectively to have a real impact in the fight against climate change. As donors move into the climate space for the first time, the options can be overwhelming. The climate landscape is exceedingly technical and multifaceted, with myriad possible solutions vying for attention and funding. These range from political movements to technological research to behavior change. Larger donors can navigate this landscape by hiring experienced program officers and participating in donor networks such as those facilitated by the Climate Leadership Initiative. But for smaller foundations and individuals, it can be difficult to find an entry point. At Giving Green, we help donors find the most impactful, evidence-backed, and cost-effective ways to fight climate change. Based on our research, we are sharing four guiding principles for budding climate change mitigation philanthropists as they seek to be effective in fighting climate change through giving.

## Climate Change & the Voluntary Sector Virtual Seminar Series

**Monday, Feb. 7**  
**2:30-3:30 pm EST**

[Join Meeting](#)

### Organizing Team

Patricia Bromley, Stanford  
Jennifer Kagan, U. of Hawaii  
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To sign-up for emails or request to present, [fill out this form](#)

### SAVE-THE-DATE

Our next event is  
Monday, April 4  
2:30-3:30 pm EDT

Questions?

Contact us at  
[ccvstalks@gmail.com](mailto:ccvstalks@gmail.com)