



FACE NDC

Facility for Action for Climate Empowerment to
achieve Nationally Determined Contributions

Journalist Training on Climate Change and Green Economy Reporting in Zambia

Day 2, 6th May 2026

Lusaka, Zambia

Supported by:



based on a decision of
the German Bundestag

Day 1 Review

- Useful ideas
- Questions

Day 2 Agenda

Session 6	Module 3: The Market Economy
Session 7	Module 4: Zambia's Emerging Green Economy
Session 8	Big Quiz and Day 2 Evening Review

Module 3

“The Market Economy”

Part One

“What’s an Economy?”

Economics?

Specialist
language



Jargon
Gobbledygook?

Macroeconomics?

Economy as a Whole

Government & Central Bank

BIG picture

Stability

Growth

Inflation

Employment

Money Supply

Specialist Financial stories

Microeconomics?

Individual Behaviour

Households, companies, sectors

Goods & Services

Supply & Demand

Profit & Loss

Risk & Reward

**Great Source of General-interest
Stories**

An Economy?

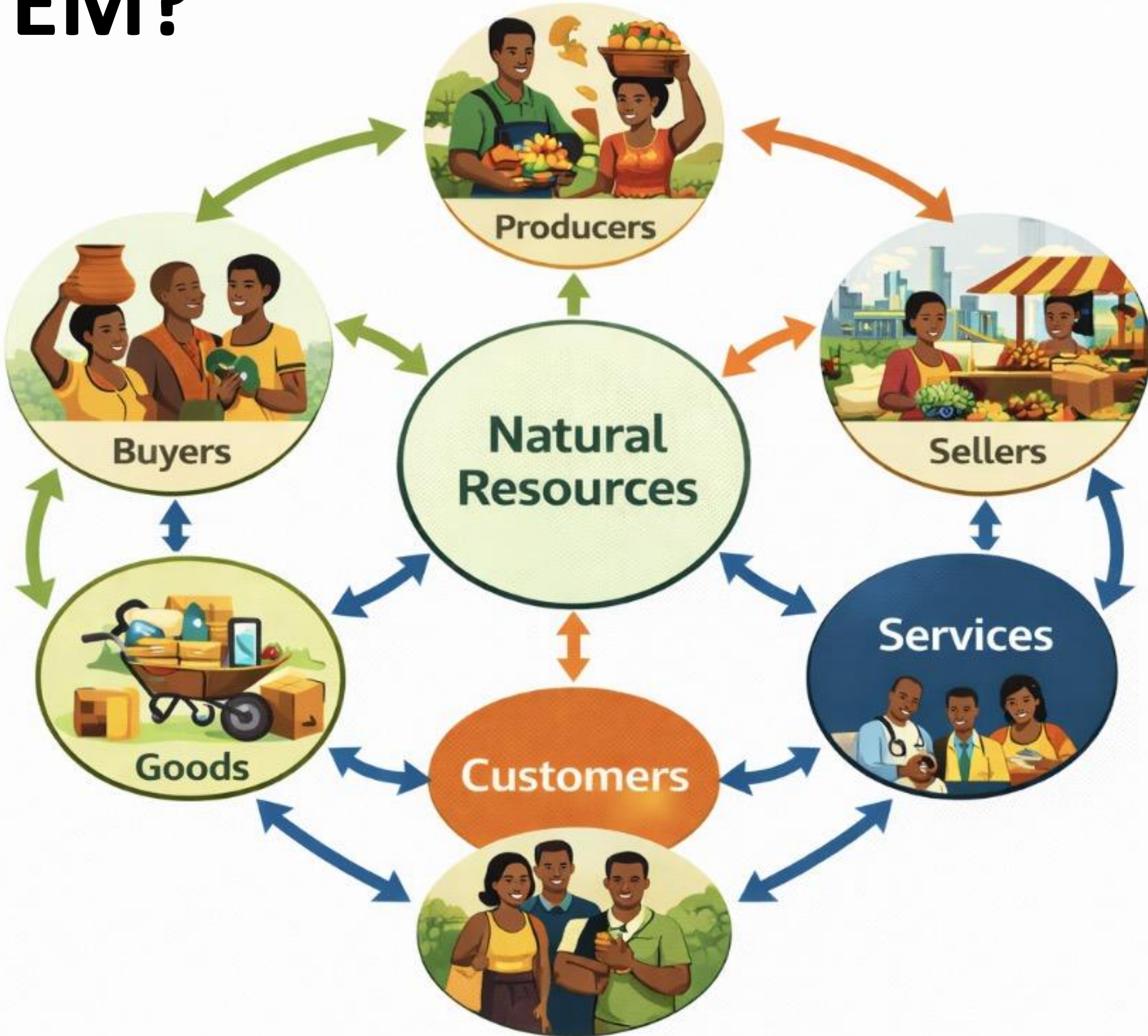
**A
System**



**An
Ecosystem**

Human NEED

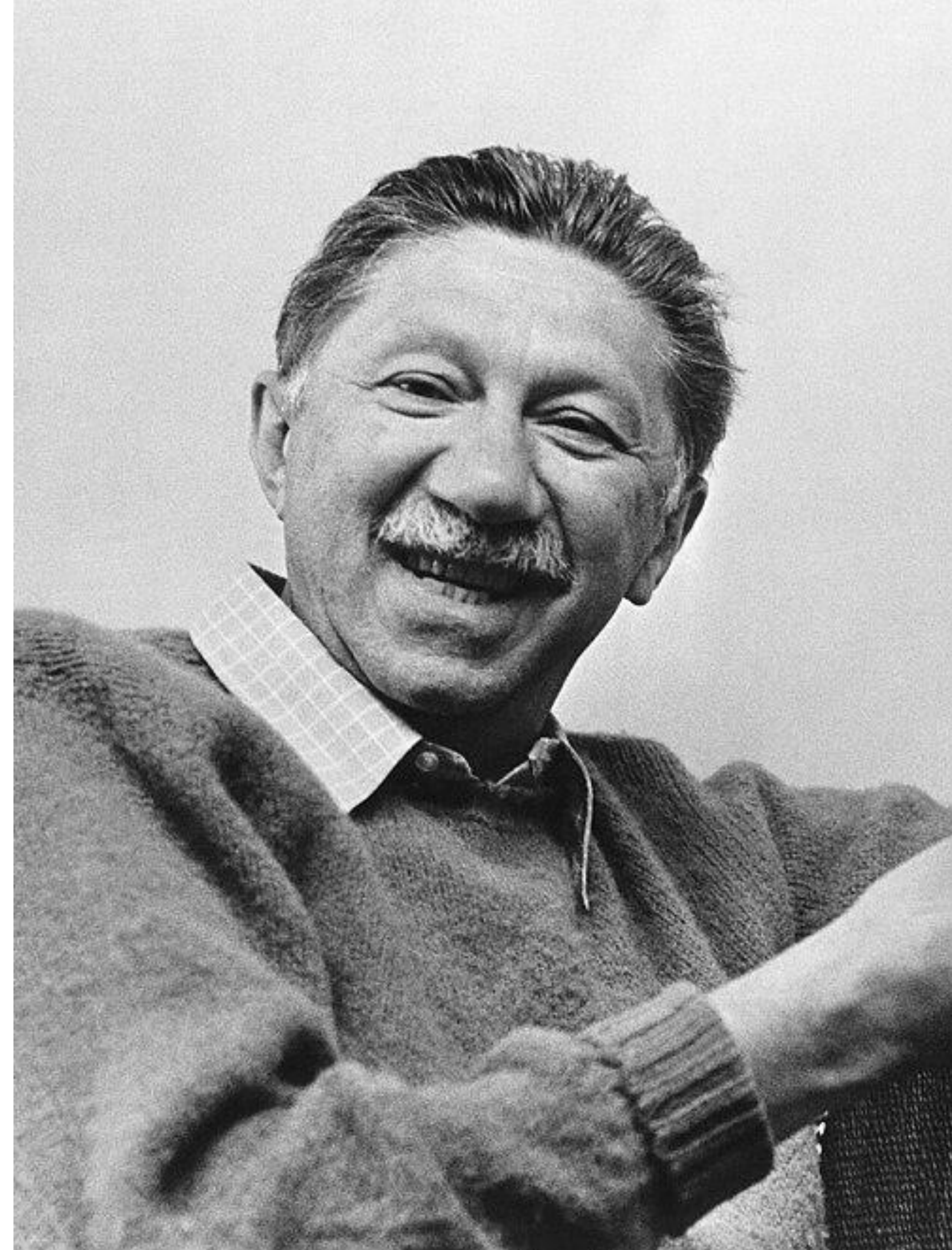
ECOSYSTEM?



