

# Flickers of the Future

## A Film Competition to inspire a Brighter Future

Flickers of the Future calls on young filmmakers to tell a different story - one where humans and planet thrive together. The way that we depict the future plays a critical role in how it unfolds, and research shows that the bleak dystopias that films are currently portraying create fear, denial and passivity. Flickers of the Future will support young content makers to create the most important drama of our generation in a way that cuts through to popular culture and creates **rapid, radical change**.

To support rapid change, we must excite audiences with a vision of possibility - we must depict a new version of success. Today, young people are increasingly influenced by a culture that defines success as owning ever bigger, better and flashier things. This materialistic vision of success so powerfully marketed to them by films, social media, TV and music videos promotes a culture that is contributing to spiralling rates of body issues, depression and low self-worth. The lifestyles portrayed are also inherently unsustainable, contributing to impending catastrophic climate change and the destruction of our living planet.

We need a vision of the future that is generative to our wellbeing and to our natural world. We must show that the changes we need to make to prevent climate and ecological catastrophe are achievable and can even make life better.

### Harnessing fresh ideas

Flickers of the Future - funded by the KR Foundation – will use a national competition for under 25's to harness the raw energy and fresh viewpoints of young creative story-tellers. We challenge budding writers, directors and film-makers to come up with creative, modern uses of integrated film and digital plot lines that allow viewers to explore a very human reaction to our environmental issues. We want the stories to challenge audiences to question the ways we currently live, ultimately provoking discussion and momentum for change. We want to see an inter-active element in the story-telling process, enabling viewers to connect with the characters in a way that inspires change in their own lives.

Shortlisted concepts will be judged by our Expert Panel, youth audiences and representatives from major Broadcasters. The winning story will be supported through production with £100k funding and guidance from our Expert Panel.

## Engaging story tellers of the future

As much about the route as the end point, the process of the competition will inspire young creatives to harness powerful story-telling media for societal and environmental good in their careers. As part of the competition, “Sustainable Futuring” workshops will be delivered in regions across the UK, with experiential activities used to provoke reaction and discussion on the role the media industry could play in telling the most important story of their generation.

## EXPERT GUIDANCE

We have an incredible group of experts guiding Flickers of the Future. This group brings together leading academics, film & media industry experts and business leaders all passionate about forging a truly sustainable future.

### Patron

**Richard Curtis CBE**, Film maker, Founder Comic Relief and Project Everyone

### Future Guardians

*Environmental experts and futurists including academics, campaigners and representatives of leading NGOs.*

- **PROFESSOR TIM JACKSON**, Director of the Centre for Understanding Sustainable Prosperity (CUSP), University of Surrey
- **PROFESSOR TIM KASSER**, Author & Professor of Psychology, Knox College
- **VANESSA TIMMER**, Senior Research Fellow at Utrecht University, Executive Director of OneEarth
- **ANGELA DRUCKMAN**, Professor of Sustainable Consumption and Production at the Centre for Environmental Strategy, University of Surrey. And co-investigator in CUSP
- **KATE BURNINGHAM**, Reader in Sociology of the Environment at the University of Surrey and is overseeing the CUSP theme on social and psychological understandings of the good life.
- **SUE VENN**, CUSP Research Fellow in the Department of Sociology at the University of Surrey
- **BIRGITTA GATERSLEBEN**, Senior Lecturer in Environmental Psychology at the University of Surrey and co-investigator with CUSP
- **DR DENISE BADEN**, Professor of Sustainable Business & Founder of Green Stories

### Industry & Story Guardians:

*Visionary story-tellers and industry experts from within film, tv and theatre including directors, producers, script writers and representatives from broadcasters*

- **KEVIN MACDONALD**, Director, Writer & Producer
- **SAM RICE-EDWARDS**, Editor & Owner, The Assembly Room
- **JACQUES PERETTI**, Investigative reporter, author and presenter
- **NARESH RAMCHANDANI**, Do the Green Thing
- **ANDREW ROBINSON**, Green Sparks
- **RICHARD WEBB**, Film and TV Producer
- **GRAHAM SMITH**, Grand Scheme Media

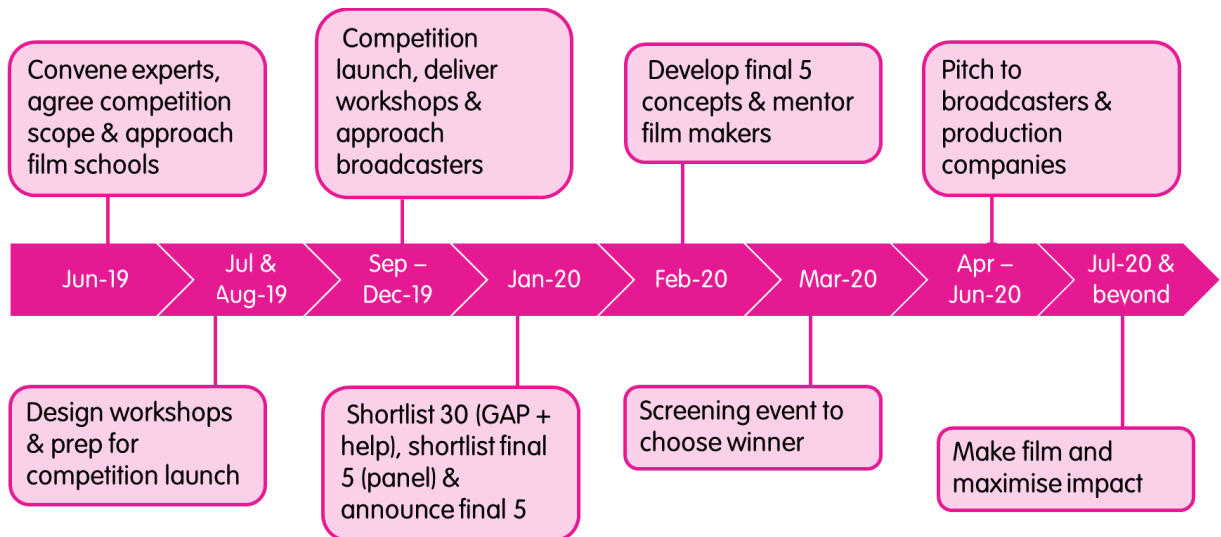
- **JEREMY MATHIEU**, BBC Sustainability Advisor
- **JAMES WALLMAN**, Author, Journalist, Activist and Keynote Speaker
- **SARAH WOODS**, Playwright, Lecturer and Campaigner

### Movement Builders

Leaders from within the environmental sector, NGOs and environmental/social action movements, progressive businesses, national governments in addition to senior executives from media channels and the communications industry

- **KATE DALE**, Head of Campaigns Sport England, responsible for This Girl Can campaign
- **VALERIE KELLER**, Co-Founder and CEO of Imagine
- **LISE KINGO**, Executive Director of the United Nations Global Compact.
- **JEREMY OPPENHEIM**, Founding Partner SYSTEMIQ and Chair of Global Action Plan
- **JEFF SEABRIGHT**, Chief Sustainability Officer of Unilever
- **JARVIS SMITH**, Publisher of MyGreenPod and TV personality
- **GUNHILD A STORDALEN**, Founder and Executive Chair of EAT
- **HALLA TOMASDOTTIR**, CEO The B Team

## Timeline



**Global Action Plan** is an environmental charity on a mission to help people make the connection between what is good for them and good for the planet. We believe tackling climate change requires a revolution in the way we fulfil our true needs – how we define success as a society.

Our role is helping people to develop the agency to shape the world and their own happiness - **our lives, our planet.**



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