

 Reboot the Future

2022

Our year in review



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CEO's Introduction

Our 2022 Annual Review covers an extraordinary year at Reboot, as it was for the rest of the world. COVID restrictions eased as limits on events, travel and social contact began to disperse. The experience of lockdown now feels much like a pervasive hangover.

Like many other organisations, Reboot has found this brave new world to be uncharted territory. Our approach has been to seek out like-minded 'imaginings' – individuals that share a sense of... –, using the Golden Rule as a bellwether, cautious yet optimistic. Invariably, we have been rewarded.

2022 saw the delivery of multiple projects, programmes and campaigns, with 'We Are Antarctica' at its heart. Reboot's message has travelled far and wide, from the Future Food Institute in Polica to the Edible Planet Summit in Perugia; from B for Good in Rome to COP27 in Sharm El Sheikh; our Franklin Institute Masterclass in Lugano to Antarctica herself. And of course online, where our new brand identity and website presence have helped to realign both our education platform Global Dimension and Reboot the Future ever-closer.

The enthusiasm of Reboot's partners, supporters, board and audiences have all been integral to this success. Thank you to



all who have been a part of this support. I am grateful to all our Imaginings, and most especially our dedicated Reboot colleagues, who continue to drive our mission with the right blend of optimism and pragmatism.

At the time that this Annual Review is published, it will have been almost three years since I joined Reboot on the first day of lockdown. Reboot the Future had always seemed to be a pretty good name: now, more than ever it serves to capture the gestalt.

Anthony Bennett
CEO, Reboot the Future

Chair's Foreword

Welcome from Kim Polman
Reboot the Future Co-Founder
and Chair of Board of Trustees

It is a pleasure to introduce Reboot the Future's 2022 Annual Report.

I would like to start by thanking my fellow Trustees both incoming and outgoing.

This year we said warm goodbyes to Ed Beccle, Nik Hartley, and Amanda Jenkins, who have been stalwarts of the Reboot board since before and during the pandemic. In what has been a period of immense change, challenge and growth, all three have contributed hugely to the life and growth of the board.

With the appointment of Georgie Howlett, Emily Vernall, Veronica Patton-Cemm and Stefan Homeister, I am proud to continue to lead a board, composed of such strong ability and talent.

Amidst a period of rapid geopolitical change, it is clear that people care. There is a growing appetite for Reboot's work, and it is thrilling to recognise other imaginal partners stepping up to the imminent need for change, growth, and transformation. Reboot is proud to be a part of this change.

2022 saw the launch of our book 'Values for a Life Economy': the culmination of many voices and friends, too many to list here, but I am pleased to make special mention of Carlo Giardinetti, Sara Roversi and Philip Clayton, who in one way or another were core to its gestation.

Huge thanks must also go to our 'We Are Antarctica' campaign partners Earthrise, and to Jack Harries, Josua Stäbler, and Shivi Dwivedi for helping us bring the Golden



Rule to so many people. We give special thanks to Shivi, Extreme Hangouts, and Kite Insights for their support at COP27.

Our work this year was notably helped by partners such as The Harmony Project, who co-produced our Antarctica school resource; and Adot Foundation, who so generously provided the magnificent Outernet space in central London for our launch. We are very grateful for the friendship with the Institute of Ecological Civilisation; to Franklin University in Switzerland, for their ongoing support of our masterclass, and for sponsors such as Aviva Insurance, Pearson and the Allan and Nesta Foundation for their continuing support.

The Board is pleased to report that we have ended this year in a position of great strength, thanks to the hard work of our team. We look forward to working with all our friends and supporters to build on that success in the coming year.

Kim Polman
Co-Founder & Chair

Who We Are

Reboot the Future is a non-profit working for a sustainable and equitable future for all. In the face of numerous global crises, from biodiversity loss to social injustice, our work is rooted in a rule as ancient as humanity itself: **treat others and the planet as you would wish to be treated.**

Our model for change is based on creating connection to inspire action. Our **campaigns, education and leadership programmes** bring together culture, education and

conversation to inspire deep feelings of connection with our inner values, with others and the planet, and empower people to take action for our shared future.

