

Appendix 1: Design Brief

This design brief provides guidance on elements you should think about as you prepare your creative submission.

First, select one of the four “imaginings of the future” (listed below). Shaping how we think and feel about the future, imaginings of the future can take many forms: movies, big data, music, government strategies, art, etc. Below are four imaginings for what might lie ahead. They are based on the work of [Jim Dator](#), who was one of the founders of the field of futures studies.

Think of each as a unique pathway to 2030!

“Growth” is more than just a continuation of the present. In this future, the trends of today keep accelerating...both good and bad. Imagine everything that is exciting, worrying, hopeful, and scary about now keeps going and growing!

“Disciplined” is not just an attempt to avert a worse-case scenario. In this future, society is tightly managed and highly structured. Whether through citizen-driven sustainability or top-down control, discipline is seen as the only way forward!

“New Beginnings” is a restart. In this future, there is a chance to start over. Many things from the past are no longer available, and resources may even be limited.

“Transform” is the birth of a new world. Whether driven by technology or spirituality, an awakening leads to a time of artistic, educational, and civic renewal.

In each one of the above “imaginings of the future,” there are people who benefit and others who do not. None are inherently bad or good, although you may find some better than others. None of the four is a “preferred future,” and each has things that you might find challenging, exciting, and/or frustrating.

Did you make your selection? Ready to move forward?

Next, review the two selected themes:

Climate Action

The ongoing climate emergency is not only shaping the natural world but changing what we eat, where we live, and how we choose to think about the future. And, as the changes to our global climate system accelerate, we face a range of crises that will affect the Arab States region in dramatic ways. What would life in a clean, green, healthy, safe, and more resilient Arab region look like and feel like? How do you think we can achieve an equilibrium between people’s prosperity and the needs of the planet? How do you think pandemics like COVID-19 will change our relationship with nature? How can youth across the region enact change towards a more sustainable and shared future for us all, individually and through their communities?

Civic Engagement

Young people have been at the frontlines of the global pandemic response, contributing as scientists, entrepreneurs and innovators; running awareness campaigns; and volunteering to

support elderly and vulnerable populations. Civic engagement and societal trust have emerged as important elements in successfully managing crises like COVID-19. The pandemic has also accelerated thinking around new forms of participation, such as digital citizenship or engagement on social media. How will young people be participating in their communities and in politics in 2030?

So, at this point, you should have selected one of the four imaginings and one of the above themes, or a combination of the two. For example:

Growth future + Climate action = ?

Transform future + Civic engagement = ?

Your creative submission should tell a story about **your community in 2030** that reflects the imagining of the future (*Growth, Disciplined, New Beginnings, or Transform*) and theme(s) (*Climate Action and/or Civic Engagement*) that you selected.

Tips and Tricks

- *Avoid utopia, or “perfect future,” and dystopia, or “a crisis-only future.” Of course, you can include elements of the future that you find challenging or exciting, but this is also an exercise in thinking through the possible ups and downs of life in 2030.*
- *Focus on your community. Tell the story of life in your community in 2030. Your creative submission should give us a sense of “everyday life” in that future.*
- *Technology is a tool not a solution. All technologies solve some problems but also create new challenges, some of which are difficult, if not downright impossible, to know beforehand. Technologies such as social media, smartphones, and other ways of connecting people are important in all futures, but also try to imagine the technologies of tomorrow and the opportunities and challenges related to them.*
- *We are seeking creative submissions, so use any and all means to “show” us your future.” A picture is worth a thousand words, as the saying goes.*
- *While a great deal of futures thinking is about what lies ahead, one of the most important parts of this approach is helping us understand what is important to us. What from our past do we want to keep for the future? Just because we’re talking about the future does not mean that we can forget culture, tradition, and values. In fact, the opposite—in times of radical change, we must be driven by purpose and grounded in what we most cherish. How your submission blends past, present, and future is up to you!*

You can learn more about futures thinking during our info session (in English, with Arabic and French interpretation), scheduled for Monday October 19th. Please visit this site to register:

https://undp.zoom.us/webinar/register/WN_EgcUEymGTrSuut4Dn0C6qg

A recording of the session will be published on YLP Facebook page. Should you have any questions about the application process please contact youth.rbas@undp.org.

If you want to apply for the UNDP Youth Futures Fellowship, you will also need to complete a short application in addition to submitting your creative work. You can do both using [this form](#). The deadline is Sunday 25th October.