

2021

Our year in review



Reboot
the Future



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CEO's Introduction



By the end of 2021, it seemed that the global challenges of the pandemic and environmental breakdown had converged in a truly historic watershed. This is not a year any of us is likely to forget.

Despite its difficulties, 2021 was a period of significant achievement. We grew our educator audiences through Global Dimension; we grew our Imaginal community of climate activists through our partnerships with Unilever, M&S and Pearson; and we launched our first film, 'Rise Up' drawing on the inspiration and creativity of Jonathon Porritt.

I would like to thank our staff, trustees and our many supporters for all they have done in recent months. As lockdown drew on, unravelled and then sprang back, we worked hard as a community to continue to foster and cultivate our programmes toward COP-26 in Glasgow.

Throughout this period, we harnessed the creativity and imagination for which Reboot is increasingly recognised. None of this was without stress or hardship. Nonetheless, our audiences and communities have continued to grow, rewarding the investment in our digital channels as our principal platforms for local and global audiences.

The abrupt halt and shift of Covid-19 has thrown into sharp relief the enduring importance of empathy, community and connection. Whatever challenges 2022 brings, we shall continue to hold onto the primacy of the Golden Rule for understanding what connects us and give us hope for the future.

Anthony Bennett
CEO

Chair's Foreword



Prior to the onset of the coronavirus pandemic, we had gotten used to a comfortable lifestyle, where we could find anything in the shops our hearts desired and travel anywhere we wanted. The lockdowns have caused us to reflect on that lifestyle. Do we need it all? Should we have it all? Is the cost to the planet and to some people, potentially all of us, too big? This is being asked by more and more people. There is a major shift in values going on in the world, and Reboot is at the forefront of asking these questions and helping reset our entire value system.

I would like to thank all at Reboot, both staff and board members, who have helped navigate the most testing time in decades, and helped people find answers to the searing questions we face. We are especially grateful for the support of our many partners, colleagues and friends, all Imaginals who have been so generous with their support.

As this report shows, 2021 has been a very successful year for Reboot. We have a number of outstanding programmes, events and commissions: our third annual Masterclass with Franklin University; the conclusion to our 'Good After Covid' discussion series which has led to the emergence of our latest publication due in May 2022, "Values for a Life Economy"; our education work through Global Dimension; our participation in a variety of events; and building many partnerships. All were remarkable projects, demonstrating the vitality and range of Reboot's work.

As we came out of lockdown, we brought "Rise Up" from the online world into screenings and discussions at the Royal Festival Hall, Theatre Peckham and to the COP in Glasgow where we partnered with EcoCiv (Institute for Ecological Civilization) in the continuance of our Imaginal Conversations, and with the Museum for the UN Live with the New York Times.

Despite the pandemic, Reboot remains resolved to bring about change at scale, and meet the challenges of a sustainable future head-on. Whatever the future brings, Reboot will continue to help lead the way.

Kim Polman
Co-Founder & Chair

Who we are

Reboot the Future reminds us of the tools we already have to move towards a better and more compassionate future - for everyone. We start with an ancient and simple message, the Golden Rule:

to treat others and the planet
as you'd like to be treated.

We broadcast that message in every aspect of our lives, from our families to our infrastructure, with the knowledge that if we have the courage to tune in, it will become our common universal frequency that progresses us towards a better future.

Reboot the Future is about possibility, hope and courage. In a year dominated by Covid 19 and where global leaders gathered in the UK for the 2021 United Nations Climate Change Conference (COP26), we asked the question:

how will you reboot the future?

We asked this online, and in person, in classrooms and in the halls of power. We used:

1. Campaigns
2. Education
3. Conversation

We listened and we connected leaders and young people from around the world in spaces where compassion, learning and action could flourish.



We are a growing movement of imaginals

Imaginal cells are the innate cells in the caterpillar that hold the vision of the butterfly. They come alive in the cocoon as the caterpillar decays. They emit a common frequency so that they find each other, which allows them to form into the beautiful butterfly.

Many people around the world are emitting the common frequency of the Golden Rule, **treat others and the planet as you'd wish to be treated**. By living this principle, these individuals and organisations, with courage and hope, work towards a compassionate and sustainable world. We call these individuals **Imaginals**. Reboot has been growing this group of transformative imaginal people since its foundation.



Jonathon Porritt

Jonathon Porritt is Founder Director of Forum for the Future, a 'veteran campaigner' and writer and commentator on sustainable development. The focus of his recent work has been supporting young people in their environmental campaigning.