In 2022, we worked with brand strategist Anna Konstantinova and designer Lindsey Reay to update our brand, external communications and messaging. We then teamed up with design agency Cynergy and web developer James Tiplady to bring our new website to life and update our education platform.

We Do...

Education



Campaigns



Leadership



Year in Review

This is our story of 2022



Values for a Life Economy

In September 2022, Reboot the Future's chair and co-founder Kim Polman and CEO Anthony Bennett published 'Values for a Life Economy': a manifesto of **10 unifying values** and reflection activities to guide us towards a **life economy**, a new system of being where all life thrives.

The book draws on the inspiration and thoughts shared during Reboot's 'Good After Covid-19' discussion series, **10 online conversations** which brought together over 300 artists, scientists, environmentalists, business people, teachers, religious leaders, young activists and thought leaders from around the world.

'Values for a Life Economy' weaves together opinion pieces, stories, reflections, and summaries of the 'Good After Covid-19' discussions to form a rich, broad and inspiring map. It is co-authored by 22 influential contributors, including environmentalist and author Jonathon Porritt, Business leader, campaigner, co-author of "Net Positive" Paul Polman, WECAN Founder Sandrine Dixon-Decleve, and more.



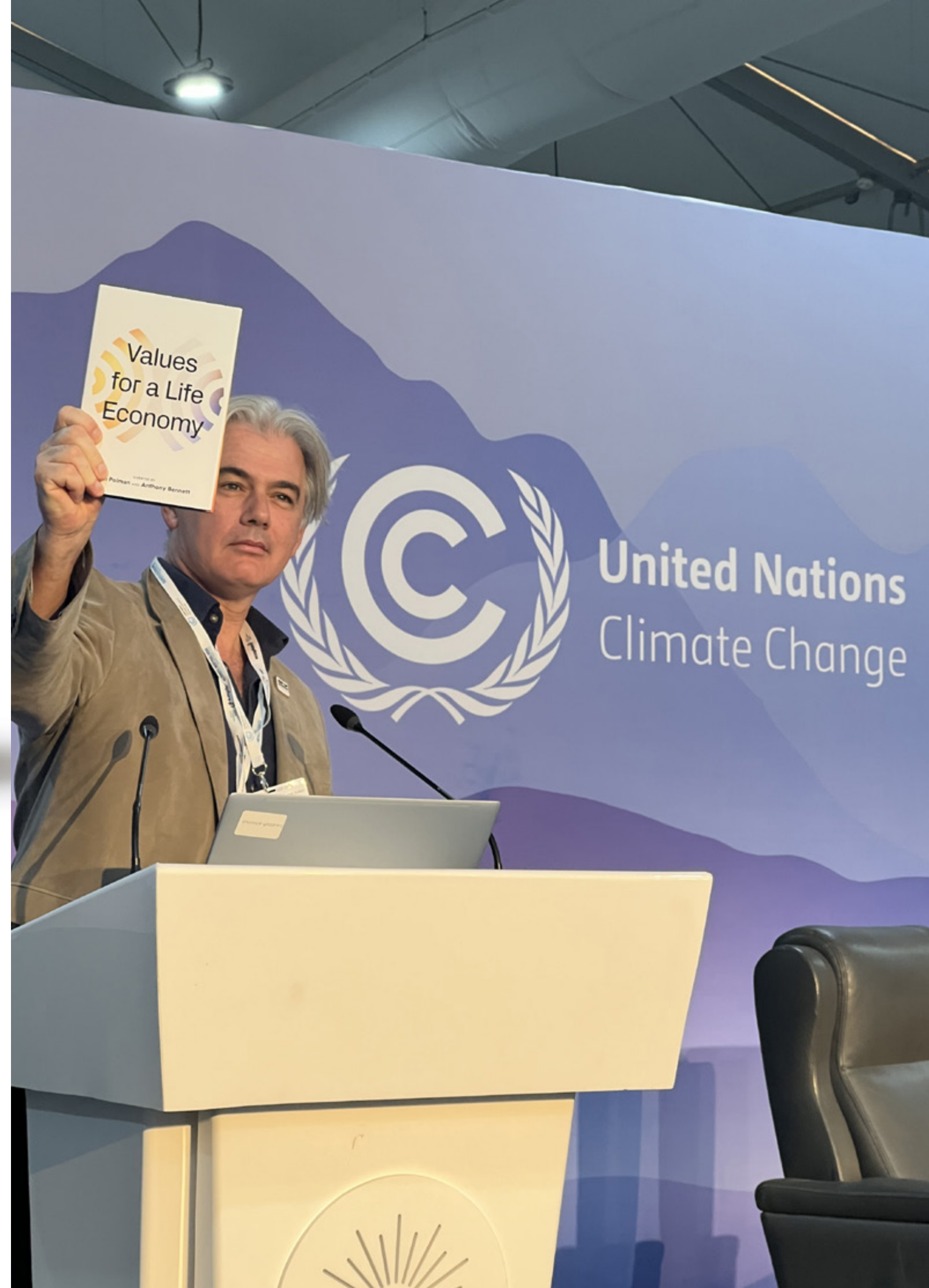
Download
the e-book

“

In what can feel an ever more frenetic world this beautiful book reconnects us with deep reflections and wisdom, sorely learnt through the pandemic. It provides an important blueprint for a future with people and planet in tune.

— Andy Samuel, North Sea Transition

”



Campaigns

Reboot the Future deliver hope-filled campaigns that **create connection and inspire action** for a sustainable and equitable future for all.

We are An
Future, a s
studio Ear

Through a
conversati
Antarctica
empower
a better fut



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MORE

We Are Antarctica

September – December 2022

The **We Are Antarctica** campaign ran between September–December, inspiring leaders, educators and change-seekers to **reimagine their relationship with Antarctica and take action for our shared future**.