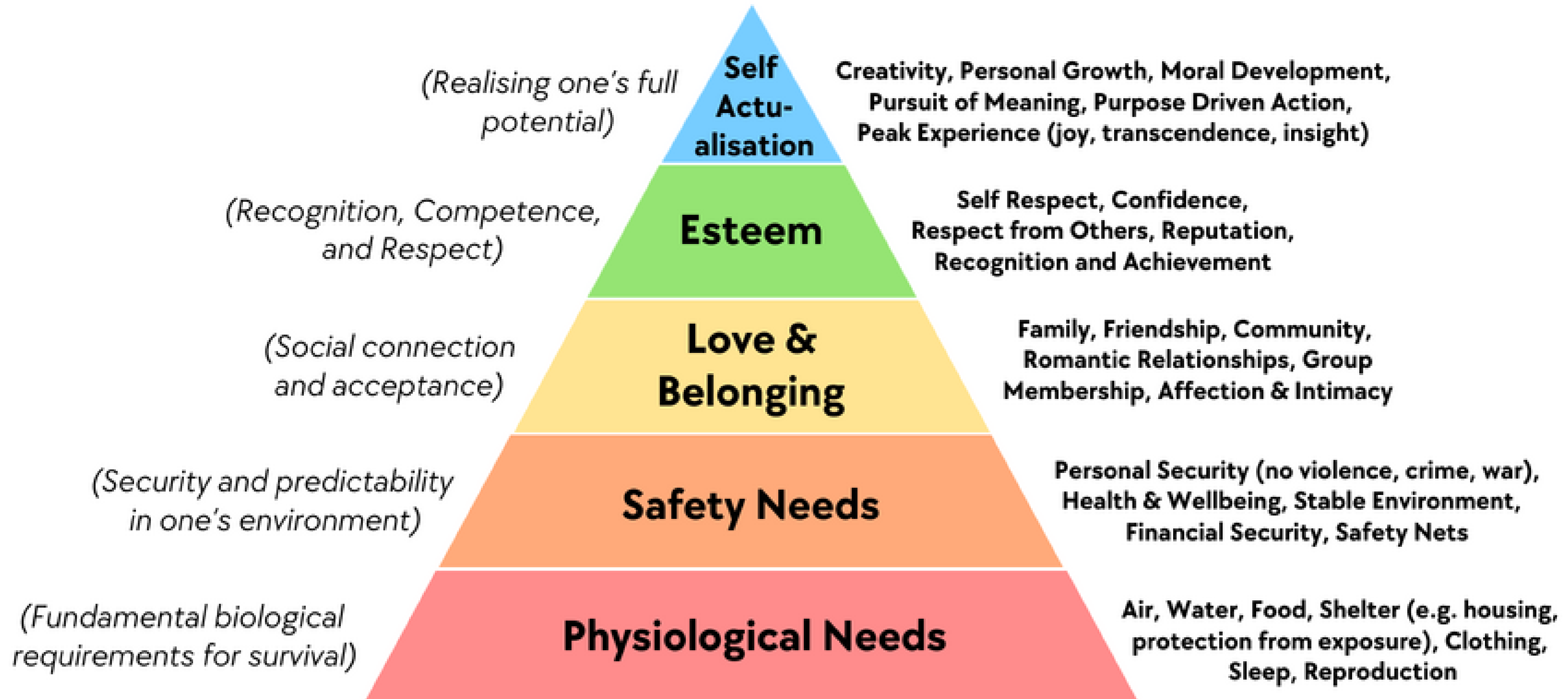
NEED?

Abraham Maslow's Pyramid

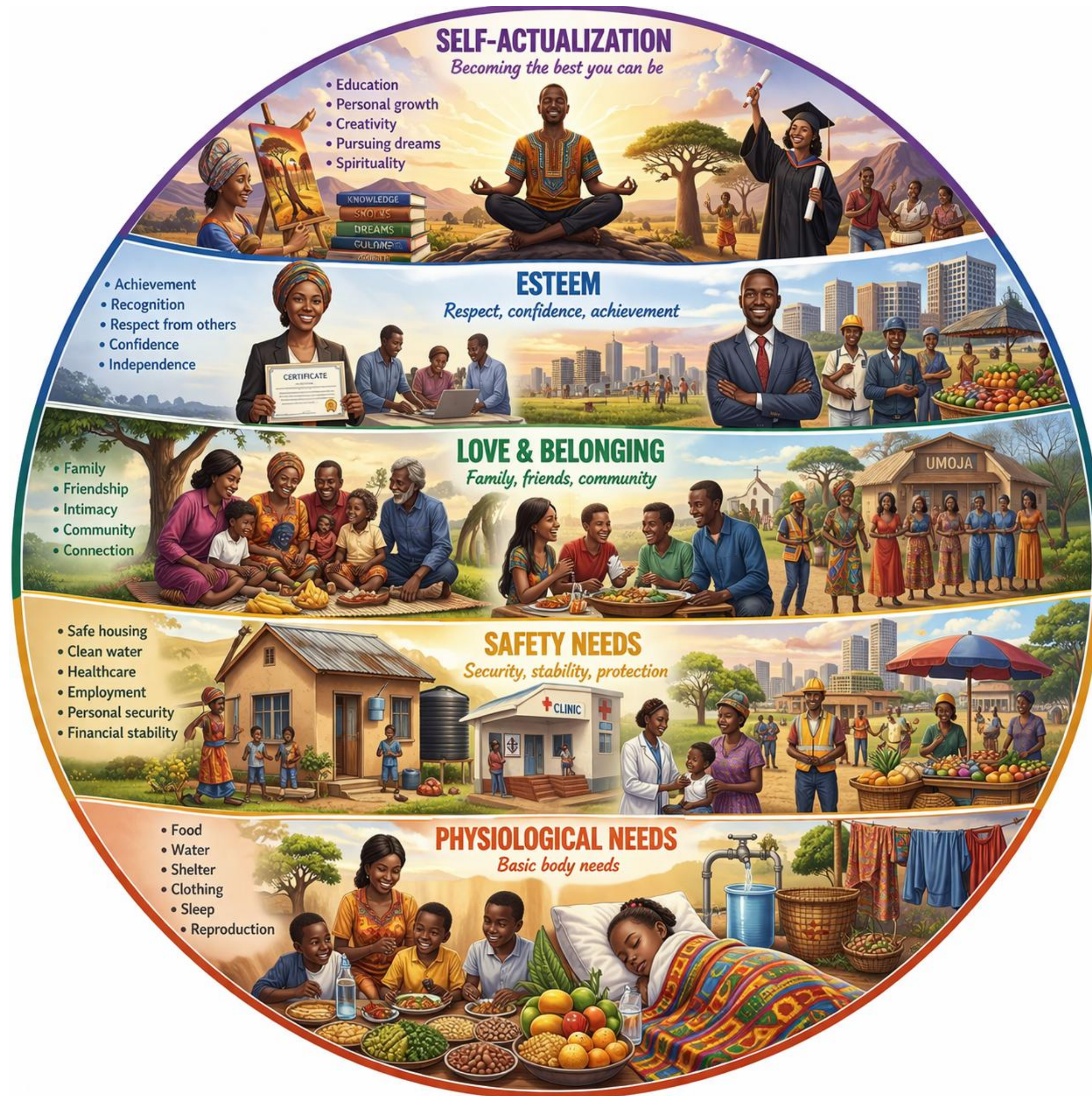
Psychologist
1908-1970



Hierarchy of Motivation



Motivation ...



... Social

INDIVIDUAL ...

... NEED

In the Beginning ...



Barter

In the Beginning ...

Shared
need?

Storage?

Relative
value?

Transport?



Inconvenient

Birth of Trade

& Economies

**Supply
Chains**



**Value
Chains**

Birth of Money

**Portable
Substitute**



**Easy to
exchange**

**Easy to
count**



Trust?

Intrinsic Value



Gold, Silver or Copper

Fiat Currency



Government-issued legal tender

Digital Currency



Blockchain Technology

Evolution of Money



Rare

**Market
Mechanism**

Value?

Price?

Unwritten Rules

Supply & Demand



Many sellers: Price high? Low?

Few sellers: Price high? Low?

End of Day: Price high? Low?



Unwritten Rules

Supply & Demand

Many buyers: Price high? Low?

Few buyers: Price high? Low?

End of Day: Price high? Low?



Unwritten Rules

Supply & Demand



Market Sentiment

Unwritten Rules

Supply & Demand

Risk & Reward
For whom: Buyer? Seller?

Profit & Loss
For whom: Buyer? Seller?

