



OUR FUTURE LIFE WORKSHOP

BUILDING A FUTURE WHERE ALL VOICES ARE HEARD

12 October 2022 8:00 - 10:30am

Building a Future Where All Voices are Heard 12 October 2022, 8:00 – 10:30 CET, Geneva Graduate Institute

Workshop Highlights

[Our Future Life](#) is creating the world's most inclusive brainstorm on our shared future - a global challenge for anyone and everyone to share their vision of the future with the world through the creation of short videos and films. This new initiative aims to put insights from our collective imagination into the hands of policymakers, decision-makers, creators and future shapers of all kinds.

In collaboration with the [TASC Platform](#), this workshop was designed to explore, exchange and gather expertise on how to spark imagination and encourage engagement in people from diverse backgrounds, geographies and contexts who are currently under-represented in global decision-making.

Further information and workshop material can be found on the [Our Future Life online group](#). Please join us there!

Discussion

Part 1: A future where all voices are heard
Whose voices do we need to hear? Who is currently under-represented in the visions and decisions that shape the future?

Participants brainstormed a long list of under-represented groups, leading to a discussion that the vast majority of the public are likely to be absent in some way from the conversation. How can this project help to demonstrate that everyone matters?

“If our aim as policy-makers and decision-makers is to serve the general public, we don’t currently have the voice of the customer.”



Some examples of under-represented groups

Indigenous people – stateless people – refugees – elderly people – children – low-income groups – people with disabilities – people who identify as LGBTQ+ – those who cannot be exposed to the conversation because of their socio-economic situations

Part 2: Incentives and Inspiration

Why should these people care? What could motivate these groups to participate in the challenge? What messages could be used to mobilize people to share their imagination on the future?

The discussion broadly fell into two types of motivation:

- External motivation:
 - **Incentives/remuneration** - to participate in the global challenge. This was generally viewed as a less appealing option to the workshop participants due to the risk of developing a purely extractive relationship with those contributing to the challenge.
 - **Visibility** – the opportunity to be heard and for your ideas to be considered. Along this notion, participants highlighted the need to define the audience who will listen and see these entries.
- Internal motivation:
 - **Hope** - offering people hope for a better future, drawing on the fact that many would like to be hopeful for others as well as themselves. Creating a culture of imagination which may lead to the alleviation of some of the challenges people face today.
“Has hope already been over-used and abused as a way to capture attention. The initiative should avoid false hope or over-promising.”
 - **Fun** – participating in an enjoyable activity, and have the opportunity to interact with peers, new groups of people, or people who are admired in a fun way.

A key tension was that messages should be tailored to the context – however this presents a practical challenge when seeking broad participation.

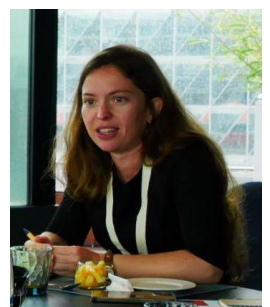


Part 3: Collective Efforts

What organizations and groups should we partner with?

The consensus among workshop participants was that focus should be at the community level, and as close as possible to individuals. This re-surfaces the question of how to identify those communities. The opinion in the room was that it would be valuable to draw upon the experiences of **large organizations** and their connections to the communities they serve. This could include **UN organizations** such as WHO, IOM, UNDP, WB and so on; **faith-based organizations**, and **International NGOs**, including the ICRC.

An alternative would be to connect directly to individuals through, for example, **influencers** (including e-gamers) and through the channels of **private companies**, especially **consumer-facing multinational corporations**. **Students** were highlighted as a particularly valuable mediator between international initiatives and their own peers and communities. They could be reached and coordinated through **student organizations**.



Suggestions

Lead communications with the purpose of the initiative

Can Our Future Life further strengthen its communication on the purpose of the initiative and clarify the value statement so it can be better understood and positioned globally and by diverse stakeholders?

Consider participatory project design

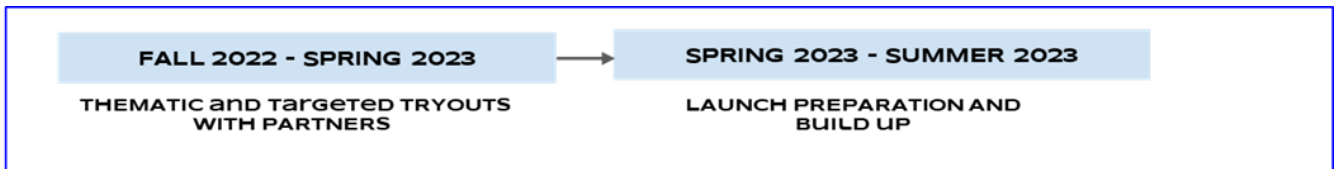
Participants were interested in further exploring and defining agency be provided and ongoing relationships built with participants of the challenge. This links to clarifying communication on the outcomes of the challenge, and the how data security and ownership be managed.



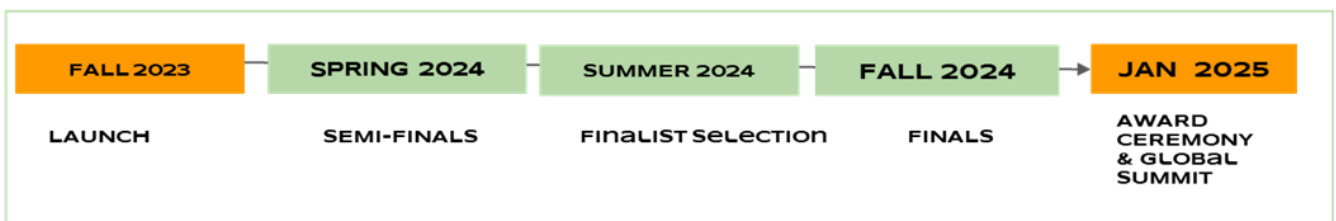
Next Steps

A series of thematic and targeted challenge design activities and tryouts will be hosted together with OFL partners between now and spring 2023, leading to the launch of the Global Challenge in fall 2023.

To be part of this journey, we invite you to [join the Our Future Life online group](#) where you can contribute to the discussion, and receive information on future events and the evolution of the initiative.



GLOBAL CHALLENGE



For further information, please find us on the [online group](#), or contact:

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