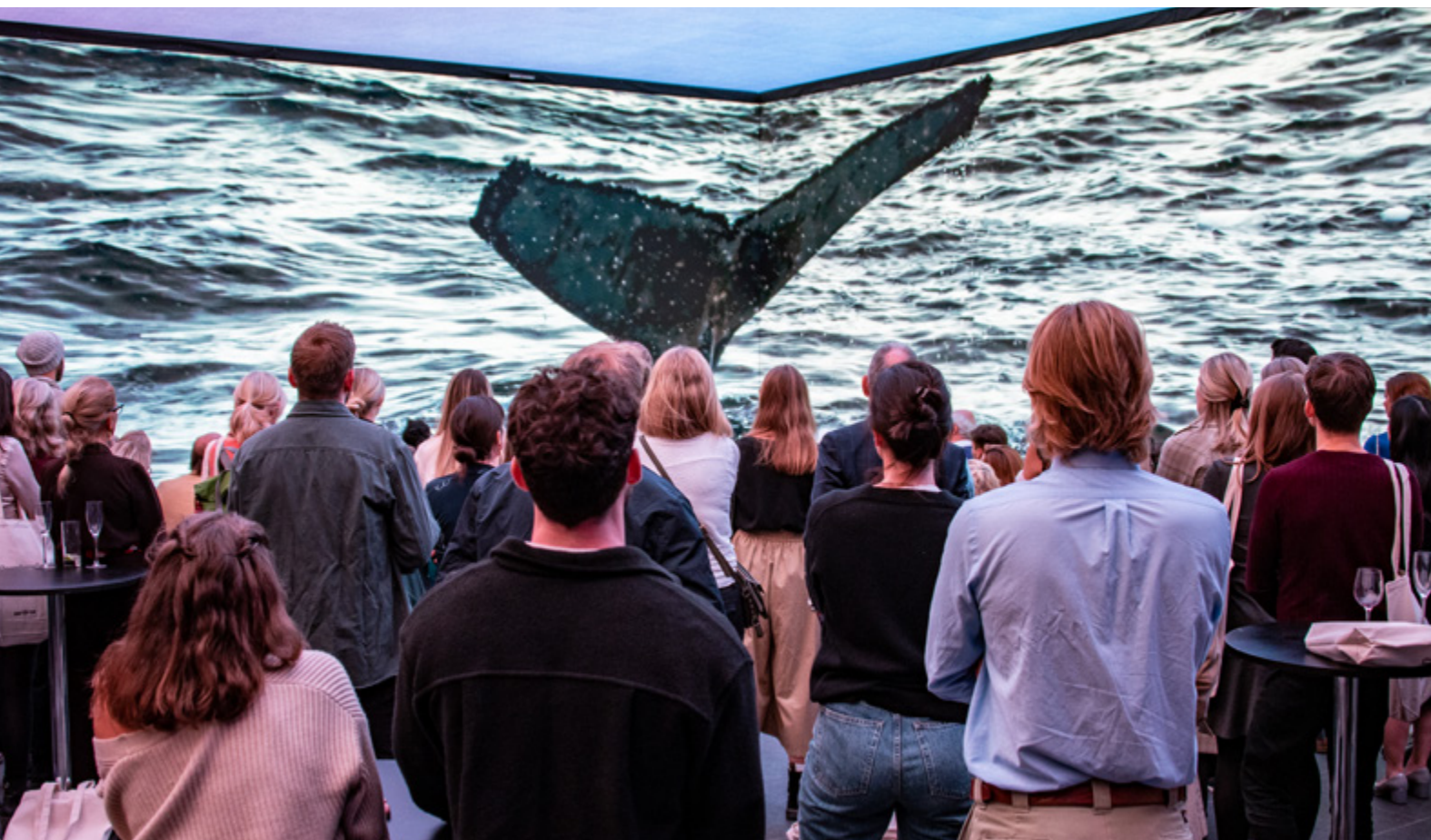


We created

- **Short film** that explores our reciprocal relationship with Antarctica – **viewed 27K times online**
- **Connection Cards** to spark meaningful conversation on our relationship with nature – used by **300+ event participants**
- **Education Resources** to bring the film and conversation into schools – **6K orders and downloads**
- **Audio Journey**, a meditative escape to Antarctica, narrated by Shivi Dwivedi, featuring immersive audio recorded in Antarctica.

Impact

- Reached **2.7M online**, **300+ in-person**
- Engaged **46K likes, comments and shares**
- 4 events at **COP27**
- 328 people wrote **pledges of action**
- Played 167 times at Outernet London, **estimated reach 100K+**



2.7M
reached
online

27K
film
views

46K
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on socials

200
Audio Journey
plays

6K
education
resources
used

300
conversations

167
screenings
at Outernet

328
pledges
of action

4
events
at COP27

Our Speakers



Ayisha Siddiqa
Activist



Jack Harries
Filmmaker and Earthrise
co-founder



Molly Fannon
CEO of Museum for the UN



Danii Kehler
Indigenous artist



Shivi Dwivedi
High-level climate champion




Dr. Melody Clark
British Antarctic
Survey Scientist



Sarah Howard
Filmmaker and founder
of Twenty Twenty Studios





Our actions make a difference.

We can **treat the planet as we
would like to be treated.**

Education

Reboot the Future's education programme engages learners of all ages to connect more deeply with themselves, each other and the planet.

This year, support from Pearson has enabled us to reach thousands of educators and young people through our events, resources and awards.

Global Dimension

Reboot the Future’s **online education resource hub**, [Global Dimension](#), supports teachers and educators to bring **global connection, conversation**, and **compassion** to their classroom.