The Market Economy

A Little History





Adam Smith

"It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own interest" - An Inquiry Into the Nature and Causes of the Wealth of Nations

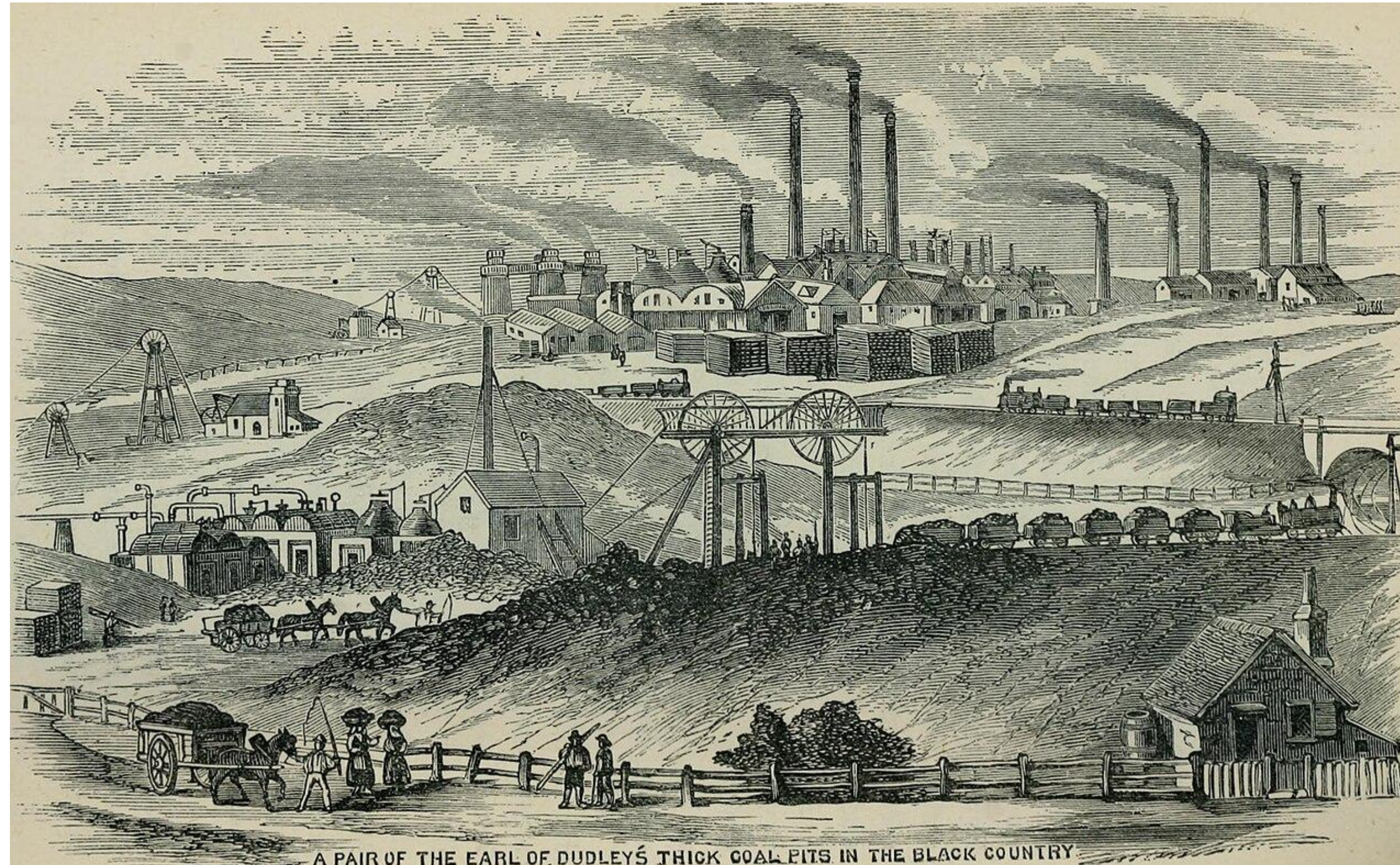
The Invisible Hand

Self-interest

The Industrial Revolution

Around 1750 onwards ...

People with
money invest to
make more
money



People who
need money to
survive work for
them.

Profit Motive & Need for Money
drive the economy

Manufacturing

Production rises, economy grows



Jobs



Services

Goods

Industrial Agriculture

Mid-1950s Green Revolution

High-yield varieties

Grains

Intensive Farming

Mechanised Monoculture



Fertiliser & Pesticides

Pest & Weed control

Factory Farming

Increased meat production

Spectre of famine lifted

Increased Quality of Life

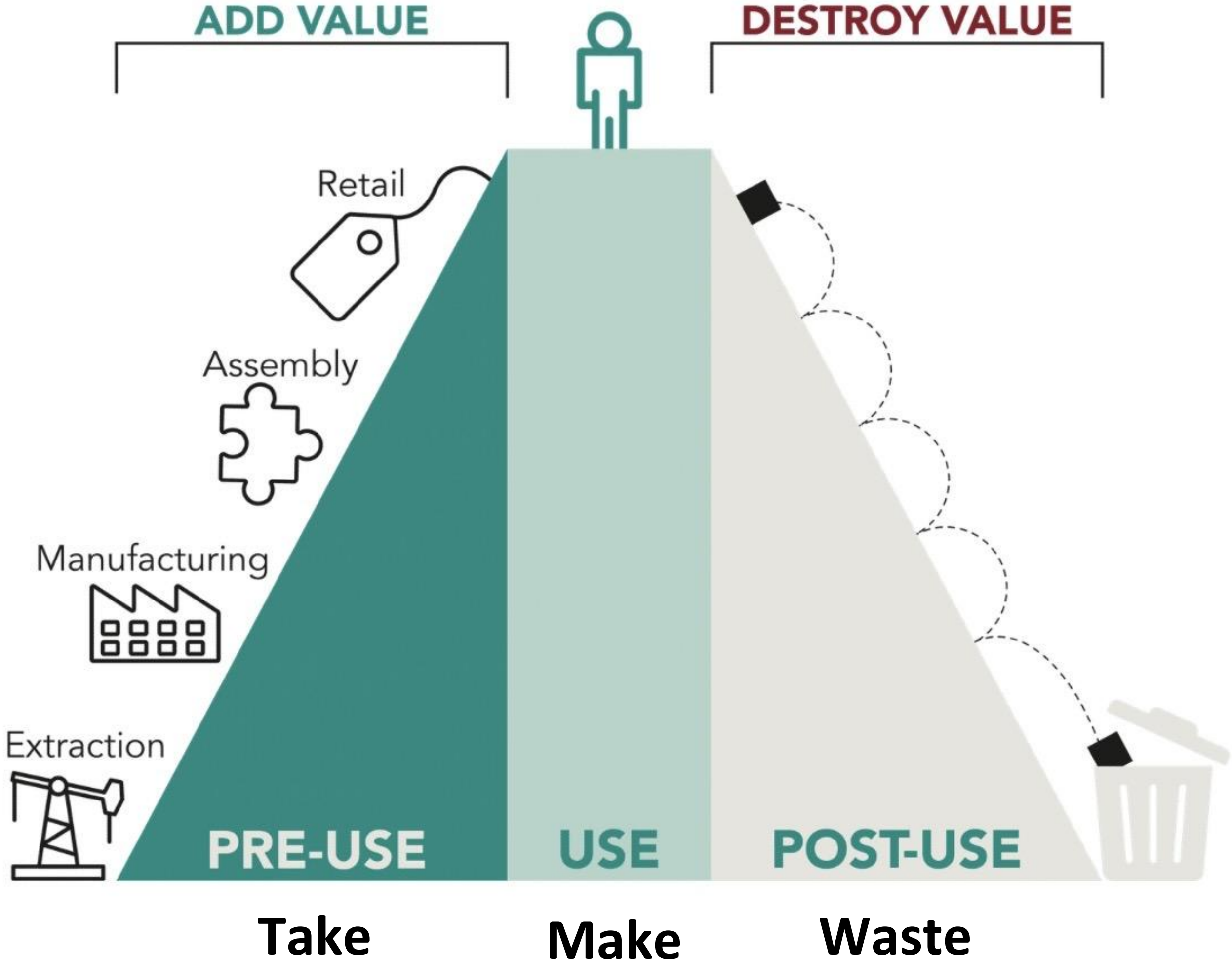
**Needs
met**



**Poverty
reduced**

But ...