Jonathan worked closely with Reboot in 2021 on the 'How Will You Reboot the Future' campaign, including writing a novella 'Rise Up' for young adults, speaking at events and providing strategic support.

Jonathan has spent his entire career rebooting the future and we're proud and grateful to have worked so closely with him over this past year.

Xiomara Acevedo

Xiomara Acevedo is a climate change activist and social entrepreneur from Colombia. She is the founder and director of Barranquilla+20 – a youth-led organisation whose mission is to educate youth on climate change, biodiversity and water.

Xiomara was one of nine global young activists who took over Unilever's Instagram during COP26 as part of our Reboot COP26 campaign.

She says 'I've been an active climate activist since 2012 because words are not enough to protect ecosystems and biodiversity.'



Rachel Burns

Rachel Burns is a Spanish teacher at Wirral Grammar School for Boys. This year she joined our Imaginal Educators group, offering insight and feedback on our Education Programme.

Rachel is passionate about global learning and promotes it across her whole school. She uses our wall planner and resources to structure assemblies and form times, and encourages every department to use our resources to share how their subject area impacts society.

She says "Reboot the Future's calendar has given us a great structure, and my vision is that this will help us realise how we need to embed this within each curriculum area moving forward. Your Golden Rule is key here."



Vanessa Arelle

Vanessa Arelle is Chief Strategy Officer at BuffaloGrid who are brining the Stream-Spot+ to Bangladesh, Nigeria and Refugee Camps in Sub Saharan Africa this year. Vanessa co-hosted one of our Imaginal Conversations in 2021, bringing this transformative experience to 20+ business leaders, social entrepreneurs, leaders in education, and young activists. Vanessa says of the conversations that she “loves synergy that starts when people with like minded values connect”. Vanessa also featured in a live discussion panel hosted by our partners EcoCiv and will feature in an episode of the ‘Conversations for a Life Economy’ podcast series



Dominique Palmer

Dominique is a climate justice activist and organiser in the global youth movement Fridays for Future, Climate Live and a member of ‘Bad Activist Collective’. Her activism includes utilising creative means to engage people and campaigning for climate action for leaders. She also focuses on specific arising issues such as her work in the Stop Cambo campaign in 2021. She was noted in Forbes 2020 Top 100 UK Environmentalist List and has been featured in DAZED, and the Guardian Weekend. Dominique has been a regular contributor to Reboot’s work in 2021, including in our Reboot the Conversation campaign with M&S, as well as speaking at numerous Reboot events including at the Royal Festival Hall. Speaking in Reboot the Conversation, Dominique said ‘it can feel overwhelming but turning that into action is one of the most important things’.

Cherry Sung

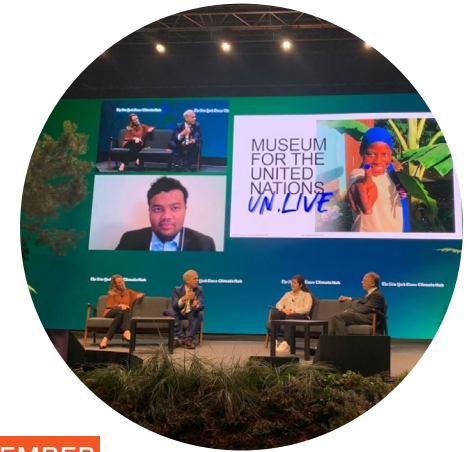
Cherry Sung is a 15-year-old student and youth activist from South Korea and is one of the 2021 International Young Eco Heroes. Cherry was one of nine global changemakers who worked with Reboot and Unilever to bring stories of climate change from the frontline. As part of this she spoke live on instagram from Seoul during COP26 on how to reboot the future of cities and the built environment.



“Thank you for all of your efforts to share diverse youth’s voices for climate action and COP26!”

Year in Review

This is our story of 2021



JANUARY

We relaunch the Global Dimension platform, bringing connection, conversation and compassion to the classroom

16,000 subscribers
260k + page views
70+ partners

APRIL

We launch our flagship campaign: How Will You Reboot the Future?

13,000+ views of campaign resources
875,000 are reached on social media
30+ campaign partners

JUNE

Our 2021/22 wall planner goes live

We distribute 5,900 wall planners to classrooms, including every school in Glasgow ahead of COP26

OCTOBER

We team up with Unilever to launch the Reboot COP26 campaign.