The platform hosts a vast library of free sustainable development resources – exploring issues from climate breakdown, to migration and democracy – from publishers such as Oxfam, British Red Cross and WWF. The site also hosts resources created by Reboot, including our annual **Global Learning Wall Planner** and **campaign resources**:

Reboot Resources

- Our [Global Learning Wall Planner](#), supported by Pearson, designed to inspire global citizenship, critical thinking and conversation. **4,750 planners were distributed** and hundreds of [digital wall planners](#) have been downloaded.
- A series of [classroom activity sheets](#), based on the 10 Big Shifts in Jonathon Porritt’s **Rise Up** to Reboot the Future, **viewed over 2,500 times**.
- **Action Research Project Packs**, released each term. The first of these – [We Are Nature](#) – has been **downloaded over 1,200 times**.
- The **Big Antarctica Conversation resource pack**, consisting of an [assembly](#) and [conversation pack](#), helping teachers to hold a conversation about Antarctica, and create a roadmap for a better future.
- Our [‘How Are We Connected to Antarctica?’](#) teaching pack, co-designed with The Harmony Project – a 90-page PDF for Upper KS2 teachers, full of activities for PSHE, Science, Art, Maths, English and more.

In addition to these resources, our **18,700+ subscribed educators** receive a monthly [newsletter](#), delivering resources, CPD opportunities and events straight to their inbox.



Workshops, Events and Conferences

January	To celebrate International Day of Education, we ran 2 online events at UNESCO’s #LearningPlanet Festival
February	Collaborated with Marks & Spencer on an event for the Fairtrade Festival , showcasing our 2021 Reboot the Conversation campaign.
April	For Earth Day , we held an event at M&S HQ, where 30 young people from underrepresented and low income communities explored ways M&S can support their customers to live more sustainably.
July	Held a stall at the Festival of Education , delivered two workshops, and spoke on a panel about eco-anxiety, hosted by Pearson.
September	Represented the UK alongside WCIA at the North-South Centre of the Council of Europe’s Global Education Network Conference and Advocacy Training in Mollina.
December	Launched The Big Antarctica Conversation – involving 100 schools and 1,800 pupils from 25 countries! In the UK, we delivered school workshops to 200 primary school pupils and co-hosted a webinar for teachers with The Harmony Project. (Workshop 3)

The Global Dimension Awards

This year, we launched the Global Dimension Awards – celebrating the best global learning resources and the publishers who create them. The Awards fall into **3 categories** – Top Resources, Top Publishers, and Teachers’ Choice, with **15 awards in total**, and we were delighted by the response from teachers and publishers.



Advocacy

Reboot the Future are part of the [Our Shared World](#) coalition: a large network advocating for the 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 grassroots social movement that will drive demand for an education system that equips our society to create a more sustainable, fairer, peaceful and resilient world.

This year, we engaged hundreds of educators and members of the public in [discussions](#) on sustainability and education, culminating in our [response to the DfE's Sustainability and Climate Change Strategy](#). In April, we released [The Our Shared World Evidence Report](#), examining where and how SDG 4.7 is being delivered in England, and what the priorities for policymakers should be in the future.

With thanks to Pearson

This year, our education work has been supported by Pearson. Our shared goal is to create life-long learning opportunities where people feel inspired and empowered to take action for a more compassionate, equitable and sustainable world.

This support has enabled us to reach thousands of educators and young people through our events, resources and awards.





Leadership

Reboot the Future's leadership programme works with students and business leaders to inspire them to live and lead with their values; challenging the status quo to ensure we are building a compassionate, sustainable and equitable future.



Executive Masterclass

Since 2019, we have delivered a **Golden Rule Masterclass with our education partner, Franklin University Switzerland, and the support of world-class speakers including Paul Polman, John Perkins and Ron Oswald.**

In 2022, we delivered a 3 day Executive Masterclass on 'Responsible Collaboration: Leadership & the Golden Rule', with the ambition to help future leaders, students at Franklin University, identify their core values and how to use them in a leadership capacity.

The Masterclass champions powerful and impactful leadership stories in business, governments, and civil society, and we were delighted to be joined by four high-profile speakers including Jo Daniels (Marks and Spencer), Phil Clothier (Amcara).

Led by expert process facilitator Sam Nueesch, the core components included compelling discussions, highly immersive experiences, a hybrid of elite speakers, and a selection of tools and skills development to support compassionate leadership.



Conversations for a Life Economy

Created in partnership with the Institute for Ecological Civilization (EcoCiv), **Conversations for a Life Economy** was a programme of talks, first private and then public, to turn private thoughts and emotion into public action. The programme ran from October 2021 to March 2022 and engaged **90 business leaders** and **22 young changemakers** in conversation.

