CIMULACT
Citizen and multi-actor engagement for scenario building
20 January 2016

National Report on the United Kingdom's National Citizen Vision Workshop

Content

Summary

This deliverable presents the results of the United Kingdom National Citizen Vision Workshop, held by The UK association for Science and Discovery Centres (ASDC) on Saturday 16th of January 2016 between 9:30am and 5:30pm. The workshop was hosted by At-Bristol Science Centre in the Turing Room.

ASDC advertised the workshop via social media and through targeted emails across the community as well as in Bristol's city-wide printed magazine with a circulation of 70,000. We contacted as many different community groups as possible across Bristol, using both direct emails and Twitter. We also partnered for the recruitment with Bristol City Council and At-Bristol Science Centre who could advise us of the best way to get in touch with groups in very disadvantaged areas of the city as well as ethic minority groups.

Our recruitment began just before Christmas, and we had a fantastic response from citizens; a total of 71 people registered for the event in just under 3 weeks (and 37 in the first day). From this group we selected 42 final participants examining their application forms to ensure we had both men and women and we covered a range of age, educational background, socio-economic areas of the city, ethnic background and occupation. We had also asked all participants to give a short outline of why they would like to attend the workshop, and used this as an additional tool to ensure a range of motivations were represented on the day. Thirteen participants phoned us in the week running up to the NCV workshop sending their apologies and the ASDC team worked hard to ensure all were replaced, again trying to create a balance of ages and backgrounds.

With a final number of 42 participants the evening before, we allowed for 6 drop-outs. This was to try and ensure that we would have the required 36 participants on the day. However, on the day we had a total of 7 participants who didn't come – 6 from illness and another that we couldn't get hold of. This left us with a final number of 35 participants on the day.

Of the 35 citizens who attended the workshop, all of them were very engaged throughout the process. All of the participants worked extremely hard on each task, so much so that it was difficult to get them to stop for coffee breaks. The atmosphere in the room was incredibly focussed and positive, with all citizens excited to be involved in the process.

All of the tables worked extremely well, remaining focussed, enthusiastic, passionate and driven throughout the day and applying themselves well to every task. However for a short time in the middle, two of the tables found it quite challenging to produce the two raw visions from their mini story-lines as they all were passionate that their views would be represented in the final visions.

Here, involvement from both the table moderators and the head facilitator was required to ensure the situation stayed positive and the tables stayed focused. We advised them they could change tables later and acknowledged that many people in the room were finding this part a little uncomfortable as they narrowed their 12 visions (they were all passionate about) to two that retained that passion and covered all the areas. When each table presented their two Raw visions to the whole workshop, everyone became more comfortable and the full enjoyment resumed. This was, they told us, because other tables were covering the areas they were most passionate about and they felt strongly reassured that from the workshop as a whole, what mattered to them most was being conveyed. There was a strong feeling and passion that they wanted their views heard by those making policy in Europe.

The participants made numerous comments about what a great day it was and only two people decided to move tables to work on the final visions, with all of the other citizens choosing to stay with their original tables. Everyone remained fully engaged until the end and most stayed talking for 30 minutes after we finished.

Bristol was the European Green Capital in 2015, so it was not unexpected that a lot of citizens might focus on issues of sustainability and the environment. Green issues did come up a lot, and the strongest themes that arose were those of community involvement and citizen empowerment to created better more equal and fair communities. Smart cities and new technologies, for example, didn't come up at all.

Citizens seemed reassured that across the room so many participants wanted the same things, namely that happiness, fairness and well-being would be the measure of success of a community, a nation and Europe as a whole, rather than a simplistc economic measure.

Every participant filled out an evaluation form in full at the end of the day. The evaluation forms showed that the participants had overwhelmingly found the day an extremely positive and fulfilling experience. The full details can be viewed in the evaluation report.

Just to note here that100% of the participants said they would take part in an event like this again, 100% said they thought the EU should engage people in this way in the future and many commented that they enjoyed the opportunity to explore the future in this way, feed their views into policy, meet new people, and to think about the bigger issues on behalf of their communities.