9 young changemakers from around the world take over Unilever's Instagram platform

NOVEMBER

We attend COP26 and host a series of events at the Climate Action Hub and a panel event at the New York Times Climate Hub

4 events hosted



MARCH

We deliver our final #GoodAfterCovid19 event and launch our Values for a Life Economy manifesto

25 global experts participate

MAY

We launch a partnership with The Institute for Ecological Civilisation (EcoCiv) to bring Imaginal Conversations to the world

49 Leaders join a conversation in 2021



SEPTEMBER

We team up with Marks & Spencer to launch www.reboottheconversation.org - kick-starting conversations about climate change with family and friends

54k website views
900k impressions online
24k engagements on social media.

OCTOBER

We deliver our 3rd Golden Rule Masterclass at Franklin University

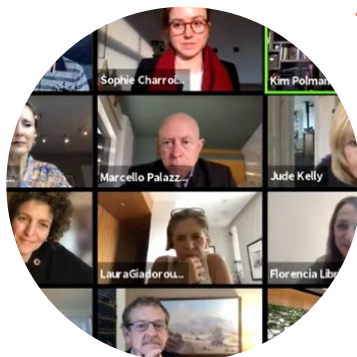
15 students take part



DECEMBER

We partner with She Leads Change on a series of public conversations to engage people on the Golden Rule

75 participants over 3 online sessions



Our values

At Reboot the Future, our work is underpinned by a basic and universal principle: **Treat others and the planet as you'd wish to be treated.** In 2021, building out from this core principle, we collated the following values in collaboration with a few hundred top thinkers from around the world and across sectors following our Good After Covid-19 discussions. These values promote a Life Economy — a system that works toward the wellbeing of all life on our planet. We commit to practising these values, for the good of each other and the planet.

1. Love each other:

We promise to love our neighbour as ourselves.

2. Care for each other:

We promise to practise compassion and empathy.

3. Love our Earth:

We promise to recognise the sacredness and fragility of the world, treating the earth and its species with compassion.

4. Find more balance:

We strive to find more balance.

5. Empower our youth:

We promise to listen to our youth and co-create our future.

6. Educate:

We promise to educate in ways that promote deeper purpose and values.

7. Be global citizens:

We encourage a deeper understanding of what it means to be a global citizen, one that supports a planetary ethos of stewardship.

8. Be good ancestors:

We promise to do for all future children what we would have wanted our ancestors to do for us.

9. Work in partnership:

We promise to work in collaboration.

10. Build a Life Economy:

We promise to build a life-centred economy, focused on being and thriving rather than merely doing.

CAMPAIGNS

How Will You Reboot the Future?

How Will You Reboot the Future? was our flagship campaign delivered in the run up to the UN Climate Summit (COP26), designed to inspire new conversations and to support young people to take action on the climate crisis. We worked closely with leading environmentalist Jonathon Porritt, as campaign advisor, to develop:

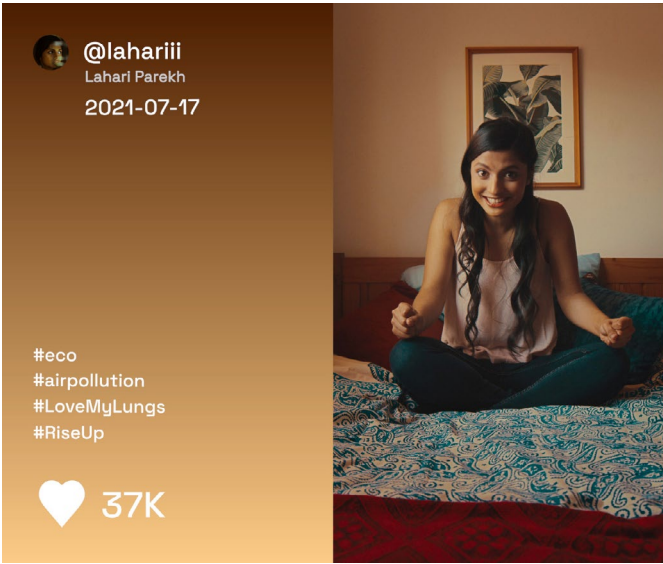
‘Rise Up to Reboot the Future’, authored by Jonathon Porritt: a young adult novel- la telling the story of three young people looking back from 2026.

Rise Up films: a suite of five films telling the story of five young people who, over the next five years, each play a role in re- booting the future.