Reboot co-hosted **6 private conversations** with high-profile business leaders and young people, exploring two themes:

- **'Wild Love'** – examines 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'** – questions how we as a culture relate to time and what this means for life on earth and our own well-being.

EcoCiv then enabled participants to share their experience of the conversations with the public through:

- **4 online panel conversations:** conversations between business leaders and young change makers to inspire others to take action to shift towards a life economy.
- **A podcast series:** engaging listeners in the personal values of business leaders working towards a Life Economy.
- **A downloadable toolkit:** providing examples of practice and resources to help lead through action.

Testimonial:

I will think more deeply about what it means to put connection and care and relationships at the heart... Putting it into the journey, in all aspects of my work and internal landscape.

Imaginal Conversations

In 2022, we engaged over 50 change seekers around the globe in 4 online conversations covering 4 themes: **Connection**, **Life of Meaning**, **Wild Love** and **Deep Time**. Each conversation concluded with participants making a statement of an action they intended to take to build a more compassionate and sustainable world.

We also partnered with the **Nordic Leadership Network**, holding a 'Wild Love' Imaginal Conversation with leaders attending the Stockholm+50 meeting held by the United Nations General Assembly in June 2022. All leaders left the conversation with intentions for action to take to Stockholm +50.

Testimonial:

From this conversation I will try to demonstrate more kindness and empathy in building a better world and community, together with all ages.



M&S Earth Day

To celebrate Earth Day, we teamed up with M&S and a group of **30 young people** from their Diversity Insights Programme for a one-day workshop at M&S HQ.

Students were challenged to design a marketing campaign with a **mission to help M&S customers to reduce their carbon impact**. In teams, students created, pitched and defended their campaigns to a panel of guest judges.