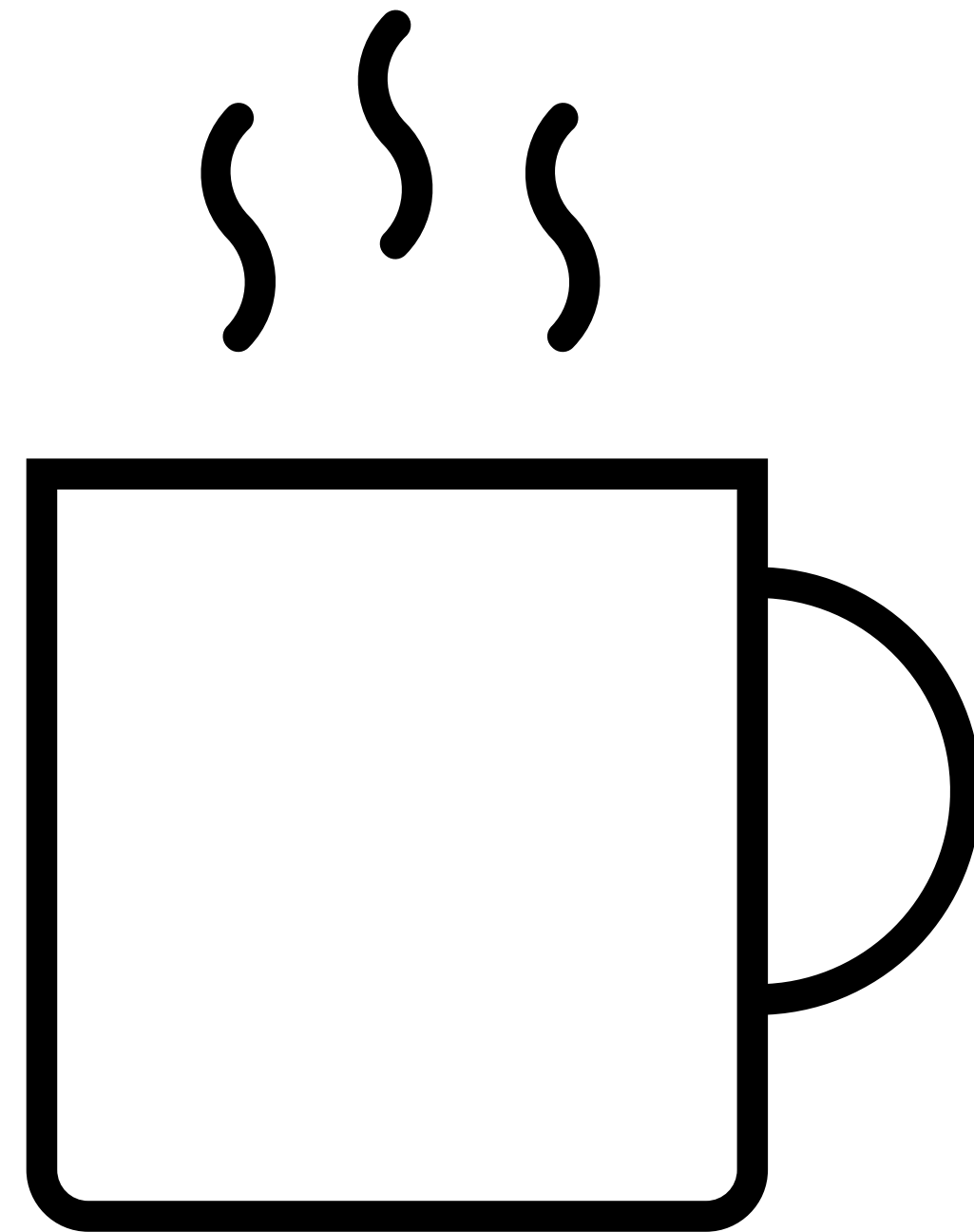
THE LINEAR ECONOMY



At What Cost?



Coffee / Tea Break



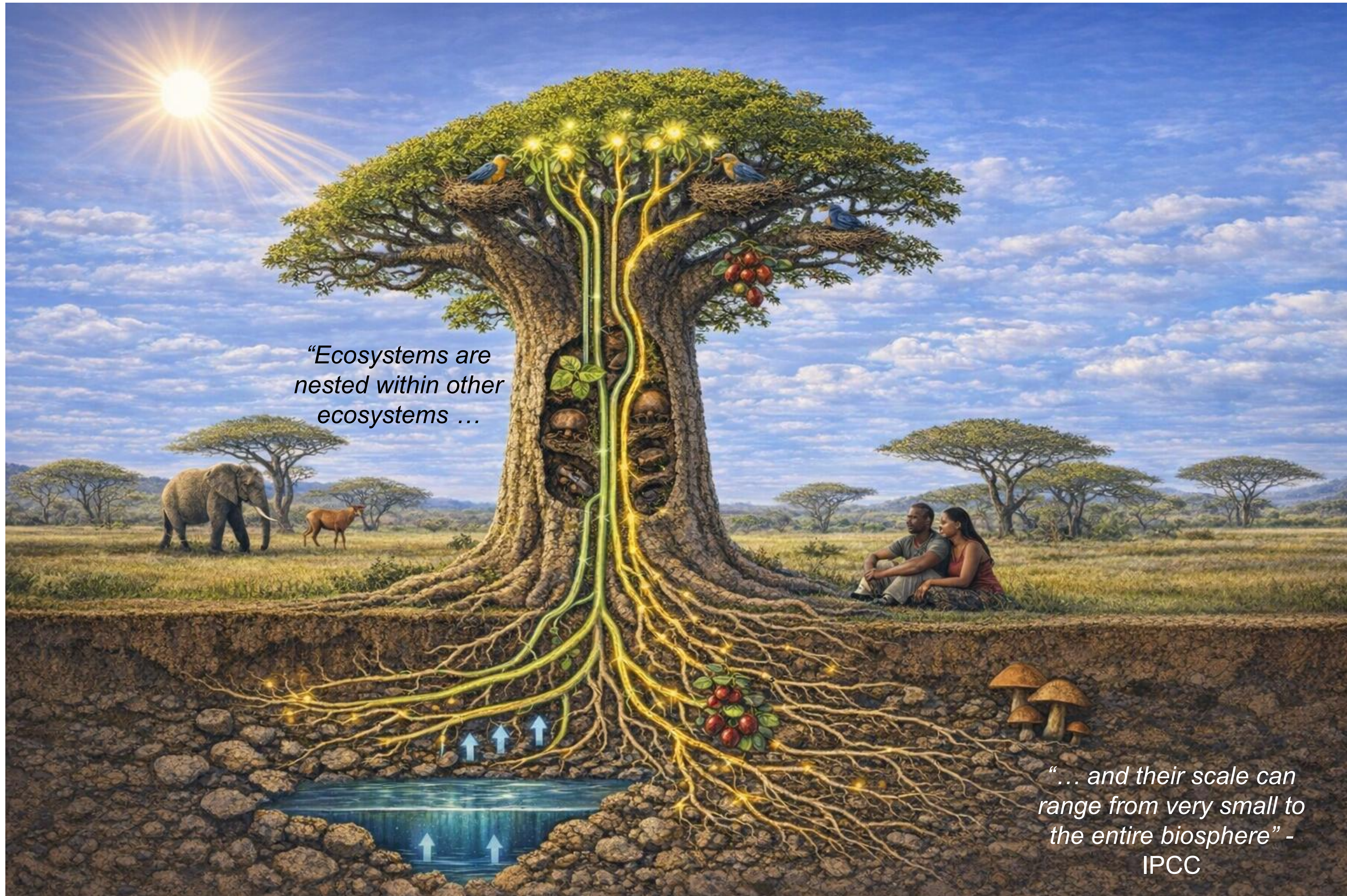
Be back at 10h45

Part Two

“Unintended Consequences”

Ecosystems

*“A functional unit consisting of **living organisms**, their **non-living environment** and the **interactions** within and between them” - IPCC*



*“Ecosystems are
nested within other
ecosystems ...*

*“... and their scale can
range from very small to
the entire biosphere” -
IPCC*



“In the current era, most ecosystems either contain people as key organisms or are influenced by the effects of human activities in their environment” - IPCC

Ecosystem Services?

SUPPORTING

- Conditions for life
- Climate
- Photosynthesis
- Habitat
- Nutrient cycling
- Soil formation

PROVISIONING

- Food
- Water
- Materials
- Medicines



REGULATING

- Breathable air
- Water purification
- Pollination
- Carbon sequestration
- Waste decomposition
- Flood control

CULTURAL

- Recreation
- Well-being
- Spiritual inspiration
- Artistic inspiration
- Shared space

Little appreciated. Taken for granted. Under threat!