Comments from evaluation forms:
"*Fascinating to hear views of people from very different spheres of experience. Illuminating. "*

"*I liked the diversity of the group and the chance to mix opinions and learn from others"*

"*I enjoyed the whole process and found it inspiring."*

"*Welcoming and safe space and encouragement to think outside the limitations of our current experiences. Positive and refreshing. Thank you!"*

Comment from a thank you email :
"*I feel as a result of yesterday I have found an opening to create a wider positive change for our future generations. I have always been an optimistic and forward thinking individual and am exploring ways in which to share my skills further."*

The final six visions

Vision 1: The 2020 Economy

Describe your vision in 2050:

1. International regulation and governance <u>leading</u> global commerce to ensure transparent and accountable co-operation between democratic and corporate bodies. TTIP is an example of international cooperation <u>without</u> accountability. We need that to <u>change?</u>
2. Eradication of corrupt and anti-competitive practices. The public need the power to know what decision makers are doing, and how to remove them.
3. Remodelling of indicators and measures of success which incorporate trade and social justice as the fundamental principle
4. A triple bottom line of SOCIAL, ENVIRONMENTAL, FINANCIAL accountability and responsibility including publication of annual social, environment and financial audits.
5. Encourage and promote community ownership, co-operatives and community interest company business models rather than private shareholding, where different measures of success require different drivers of success: work/life balance, workers' rights, employment satisfaction.
6. Devolution of power to, and systematic involvement of collective representatives of workers in economic decision making.
7. An economy where 'work' is redefined to recognise the contribution to society of, for example:
   a. Care work
   b. Parenting
   c. Volunteering
8. A cyclical economy built on 'cradle to cradle' philosophy: built on 100% reusable recourse, including supply chain production, energy usage, and consumption.
9. Full transparency and accountable processes for lobbying and funding of political and corporate relationships and systems to hold bodies to account.

Illustrate your vision
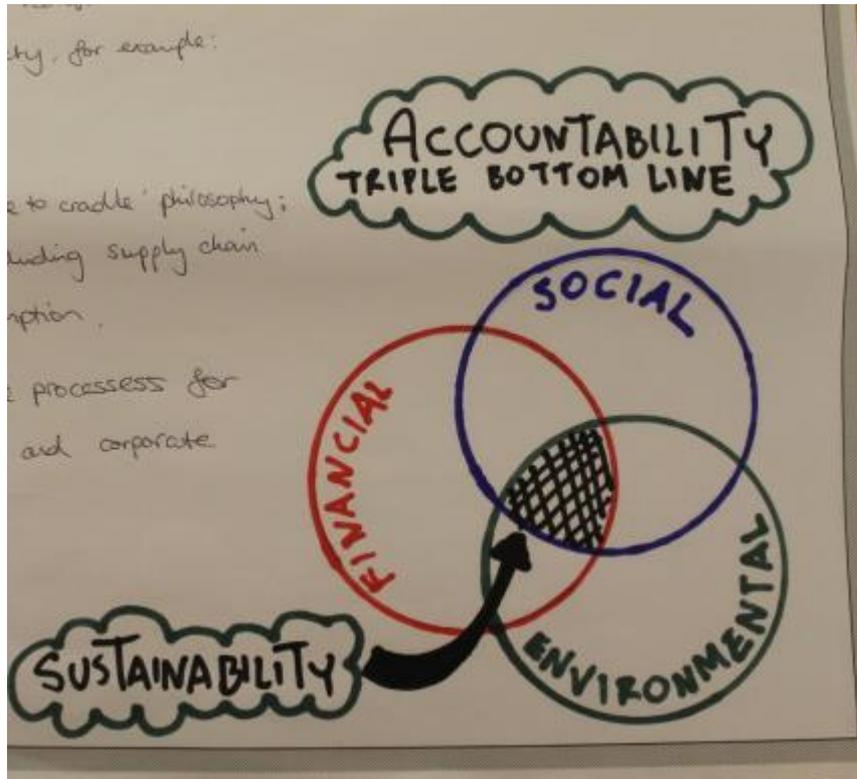
Text: "Accountability Triple Bottom Line"
"Social, Financial, Environmental, Sustainability"

In your desirable future, what is different from today?

The measures of success today require dogmatic and ruthless pursuit of profit based on short-term production and consumption at the expense of human rights and individual security and happiness. The 2020 economy requires mass redistribution of power and decision-making to democratic bodies and representatives for the common good. The most important difference is what constitutes a successful economy. We want as much value to be placed on the positive impact companies have on the economy as financial growth.

Is your vision desirable for everyone? Are there any concerns?

Corporate leaders have to take more responsibility for the destruction caused by the pursuit of narrow economic measures, e.g. GDP. Under the new system, the evolution of financial success should re-draw what we consider a 'successful company' and organisation, so that businesses do more to promote sustainability as the core focus of our lifestyle. Those businesses which are able to succeed in the 2020 economy will, in turn, enable others to follow and disseminate best practice for an economy which works for all. Those not interested in social or environmental success will very quickly find themselves out of business.