Anthropy

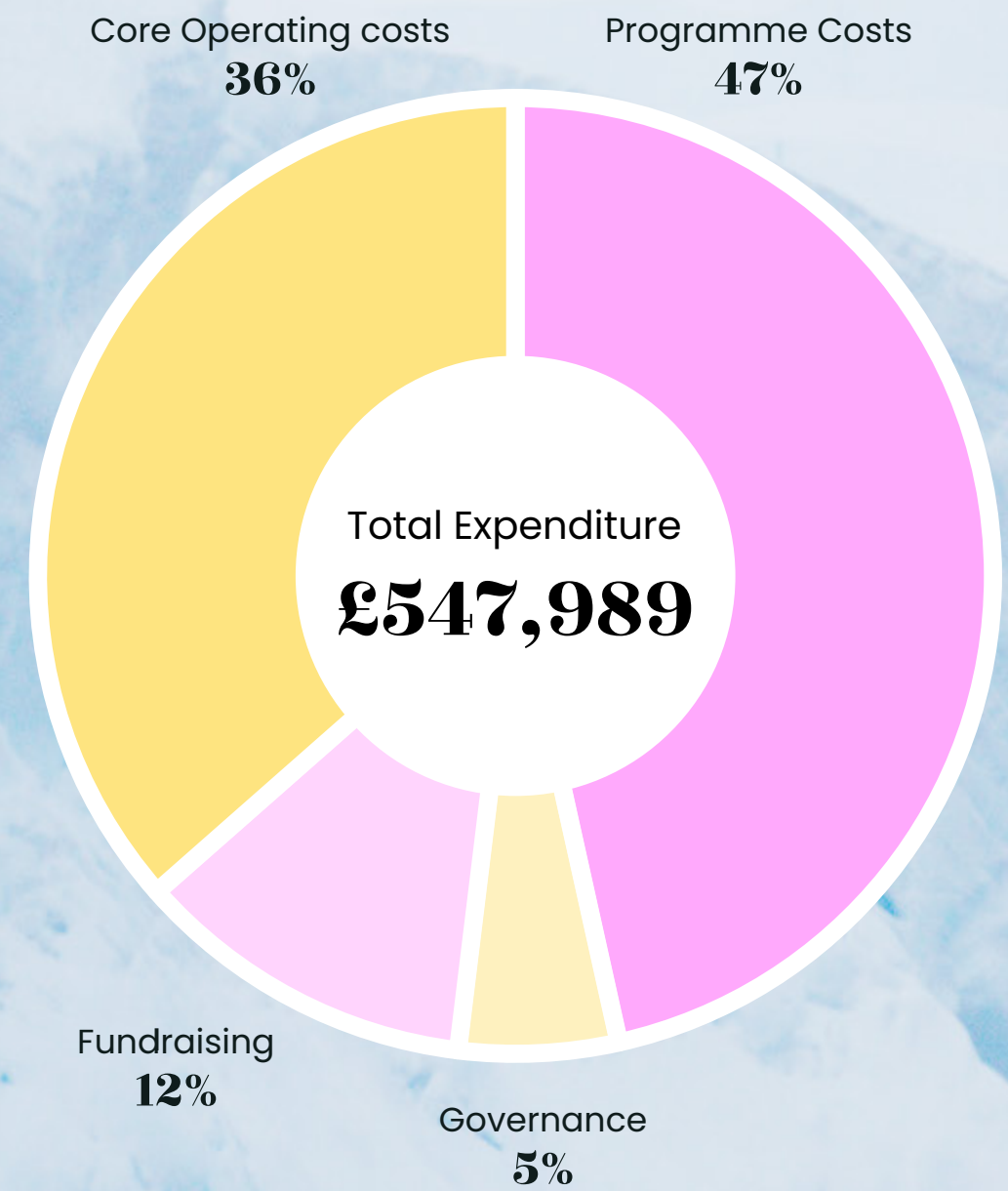
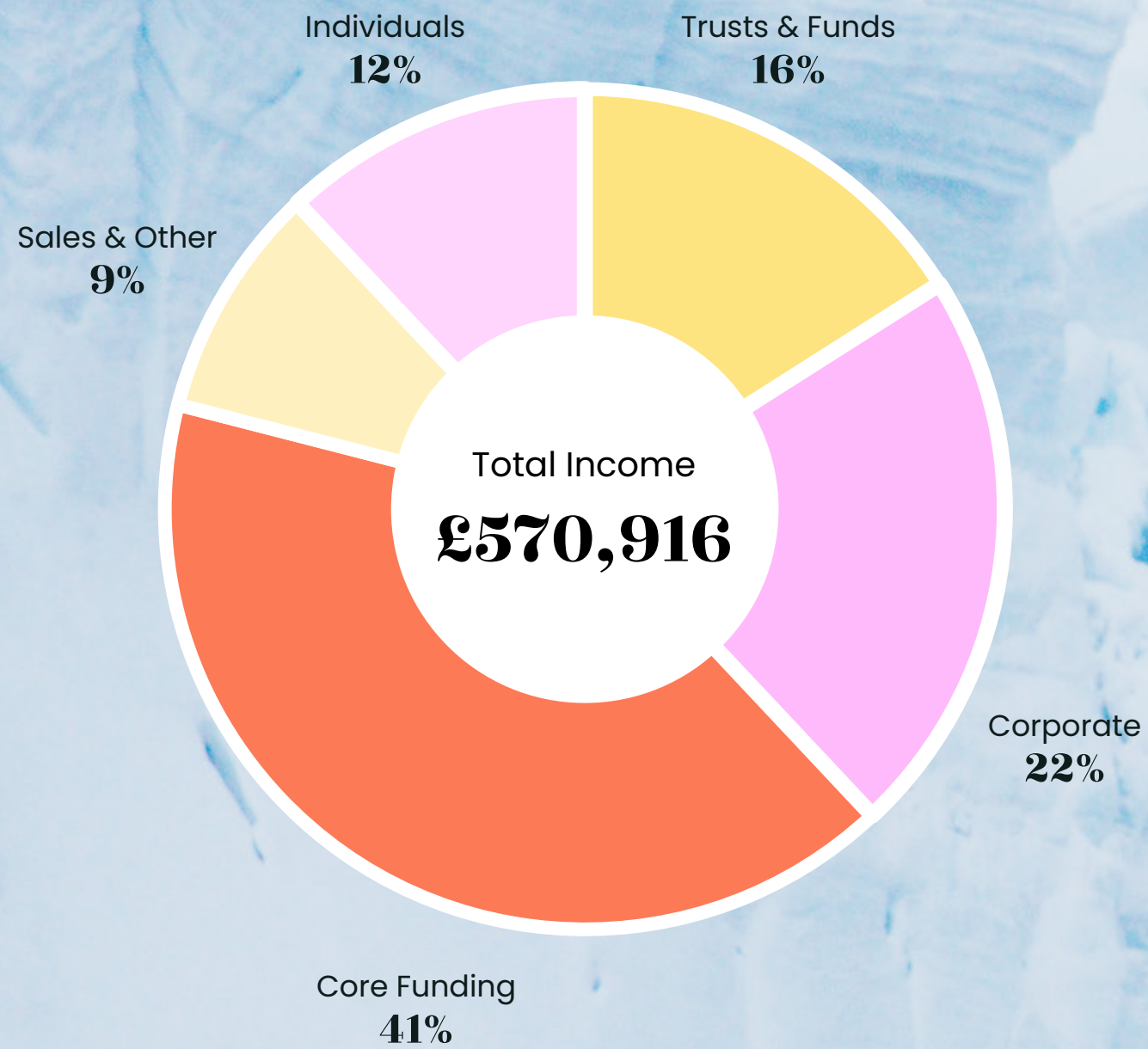
Reboot travelled to the Eden Project in Cornwall to attend **Anthropy: a 3-day gathering of leaders** from all sectors, committed to building a better, more harmonious and human centric future.