The 20th-century Economy

**Industrial
Revolution**



**Green
Revolution**

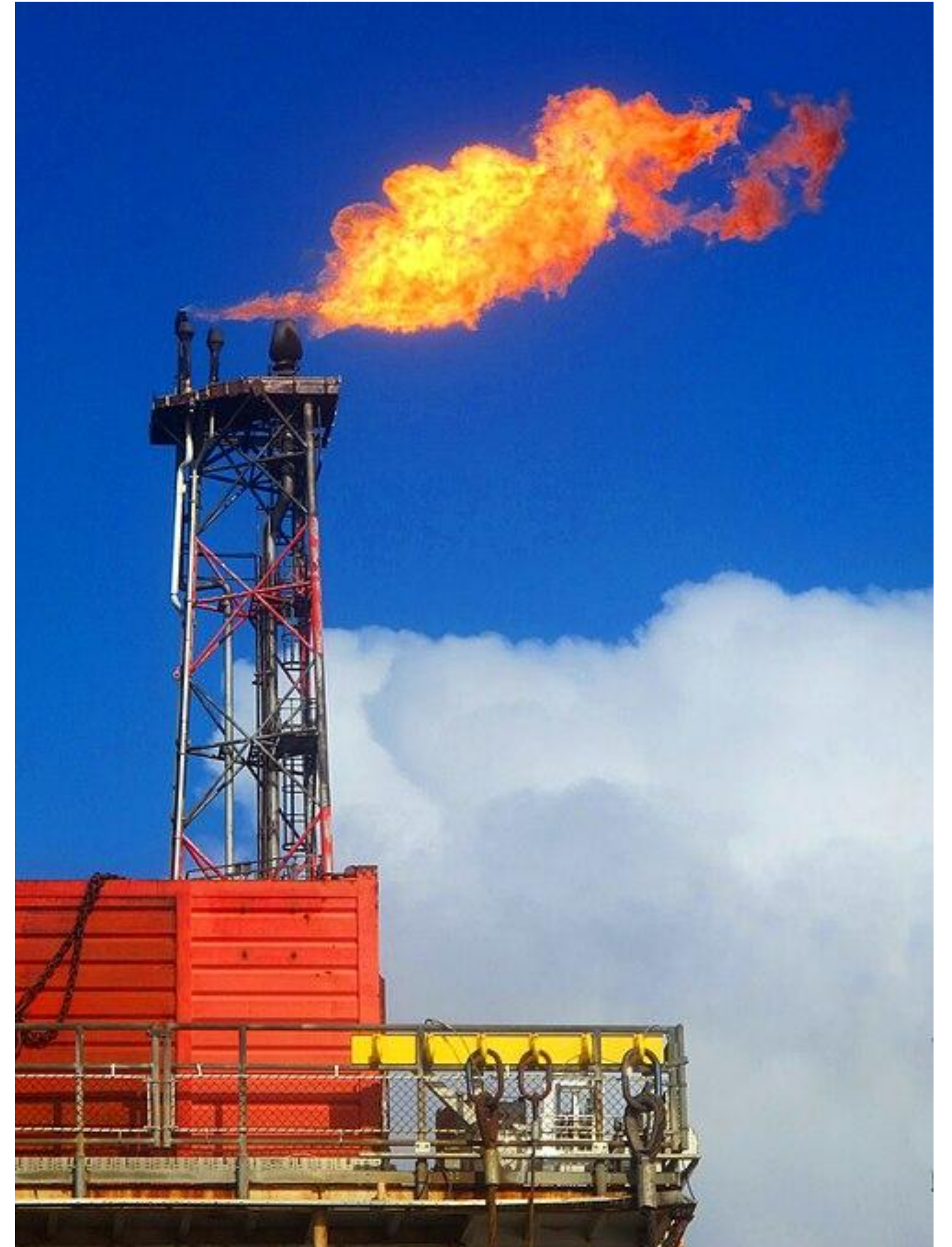
**Take ... Make ... Use ... Discard ...
Emissions**

Fossil Fuels

Energy-rich



Easy to store



**Unintended
Consequences?**

Manufacturing

Energy production, raw material extraction

**Greenhouse
Gases**

Climate Change



**Extractive
practices**

Climate Change

Environmental & Ecosystem degradation

The Green Revolution

Control Nature to maximise production



Industrial Farming

Chemical & other agricultural inputs: herbicides, pesticides, insecticides, fungicides, antibiotics

Intensive Monoculture

Impact on:
Ecosystems
Biodiversity
Soil health



Pesticides Fertiliser

Impact on:
Ecosystems
Biodiversity
Soil health

Farming Practices

Impact on:
Climate Ecosystems Biodiversity
Soil health

Solutions?

Mitigation

Curb emissions

Sequester & Store CO₂

Carbon Capture & Storage (CCS)

Enhance Carbon Sinks

Adaptation

Change behaviour

Identify Challenges & Opportunities

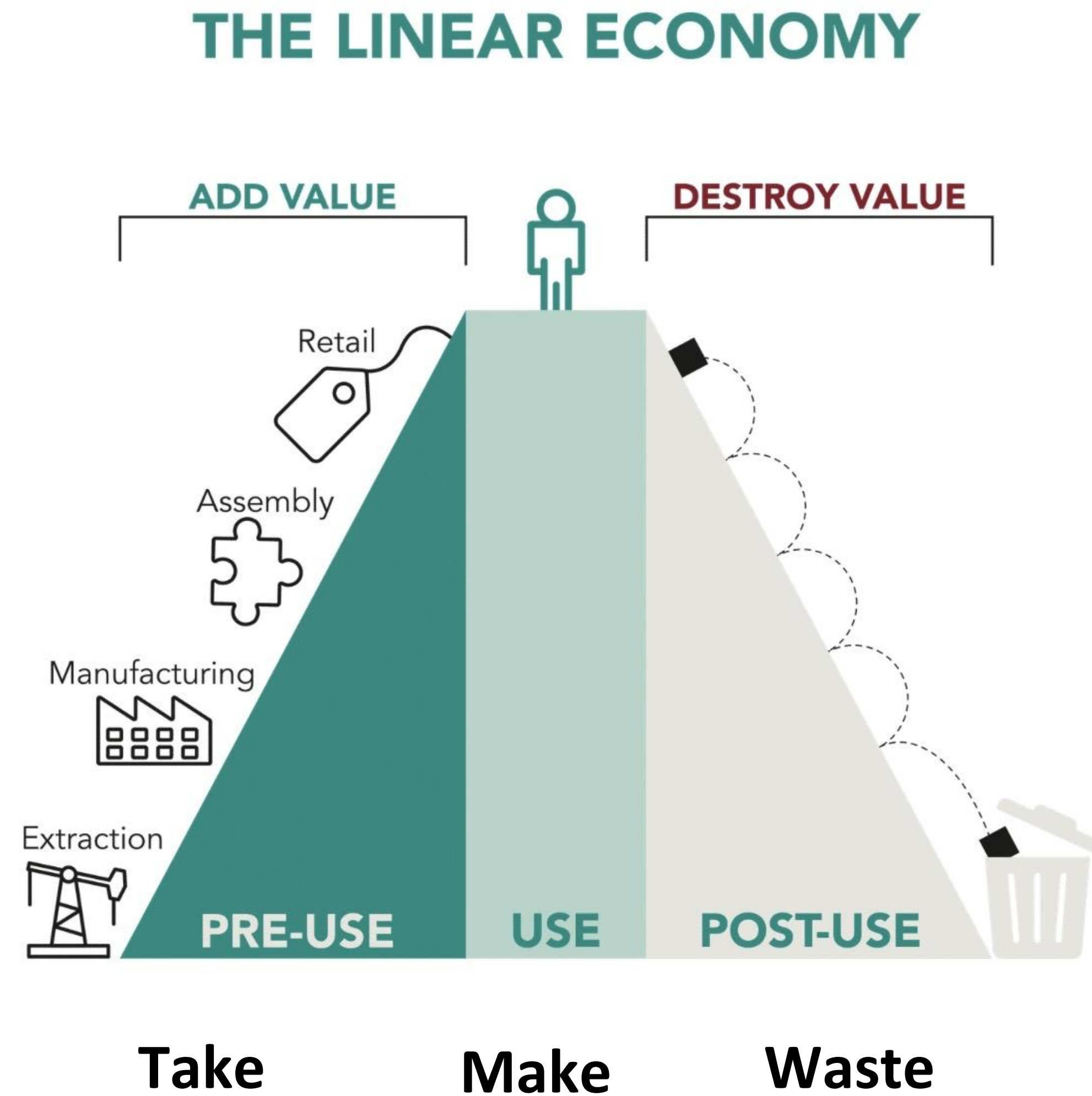
Technical, Agricultural & Economic

innovation

Part Three

“A Green Economy”

Traditional Economic Model



How does it meet our **NEEDS**?