Teaching Resources
A set of teaching resources aligned to each film and the book, aimed to support discussion in the classroom.



The campaign was launched in April, and achieved:



“One of the most powerful and original [initiatives] out there and all ready to go, free to teachers.”

Cindy Forde, Founder - Planetari

CAMPAIGNS



“Rise Up addresses the Climate Emergency head on – driven by the passion of young people.”

Clover Hogan, Force of Nature

Film premiere and launch event

In April, 150 people attended our online film premiere, including a panel discussion on how to support young peoples’ optimism and action ahead of COP26 in November. Speakers included Jonathon Porritt, environmental activist and author; Sophie Austin, film director; Paul Turner, geography teacher with passion for social & environmental activism; Dominique Palmer, climate justice activist; and Nyeleti Brauer Maxaia, Co-founder of Choked Up.



Events and wider engagement

Our campaign films featured at a number of high-profile panel events which enabled young activists to share messages to business, educators and leaders in the run up to COP26 and beyond, including:

The Fairtrade Festival

The G20 Education Ministers Summit

The Global Social Leaders Festival, which included Dr Mya-Rose Craig, aka Birdgirl.

Our first live, in-person screening at Theatre Peckham

A live event at the Royal Festival Hall to discuss how the arts can be used to advocate for change, in partnership with the Philharmonia Orchestra.

Direct teacher engagement

The campaign was hosted on our education platform - www.globaldimension.org with 13,000+ views of campaign resources. Weekly webinars, brought teachers together to discuss how the films and book could be used in the classroom.



Campaign partners



#LEARNING
PLANET



FESTIVAL
CHANGE



PLANETARI

eden project



Reboot the Conversation with Marks & Spencer

In the run up to COP26, we continued to build on our campaign, taking it forward with two key partners.



In September, Reboot the Future teamed up with Marks and Spencer to inspire sustainable action through kitchen table conversations.

The campaign had four core aims:

- 1 To spark conversations between children, parents, grandparents and friends
- 2 To increase understanding about climate change and sustainability
- 3 To create a space for people to share their hopes and concerns about the future
- 4 To identify actions that make a difference - individually, as a family or alongside a local community.

The campaign was designed to come alive in people's homes, around the kitchen table, through an online hub www.reboottheconversation.org.



We promoted conversation through:

An interactive **starter game** and downloadable conversation cards

Video content of 6 young campaigners in conversation with their family members

A 6 week social media campaign reaching 492,342 people, with 1,255,935 impressions.

A partner engagement pack promoted across our partner and amplifier network

Events to bring groups of people together in conversation, including an in-store event for local students and M&S employees in Glasgow on 26th October

A live broadcast of a conversation with young campaigners and celebrity Chef Chris Baber for a Sparks Live event on 25th October



Reboot COP26, with Unilever

In November, Reboot the Future and Unilever came together to amplify the voices of young changemakers from around the world.



During COP26, Reboot took over Unilever's [Instagram channel](#) - filling it with 18 Reels and videos that captured the inspirational stories of **nine young changemakers**, gaining thousands of views and likes. Changemakers engaged audiences in eight days of live Q&As via Instagram Stories, connecting thousands of people with the lives of those on the front line of change.

XIOMARA ACEVEDO
Governments, industries and citizens must work together to achieve a greener economy to protect the planet for present and future generations.

SAFFRAN MIHNAR
We are in a global recovery process... it should be fairer, more sustainable for all.

GRACE GATERA
If we do not include our youth, we are eliminating the voices of 18% of the world's population.

SWETHA STOTRA BHASHYAM
For transformative change... we need to integrate biodiversity, sustainability and justice into the conversation.

CHERRY SUNG
My motivation behind action for nature is simple: to sustain the present environment at the least.

LIBERTY DENMAN
It's not that people don't care about climate change, or what the solutions may be, they just don't know about them.

ANISHA KHAREL
Climate change might be the greatest threat to humanity, its impact depends on how we act today.

BLESSMORE CHIKWAKWA
We need to fight climate change through initiatives that are fair and inclusive. That means giving everyone equal opportunities for their voices to be heard.

JONNY CULKIN
In front of us is the chance to reverse the impact that transport is having on our climate.