In short, what is your vision?

Economic development and growth that benefit the many and not the few, within a framework of sustainability and equality of wealth and opportunity, underpinned by the principles of trade justice and accountability and transparency.

Vision 2: Community Empowered Learning for the 21st Century

Describe your vision in 2050:

Gemma spends Friday afternoon showing a 6, 11 and 42 year old how to plumb in a sink. Harry, aged 97, attends his French lesson with his granddaughter. Eva and David attend the centre 5 days a week. They love growing their own vegetables. Rani, 24, is teaching sign language to a group of children. Sam, 15, is playing with dry ice. Suzy, age 12, is helping Laura, aged 5, to paint her pottery. Hassan is teaching a mixed group to cook. Some children are playing football. The robotics group are studying AI and trigonometry for their competition next week. Tonight is the dress rehearsal for the play 'Vision 2050'.

Illustrate your vision:

In your desirable future, what is different from today?

Children have access to free, holistic, child-led education. This is delivered through a community based learning and resource centre. This centre also provides for life-long learning needs within the community. There is freedom of choice about whether to use the centre as it is recognised that education can now be delivered by many mechanisms, not just schools. Education is not age-based or results dependant. Qualifications are elective. Access to these resources is unlimited throughout a person's life.

Is your vision desirable to everyone? Are there any concerns?

Every person has the right to be educated in a way that allows them to achieve their full potential. Concerns will arise because people fear change but there will be freedom to choose the education that is right for them and their family at each stage of life.

In short, what is your vision?

The development of a culture and society that values citizenship and community. Developed through access to a child-centred holistic education system that caters for people throughout their life so they feel empowered and valued.

Vision 3: Healthy cities, healthy people, healthy countryside

Describe your vision in 2050:

We design habitats for humanity in this vision. Transport – cycling and green transport are available to citizens at low cost. Green corridors exist to connect green spaces in the city. Urban agriculture is the norm. All these improve our air, water and soil quality. Green rooves and living walls are incorporated in buildings. Trees are everywhere and used in the design of the city. Factory farming is a thing of the past. Small urban farmers are supported by the Common Agricultural Policy. All cities have resilience strategies, no ecocides.

Illustrate your vision:
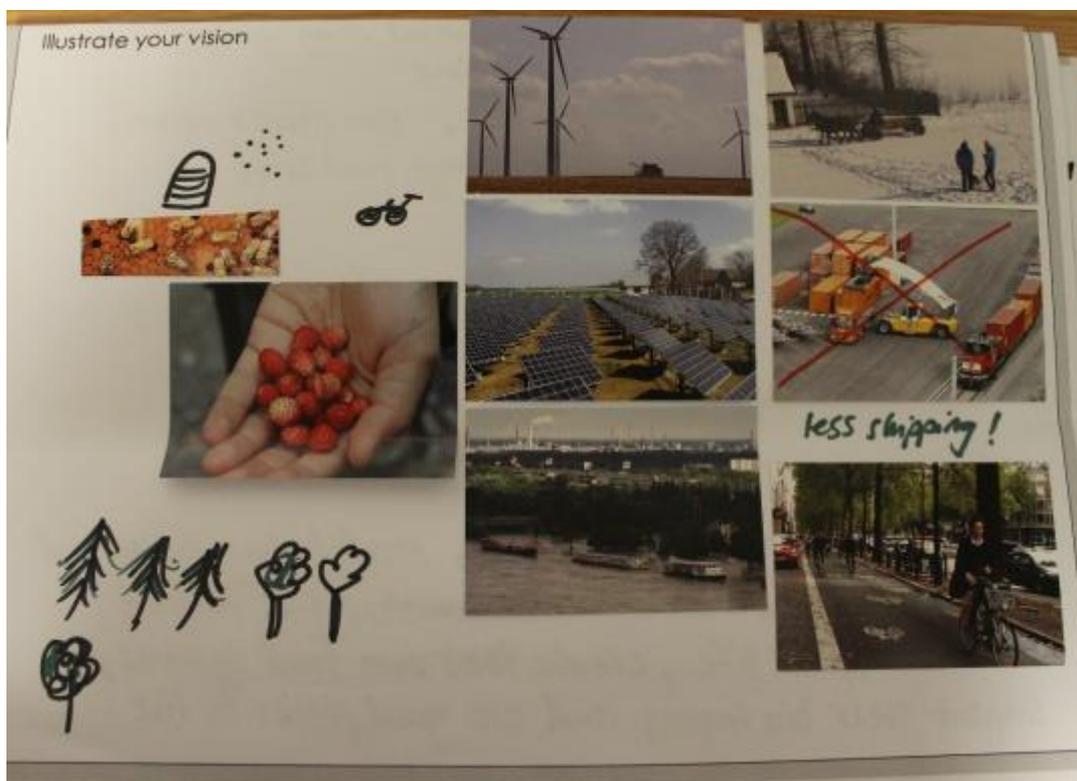
Text: "Less shipping!"