Value Chains

offer

Opportunities

create

Services

&

Jobs

along

Supply Chains

Supply Chains

transport

Goods

from

Producers

via

Suppliers

to

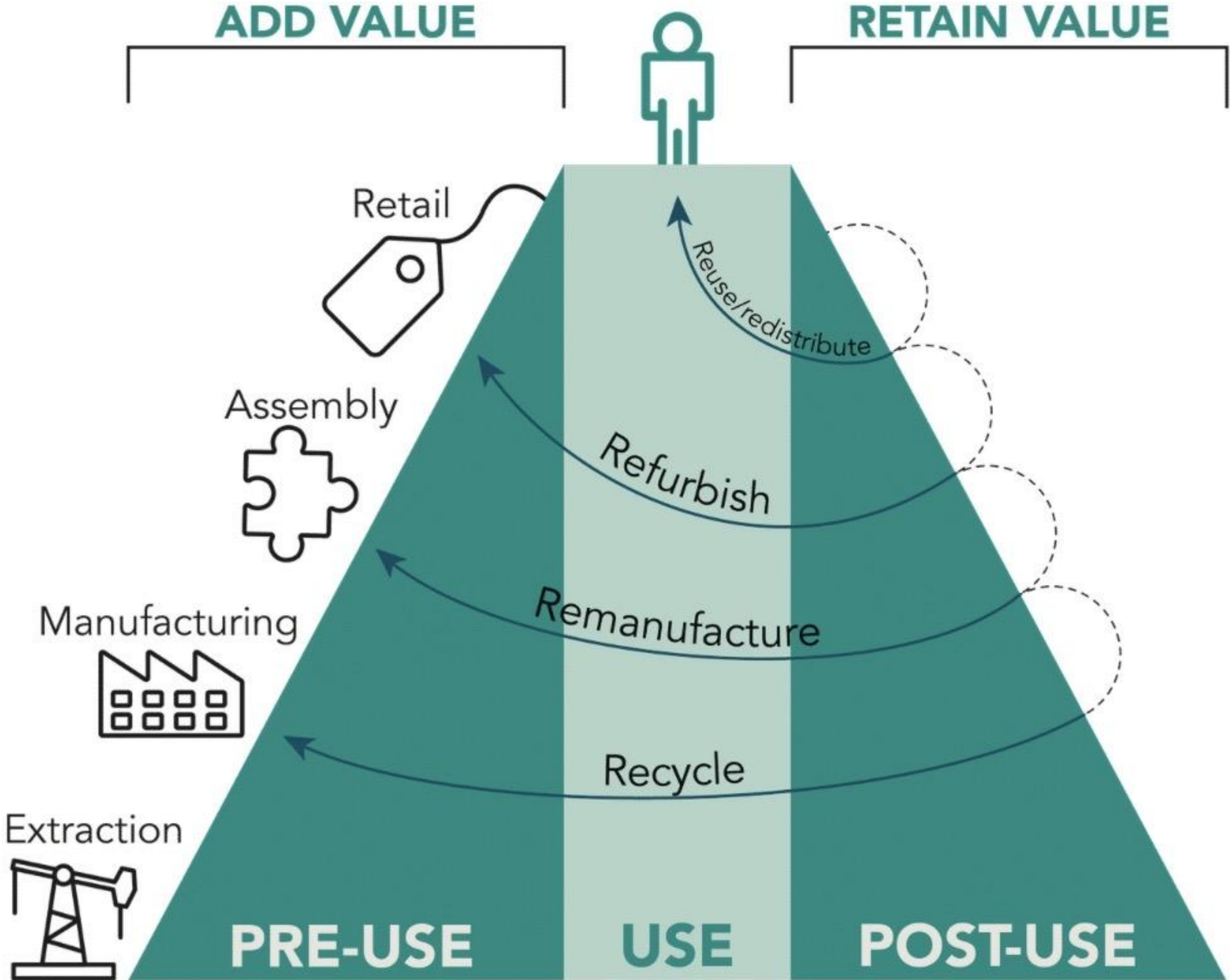
Customers

Unintended Consequences



New Economic Model

THE CIRCULAR ECONOMY



Green Economic Model

Circular Value Chains

offer

New Opportunities

create

New Goods & Services

&

New Jobs

along

New Supply Chains

Circular Supply Chains

transport

New Materials

from

New Processors

via

New Suppliers

to

Producers & Customers

Alternative Low-carbon Energy