Here, we hosted two panel discussions:

- **What are Values for a Life Economy?** A discussion on the 10 unifying values outlined in our **new book** with Author Kim Polman, Climate Activists Dominique Palmer and Ben Skinner, Maersk' Anthony Akerman and Eden's Cultural Advisor Rich Good.
- **Education in a time of climate crisis:** bringing the Fridays for the Future movement from the school gates into the classroom with regenerative education expert Rachel Musson, Business Consultant Paul Ellingstad and Climate Activists Dominique Palmer and Ben Skinner.



Finance



Thank you

Thank you to all the organisations and individuals who worked with us to Reboot the Future in 2022 – we couldn’t have done it without you!

Partners & Supporters

Pearson
Earthrise Studio
Adot Foundation
The Harmony Project
Franklin University
Future Food Institute
The Eden Project
Our Shared World
Institute for Ecological Civilization

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John Trigg
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Josua Stabler
Chloe Puttock
Wood Plant Studios

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The Audio Journey team

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Event partners

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Kite Insights
Children and Youth Pavilion – special thanks to Shivi and Amanda
John Trigg

The changemakers who brought our Reboot COP27 campaign to life

Danii Kehler
Ayisha Siddiqa
Sarah Howard
Molly Fannon

The experts/ leaders who contributed to the Values for a Life Economy

Alberto Villoldo, Founder of The Four Winds Society
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Arne Cartridge, Executive Director, IMAGINE Food Collective
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Jonathon Porritt, Founder, CEO of Forum for the Future
Jude Kelly, Founder and Director of WOW
Laura Koch, Founder and Chief Engagement Officer at Women 4 Solutions
Marcello Palazzi, Entrepreneur for Human Progress
Paul Polman, Business leader, campaigner, co-author of “Net Positive”

Peter Blom, CEO of Triodos Bank
Philip Clayton, President of the Institute for Ecological Civilization
Sandrine Dixon, Decleve, Senior Advisor at Interel
Sara Roversi, Founder, Future Food Institute
Serena Vento, Founder Trustee of National House Project
Sherry Huss, Co-Creator of @MakerFaire
Sophie Charrois, President, Oikos International
Yo-Yo Ma, cellist

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

Partners
We were supported by our coalition of campaign partners and supporters including:



Reboot the Future

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Veronica Patton-Cemm (from July 2022)

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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.