In your desirable future, what is different from today?

Land taxes will be part of the mix. More community managed urban farms and local shops. Agriculture and horticulture will be valued professions supported by training. Bees and pollinator strategies in all communities. Pesticides and agri-antibiotics banned. Monarchy abolished and all crown lands in communal management. Duchy organics is a workers co-operative.

<u>Is your vision desirable for everyone? Are there any concerns?</u>

Not for the British monarchy! Major land owners will be threatened (church, Ministry of Defence, etc.). Food prices may rise so consumers may suffer. Land based work will take time. End of the fast food culture, no non seasonal foods, less variety, more heritage food stuffs.

<u>In short, what is your vision?</u>

Denmark: the Danish model has managed to produce good results. We envision a future where cities support life, create their own food systems, support their bio regions and are good places to live.

Vision 4: Untitled

Describe your vision in 2050:

- Co-op living: land community trust, provision for self-builds
- Citizens decide on spending priorities (e.g. taxes, referendum, participatory budgets)
- WIDENING PUBLIC DEBATE/VOTING MECHANISMS – organising more workshops like this, electronic referendum, public debates including more political parties, groups of interest.
- Empower ourselves to talk to neighbours! Closing street for parties, communal buying, mixed-use developments so people of various generations live together and form mega-families.
- Ethical production/consumption becomes a law e.g. large-scale farming, sweat shops, promoting tobacco and oil and fast-food.
- People will more commonly study, work abroad, the notion of national identity will be enhanced and redefined as borders will blur.
- Individuals speaking out about their needs and wants, apathy is gone and instead a major change in civic education occurs.

Illustrate your vision :
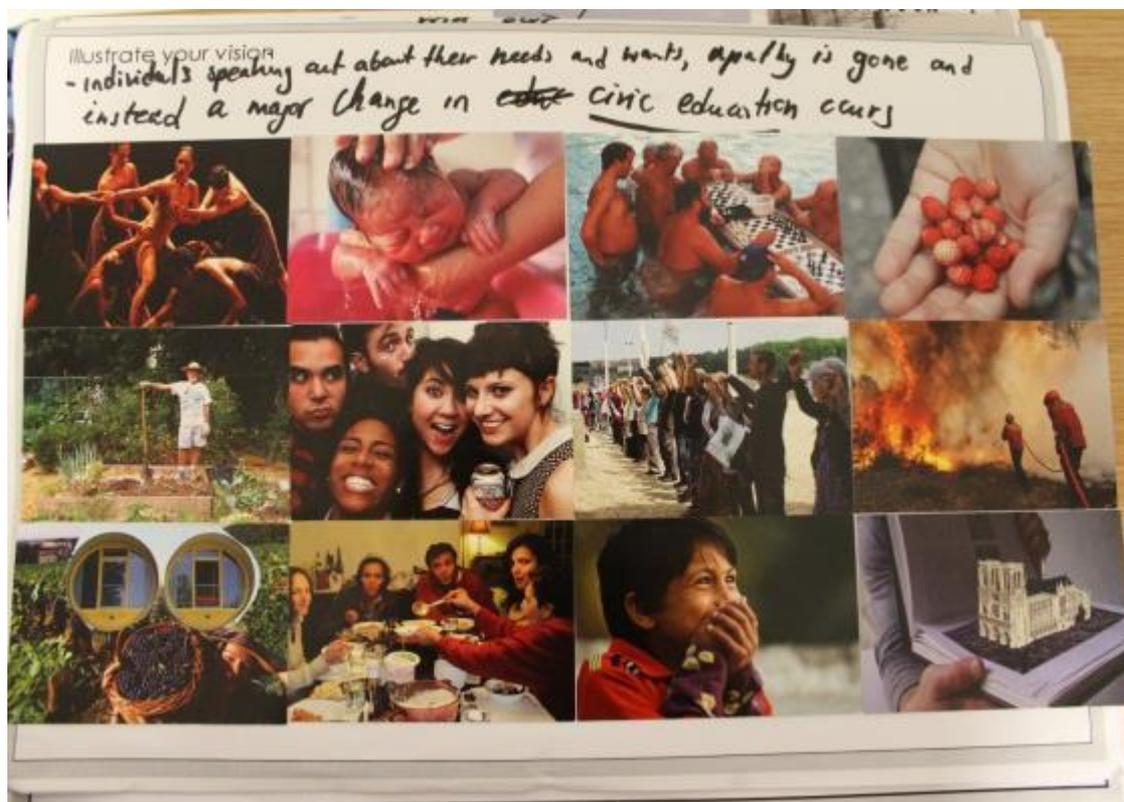
In your desirable future, what is different from today?