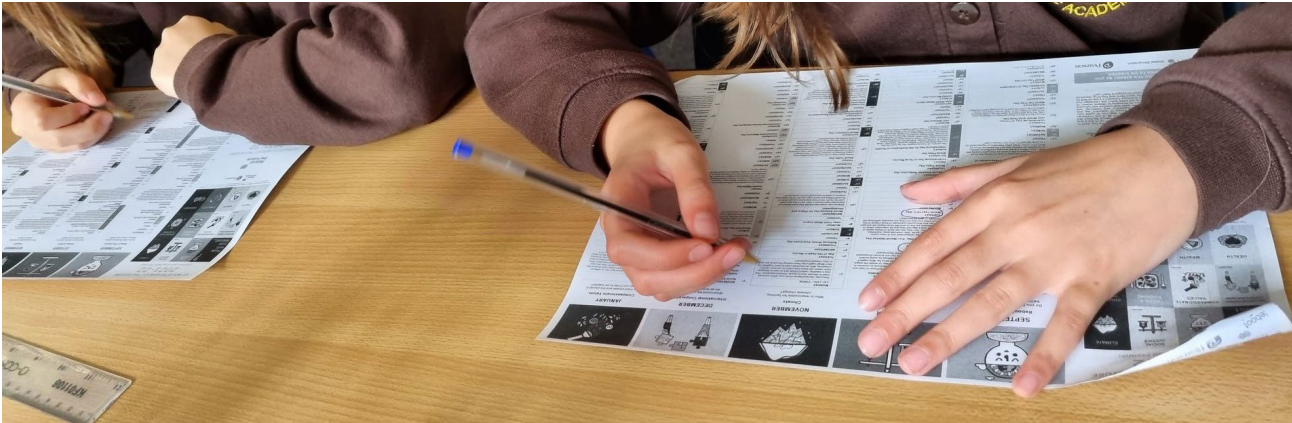
Through this two week campaign, we were able to:

- Provide a platform for persons disproportionately affected by climate change whose voices remained underrepresented at COP26.
- Increase understanding about climate change and COP26, by providing factual information from activists and experts.
- Create an archive of positive personal stories to empower audiences to take collective sustainable action.

EDUCATION

EDUCATION FOR A COMPASSIONATE AND SUSTAINABLE WORLD

Reboot the Future’s Education programmes engage learners of all ages to connect more deeply with themselves, each other and the planet.



How do your food choices affect other people and the planet?

Reboot the Future HOW WILL YOU REBOOT THE FUTURE? P Pearson

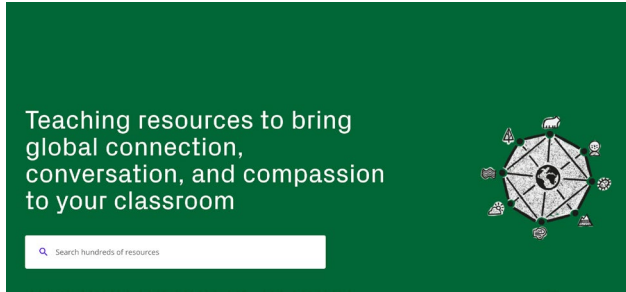
FOOD & FARMING

Partnership with Pearson

In 2021 we secured a strategic partnership with Pearson – the world’s leading learning company. We share the ambition of creating life-long learning opportunities where people feel empowered to take action for a more compassionate and sustainable world. This has included a focus on delivering values-based educational resources to schools through our education platform Global Dimension, and producing and curating exciting new educational content.



Some of our highlights from 2021 have included:



Global Dimension

Teaching resources to bring global connection, conversation, and compassion to your classroom

In January we relaunched the Global Dimension education platform, with a new, interactive site, improved user features and regular In Focus topics for teachers. The newly improved site attracted 250,000 visitors in 2021 and our community of subscribers has grown by over 2,000, totalling 16,000.

We have continued to provide hundreds of teaching resources from top publishers, and have diversified our engagement with our community of teachers including through the set up of a Teacher Advisory Committee.



Global Learning Wall Planner

The Global Learning Wall Planner lays out Global Days and celebrations across the school year, to help educators engage their students.

The theme of the 2020-21 Global Learning Wall Planner was 'Values for a Connected World' with each month focusing on a different value, and exploring its importance in relation to addressing global issues. The content was designed to be easily adapted and was suitable for both primary or secondary students.

We delivered 5,945 wall planner posters to classrooms across the UK and countries around the world including India, USA and the Philippines - reaching approximately 140,000 students. For the first time we produced and sold out of new poster packs to support our wall planners. We responded to COP26 by providing every school in Glasgow and the surrounding counties with free wall planners.



