

CONTEST BRIEF

GOOD LIVING 2050

Beacon

SUBMISSIONS DUE: FEB 15, 2023

**“The world is sorely in need of visions that can
inspire and guide us to a sustainable future civilization.”**

**1.5 Degree Lifestyles: Towards A Fair Consumption Space for All
Hot or Cool Institute, 2021**



**GOOD
LIVING
2050**

THE BRIEF

Share your future visions of everyday life!

Are you an innovator or dreamer with a passion for sustainability? Are you an artist, designer, or creative type who likes to explore imaginative new worlds? If so, we're calling on you as individuals or teams to share your visions of a new type of good living in 2050.

- Submit visual(s) and a short text by **15 Feb 2023** for a chance to win cash prizes
- You can send **up to four visuals** that tell a story or show different aspects of future daily living
- First prize: **USD 5,000**; Second prize: **USD 3,000**; Third prize: **USD 2,000**

Good Living 2050 is brought to you by the [Beacon for Sustainable Living](#) – led by [OneEarth Living](#) and the [Hot or Cool Institute](#)

Our partners and funders include the [Urban Futures Studio](#) and the [KR Foundation](#)

THE JURY



Geci Karuri-Sebina



Sonia Maria Dias



Masaki Iwabuchi



Dingha Chrispo Babila



Stuart Candy



Manisha Anantharaman



Nicole-Anne Boyer

**We want to see your inspiring visions of
how **everyday people** are living in 30 years.**

“This present moment used to be the unimaginable future.”

Stewart Brand



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NO WAY CLICHÉ

Avoid the clichés and help us to fill the gaps in imagining sustainable futures.

BEYOND DYSTOPIAS!

Let's expand our sense of what's both compelling and positive.



BEYOND UTOPIAS!

Glossy visions and helicopter views are distant from everyday lives.



NO TECHNO-FIX!

With our planetary resource limits, let's not pin our futures only on technology.



NO OUTER SPACE!

Stay focused on living on our wonderful Earth.



So what's missing?



FILL IN THE GAPS

We want you to help us fill these gaps in future visions

textures of life

diversity and inclusion

tradition and technology

systems of support

beyond materialism

grounded visions



FILL IN THE GAPS

textures of life

Show us daily life in all its richness! Zoom into our routines at home, at work and during leisure time; how we spend our hours; our big moments of celebration and ritual; our whole ways of living life!

diversity and inclusion

tradition and technology

systems of support

beyond materialism

grounded visions



FILL IN THE GAPS

textures of life

diversity and inclusion

Show diverse peoples, places and cultures – too many current visions are Western and come from the Global North.

tradition and technology

systems of support

beyond materialism

grounded visions



FILL IN THE GAPS

textures of life

diversity and inclusion

tradition and technology

Let us re-envision how knowledge, science and technology can be in service to nature and people. Show technology alongside traditional practices – what can we learn from the past and future possibilities?

systems of support

beyond materialism

grounded visions



FILL IN THE GAPS

textures of life

diversity and inclusion

tradition and technology

systems of support

Show the systems that support our lives – political, economic, culture, infrastructure, buildings, transport, food, goods, community, etc.

beyond materialism

grounded visions



FILL IN THE GAPS

textures of life

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Show our lives beyond consumer cultures - our connections with each other, with nature, with spirit; show how people value relationships, health, trust, meaning, place and belonging, joy and time.

grounded visions



FILL IN THE GAPS

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Keep your vision grounded in what we can expect in the next 30 years.

What can we expect in the next 30 years?

5 GUIDELINES

- **Don't break the laws of physics and nature**
Keep it within our 30 year timeframe and see what's possible within the laws of biology and the Earth.
- **Pay attention to demographics**
Pay attention to changing age structures. Imagine progress, but take note that inequalities will still be with us in 30 years.
- **Reflect on the role of technology**
Technology will always be part of our lives, but the systems upholding technology and global access to technology may look quite different.
- **Show how economics is changing**
Check out the way capitalism is morphing and economic alternatives are spreading.
- **Be inspired by culture, values and movements**
We're mixing across cultures more than ever before, our values are shifting, and movements are spreading quickly.

5 GUIDELINES

- **Don't break the laws of physics and nature**
 - [Biomimicry Solutions](#)
 - [Ecological Footprint](#)
- **Pay attention to demographics**
 - [ARUP Drivers of Change: Demographics](#)
 - [Confronting Carbon Inequality](#)
- **Reflect on the role of technology**
 - [SITRA Megatrend 4: Technology](#)
 - [ARUP Drivers of Change: Convergence](#)
 - [Springwise Innovation Library](#)
- **Show how economics is changing**
 - [Circular Economy](#)
 - [Doughnut Economics](#)
- **Be inspired by culture, values and movements**
 - [Initiative for Indigenous Futures](#)
 - [UNICEF Climate Justice Advocates](#)

Here are some
links to check out
for ideas!

1992 - WHO KNEW?

What can happen in 30 years? Here are some examples from 1992.

- The birth of the world wide web fundamentally changed how we live our lives.
 - Globalization grew as NAFTA and the European Union were formed, and China's foreign investments doubled.
 - South Africa held a referendum and voted to end Apartheid. Nelson Mandela become the nation's first black President in 1994.
 - World population was at 5.5 billion people.
November 15, 2022 marked the [Day of 8 billion.](#)
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Leaps are possible. How far will we be?

WHAT COULD THIS LOOK LIKE?

Not sure what 2050 could look like? Here are some example links for inspiration.

Four Scenarios in 2050

IMAGE Sustainable Lifestyles



African Alternatives

Blake Robinson & Karl Schulschenk



Mitigation of Shock

Superflux



Earth 2050

Kaspersky



Urban Bio-cycling

Dr. Love-Ese Chile



“Critique by creating.”

Michelangelo

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Are you in?

HOW TO PARTICIPATE

- Go to the Good Living 2050 contest page and review the [entry requirements](#)
- [Click here](#) to submit 1 to 4 visuals by 15 Feb 2023
- Have more questions? Visit our [FAQ](#)

15 submissions will be shortlisted and shared widely on global platforms.
[#GoodLiving2050](#)

PRIZES, PERKS, & POSSIBILITIES

Benefits to your participation include:

- Chance to win cash prizes – First place: \$5,000 USD; second place: \$3,000 USD; third place: \$2,000 USD
- 15 shortlisted submissions will be shared widely, raising your visibility and profile as a designer or artist
- Gain access to global networks, potential partners and collaborators

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We can't wait to see your submissions of Good Living in 2050!



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