Sustainable Agriculture

Sustainable Construction

Efficient Resource Use

Doing Business Differently

Profit

People

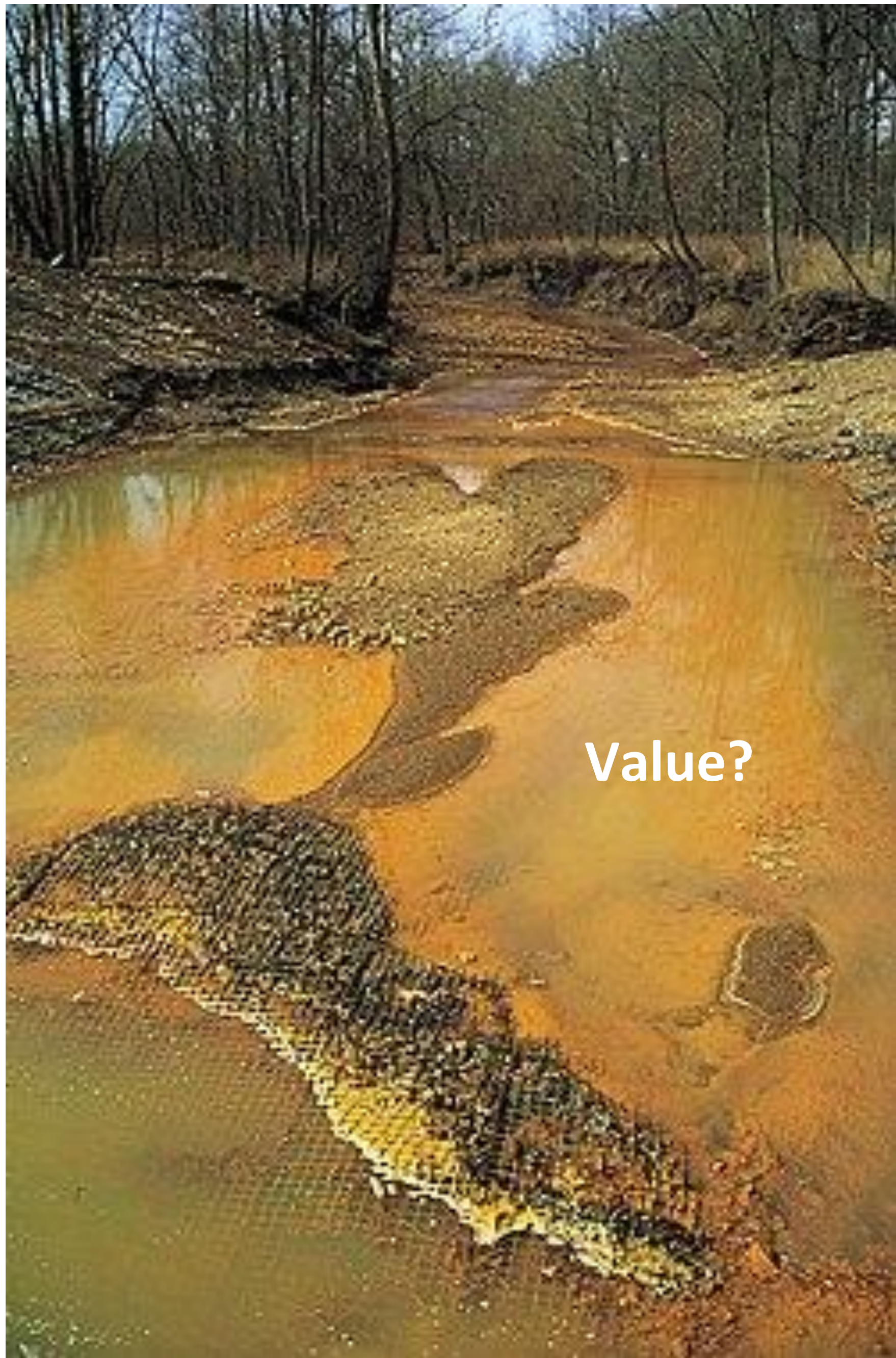
Planet



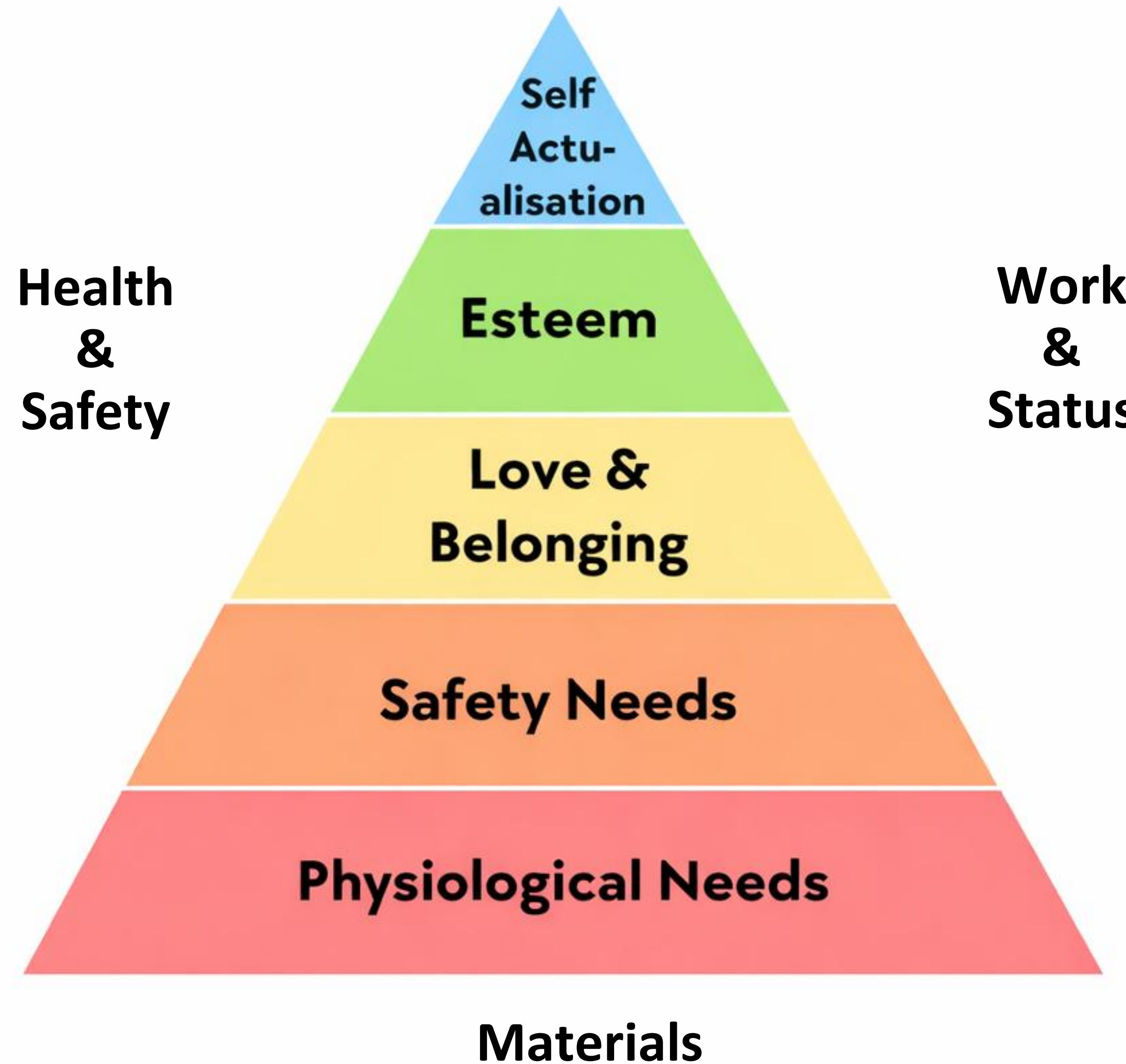
Recycling







Question of NEED

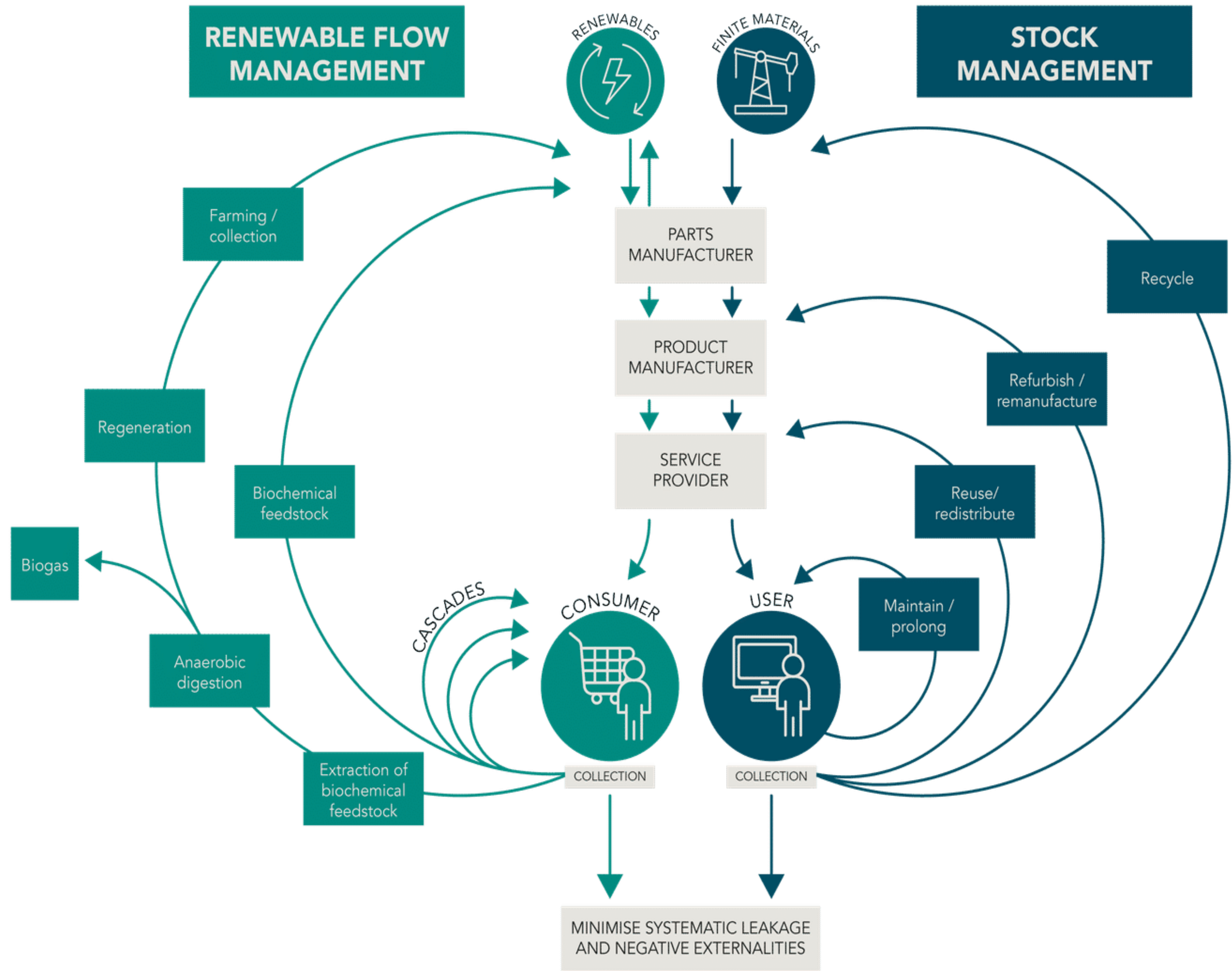


Endless Questions

of interest to
audiences of all ages
whatever their
socio-economic
status

Endless News Stories

of interest to
audiences of all ages
whatever their
socio-economic
status

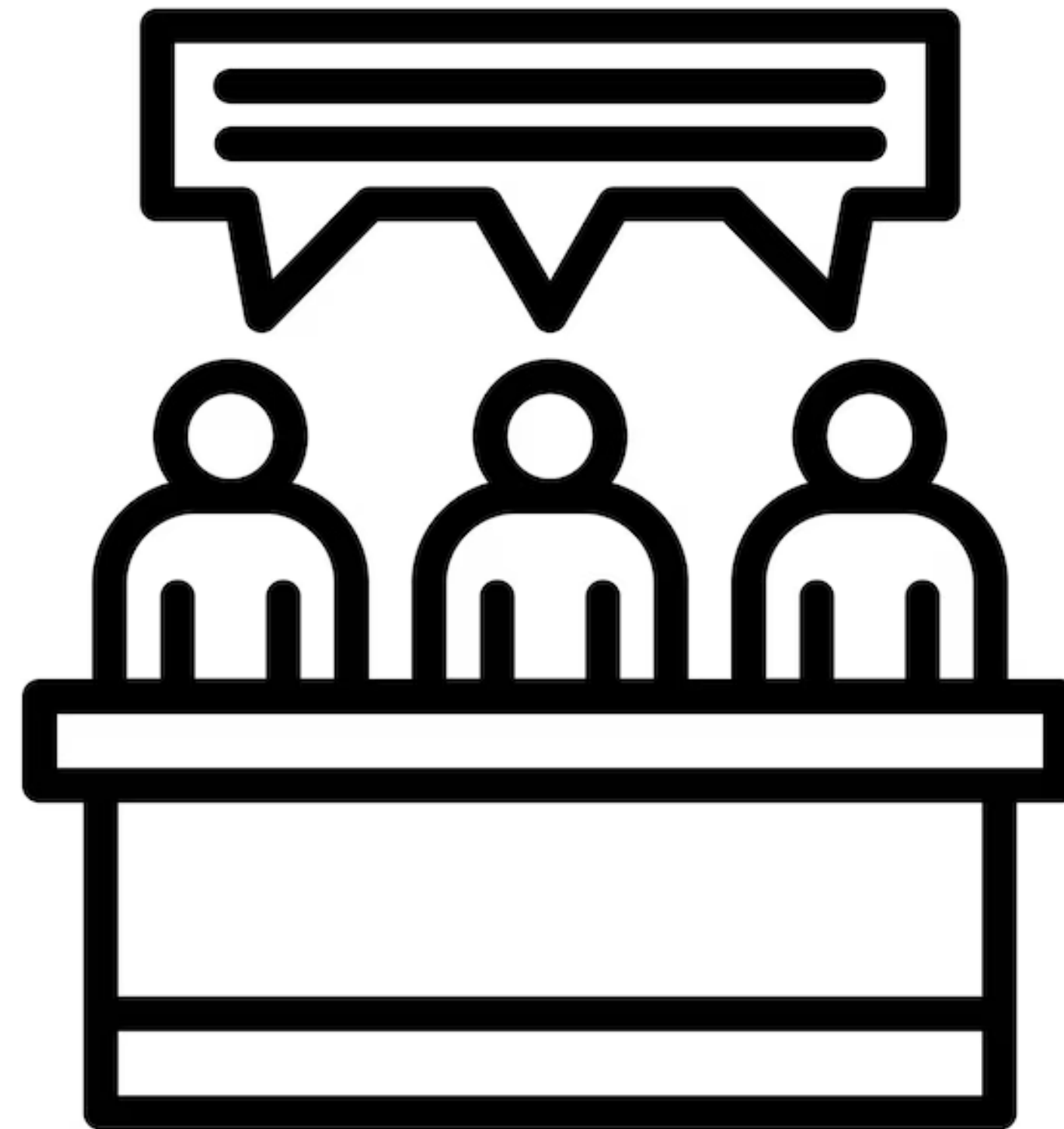


LUNCH Break

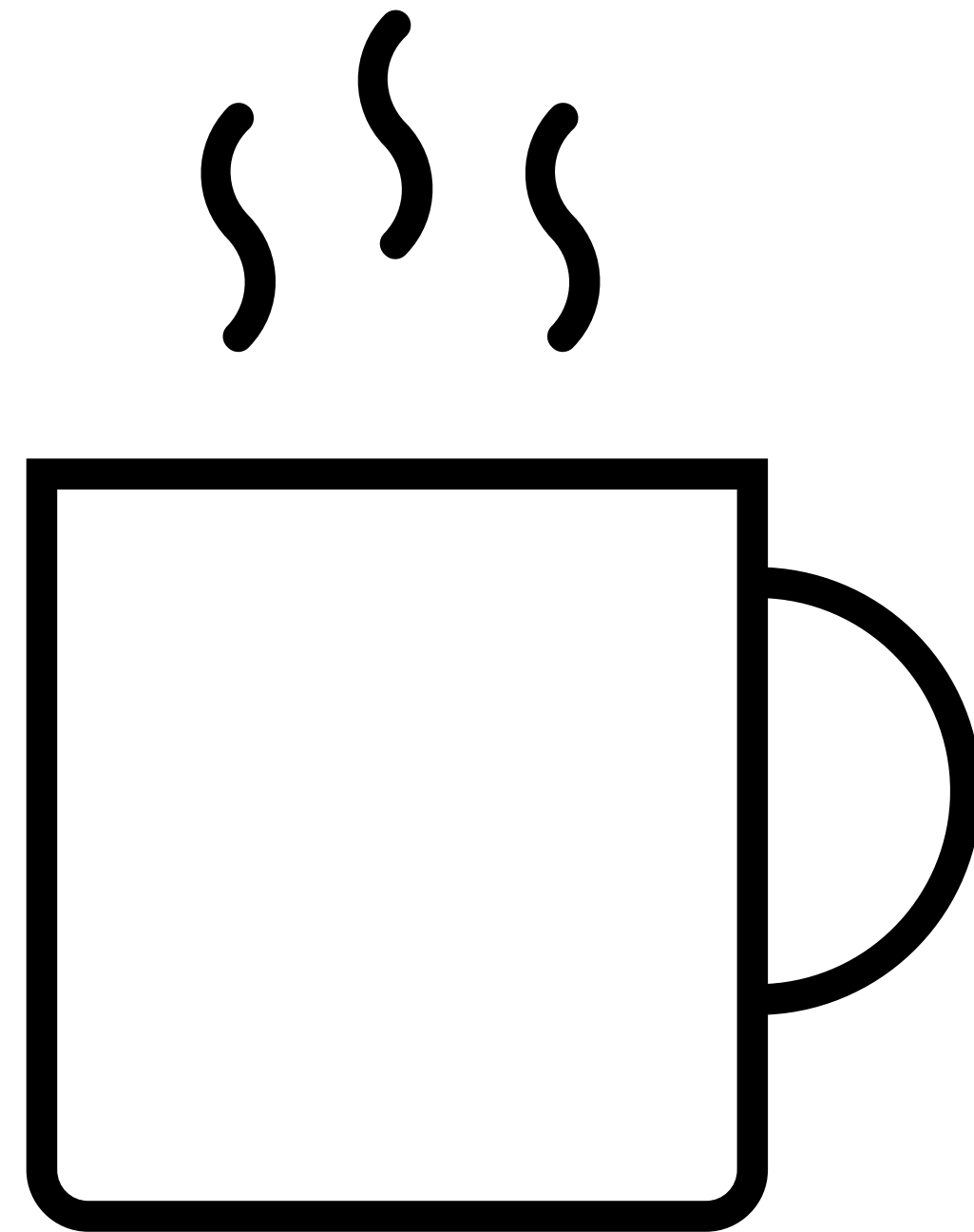