Golden Rule Masterclass

For the third year in a row, we delivered our Golden Rule Leadership Masterclass with Franklin University in Switzerland, targeted at students studying for Masters of Science in International Management, and Executive Education students.

Taking place across four days, our Masterclass aimed to activate a values shift in students. With a blend of self-reflection, group work and case studies, students were invited to put the Golden Rule at the centre of everything they do, and shown how their ideas can shape the world.

The Masterclass was delivered by Kim Polman, Anthony Bennett and Barbara Bulc in partnership with the Franklin team, and we were delighted to welcome Phil Clothier, John Perkins, Ron Oswald and Paul Polman as guest speakers. In 2022, we will focus on expanding our Masterclass to new institutions in the UK and globally.



Our Shared World coalition

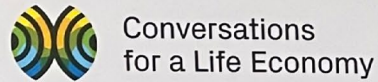
In the Advocacy space, we have taken on a leading role in the Our Shared World coalition, which brings together a large network of actors seeking to advocate for and support the successful realisation of SDG 4.7 across England by 2030.

As co-chair of the Social Movement Working Group, we are exploring ways to create a grass-roots social movement that will drive demand for an education system that equips our society to create a more sustainable, fairer, peaceful and resilient world.

CONVERSATION

CONVERSATION

We believe that conversations have the power to transform the world.



Conversations
for a Life Economy

Through our conversations we are building the community of Imaginals - people who live in connection and care with one another and the planet - people who live by the Golden Rule.



Conversations for a Life Economy

In 2021 Reboot the Future began a partnership with the Institute for Ecological Civilisation (EcoCiv), with the intention to engage leaders in transformative conversations to shift to a system that works towards the well-being of all life on our planet – a life economy.

Conversations for a Life Economy is a programme of conversations, first private and then public, aimed at closing the space between private emotion and public action.

Reboot the Future and our partner The Institute for Ecological Civilization (EcoCiv) have:

Held a series of three private, transformative, conversations with leaders hosted by our founder, Kim Polman and high-profile business leaders.

Held six live discussion panels (four of which were held in a public forum at COP26) recorded and shared via social media channels.

Private conversations took place over two hours with a total of 49 professional leaders and youth activists. Conversation themes were:

'Wild Love' - explores a Golden Rule approach to nature, and what it means to accord the natural world with the same respect as we wish for ourselves.

'Deep Time' - explores how we as a culture relate to time and what this means for life on earth and our own well-being.

CONVERSATION

Bringing the conversations to the public stage

EcoCiv President, Philip Clayton, has interviewed business leaders who have attended the private conversations in a series of 1-hour public discussion panels; two streamed live online via YouTube and four to live audiences at COP26.

Each discussion panel is a guided conversation to deepen exploration of issues that are explored in the private Imaginal Conversations. Participants share the experiences that shape their values and their motivations in creating compassionate and sustainable businesses.

2022 will bring 3 more private conversations, 2 live discussions, a podcast series and toolkit for public use.



"I loved taking the time to stop, think and share how we feel about nature and exploring WHY we do what we do. I do not take this time very often to stop and think about this... It was also really good and comforting to hear others relate to how we feel".

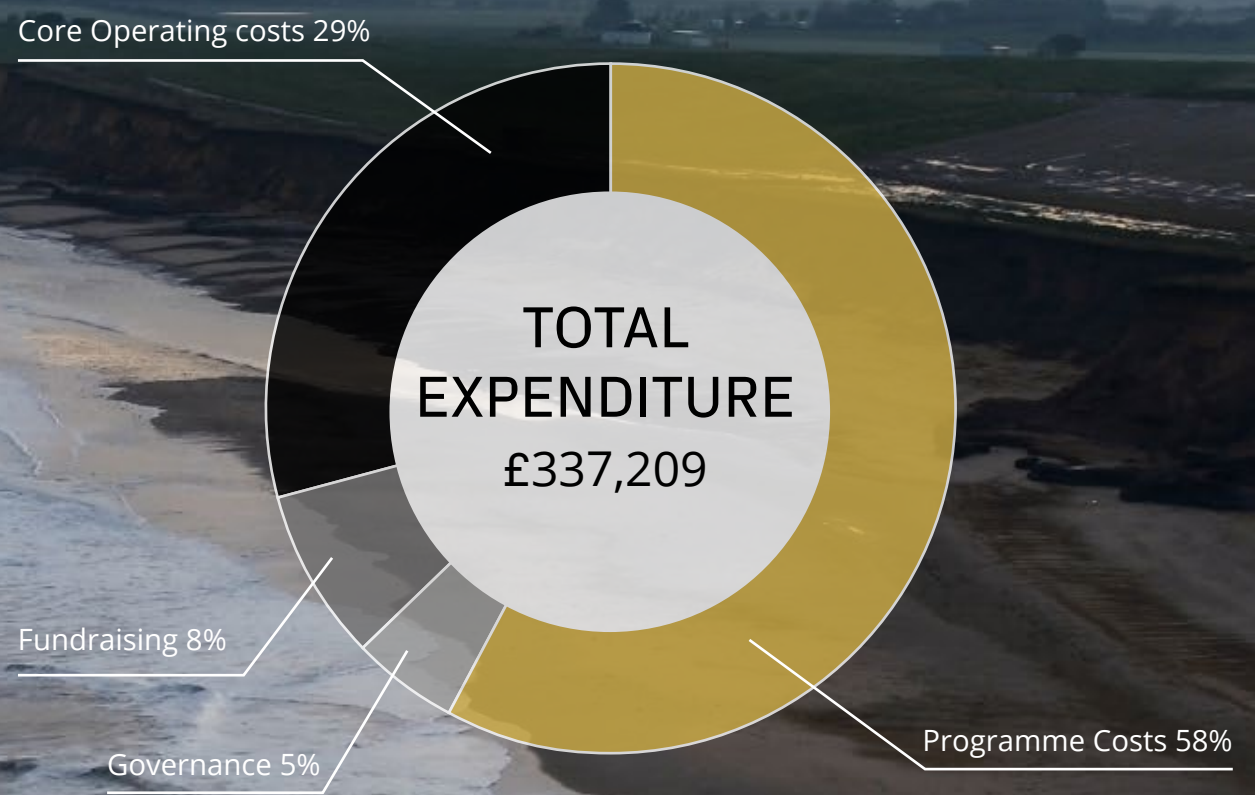
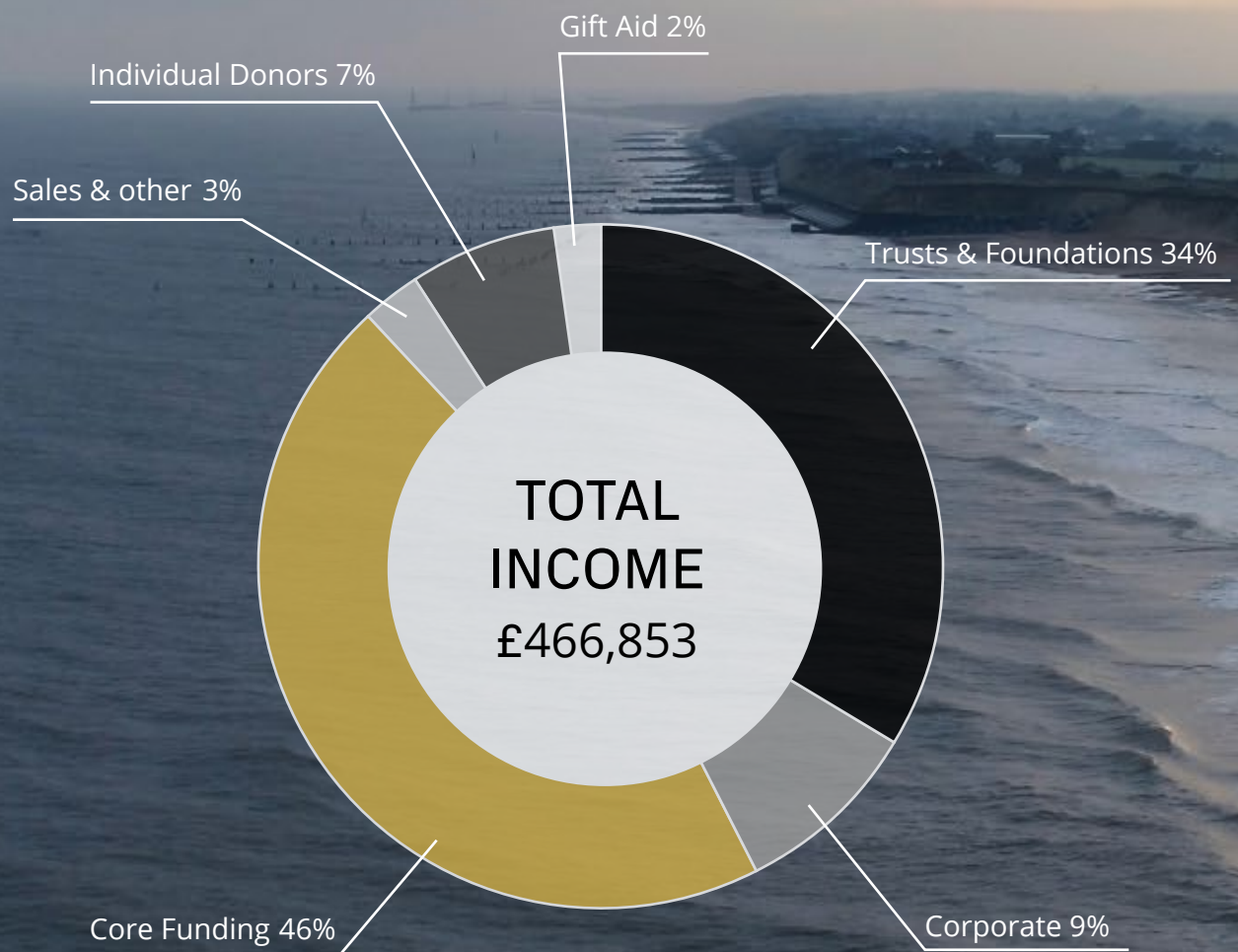
Global Business Leader