Be back at 14h00

Panel: Opportunities & Challenges posed by the emerging Green Economy for different businesses & communities in Zambia



Coffee / Tea Break



Be back at 15h15

Quiz

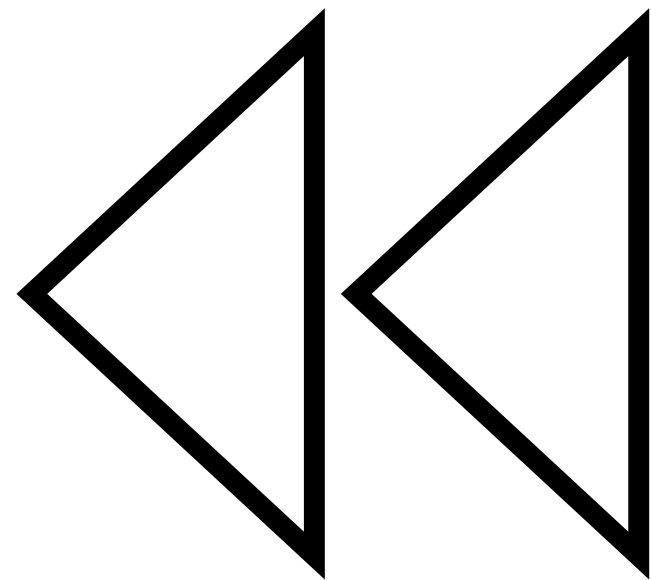


Quiz



<https://www.surveymonkey.com/r/RK96BRJ>

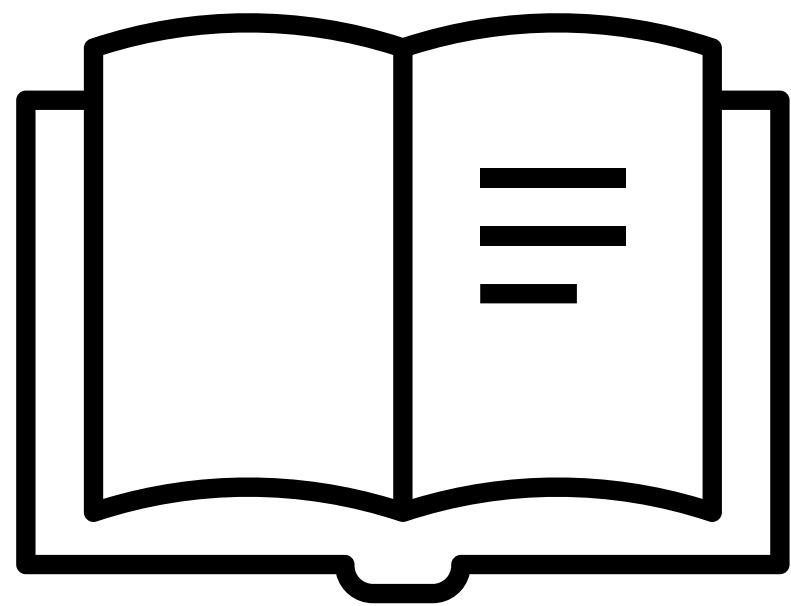
Day 2 Evening Review



Identify 3 topics you found most useful:

- ✓ what worked,
- ✓ what did not, and
- ✓ loose-ends that need clarification

Reading Homework



Journalism “Food for Thought” section in the Participant’s Handbook