"I loved the softness/gentleness of the conversation, the "caring & loving" beyond impact and purpose, the "wild love" wonderful and meaningful title, the possibility to speak out our hearts and minds, the beautiful encounters, the golden rule reminder."

Leadership coach & poet

FINANCES



Thank you

Thank you to all the organisations and individuals who worked with us to Reboot the Future in 2021 – we couldn't have done it without you!

Partners & Supporters

Pearson
The Institute for Ecological Civilisation (EcoCiv)
Marks & Spencer
Unilever
Aviva
Franklin University
Future Food Institute
Forum for the Future
Bridging Ventures
The Eden Project
Our Shared World
She Leads Change
Change Festival

The creative team from 'How will you reboot the future?'

Jonathon Porritt
Sophie Austin
Beth Flintoff
Becky Burchell

Conversation Co-hosts

Keith Tuffley
Vanessa Arelle
Dhiraj Mukherjee

The changemakers who brought our Reboot COP26 campaign to life:

Xiomara Acevedo
Saffran Mihnar
Anisha Kharel
Cherry Sung
Liberty Denman
Jonny Culkin
Grace Gatera
Blessmore Chikwakwa
Swetha Stotra Bhashyam

The experts/ leaders who contributed to the values for a life economy:

Alberto Villoldo
Anthony Bennett
Antoinette Weibel
Antonio Hautle
Arne Cartridge
Barbara Bulc
Carlo Giardinetti
Chiarra Cecchini
De Kai
Floencia Librizzi
Francois Taddei
Jacqui Hocking
John Perkins
Jonathon Porritt
Jude Kelly
Laura Koch
Marcello Palazzi
Paul Polman
Peter Blom
Philip Clayton
Sandrine Dixon-Decleve
Sara Roversi
Serena Vento
Sherry Huss
Sophie Charrois
Yo-Yo Ma

The young activists and their families who took part in the Reboot the Conversation

Dominique Palmer
Izzy McCleod
Jodie Bailey-Ho
Ben Skinner
Sharon Hubmann-Skinner
Chloé Forde
Cindy Forde
Luisa Walford
Ian Walford

The wonderful educators who make up our Teacher Advisory Group:

Stuart Wroe
Rachel Wadsworth
Trixie Whittell
Bev Janes
Les Gunbie
Sharon Mather
Hannah Nunn
Matthew Williams
Clare Bunston
Rebecca Cherot
Elena Lengthorn
Abi Adams
Emma Espley
Nitisha Demart
Peggy Dunstan
Caroline Chapman
Rachel Burns
Manon van Mil

Thank you to our Board of Trustees who collectively underwrite the operational costs of the charity

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The Foundation is a registered charity (No. 1175117) and with a parallel incorporated business (Reboot the Future Ltd, Company No. 10532004) to support trading activities including book sales. 100% of company profits are invested back into the foundation.



**Reboot
the Future**