The society is embodying our 4 core values. By democratic citizenship we mean consensus of groups – bottom up policies, flatter hierarchy, devolution/electoral system reform, transparency in media, increased voting turn out. We embrace community values by working as one with nature, co-op housing and employee owned businesses, ethical co-op media, people of all backgrounds included in culture, political life and decision making. We consume consciously since we consider the wellbeing of all creatures; we enforce the law of no harm and waste, we encourage reducing consumption by reusing and recycling. Individual voice/fulfilment will be minorities who are heard in society; community representatives from all groups will raise concerns etc. Disadvantaged people will have dedicated representations. All sections of society will be represented.

Is your vision desirable for everyone? Are there any concerns?

Initially, people currently in power might be unhappy. However since we are introducing value driven change, everyone will get validation of mutual support, friendship, fulfilment, not by money and power. Hence, over 30-40 years; improvements in equality, democracy and economic change will benefit both the rich/powerful and poor/disadvantaged.

In short, what is your vision?

We advocate for a value-driven change. We recognise 4 core values; democracy, community, conscious consumption, personal fulfilment. We need to research current status quo, obstacles and come up with a set of positive and radical solutions.

Vision 5: Promoting community wellbeing

Describe your vision in 2050:

- A person would be free to decide to do what they want for the benefit of the community.
- Citizen's wage for all. Guaranteed income, not relying on employment to receive it.
- Every community will have a wellbeing facilitator team to match personal values and skills sets to meet local needs.
- Resources exist to maintain positive cognitive, emotional, physical wellbeing.
- Everyone has value and is visible and has friends or family and has free green space to use for exercise, meditation or growing.
- There will be free, independent internet and media for all that is positive and ethical

Illustrate your vision

Text: "Inter-generational community engagement"

In your desirable future, what is different from today?

Communities are cohesive and strong and empowered, and inclusion is priority. Nobody is isolated/lonely/hungry/cold/poor. We all help and look out for each other. Learning and skill sharing is valued. Community media is a way to keep discourses open. Continuity of care.

Is your vision desirable to everyone? Are there any concerns?

Not desirable for existing corporations and existing professionals. They might not want to cooperate. Recluses/introverts may find community involvement challenging – non-compulsory?
Concerns: lack of resources/ green spaces. Politics/ Media Moguls. A positive cultural shift will be needed for vision to become a reality.

In short, what is your vision?

Happiness and wellbeing and fulfilment for all. And self-cleaning toilet robots.

Vision 6: Citizen Empowerment

<u>Describe your vision in 2050:</u>

All services should be community-led, geared towards maximum empowerment of groups and individuals, where all feel they have choices and access, and they are listened to. For example; child-led education is possible; return to individual health responsibility and power through greater holistic awareness and diagnostic tools; autonomy for elderly and the less able; vulnerable are taken care of; power over neighbourhood planning in community. This will be supported by localised clean energy, needs-driven technology, and where community members are actively involved in decision-making and events. For example; localised food production; zero waste policy; where we live in balance with available resources. The highest levels of available health care/education/resources are available to all.

<u>Illustrate your vision</u>

<u>In your desirable future, what is different from today?</u>

People feel empowered to look after their health and well-being themselves, rather than being dependant on external sources. Education is joyful, inspiring and successful. No one is forced into care because of loss of autonomy. We are not dependent on (declining) fossil fuels. Democratic participation is the norm. Fewer mental health issues because people feel in control of their lives. Community cohesion is strong and people no longer feel isolated. There is no pollution. We work in balance and harmony with our natural environment. Technology is an enabler of

all this. All basic human needs are met for all, instead of prioritising economic success. Community resilience work/duties (e.g. flood recovery) is a common model.

<u>Is your vision desirable for everyone? Are there any concerns?</u>

100% consensus is impossible. With this system, sometimes individual voices get lost, but not on all subjects all the time (as with the current one). It is broadly and in general desirable for everyone because it maximises choice and power for all people, and prioritises long-term environmental sustainability. Equality of equity should be built in to this process – because communities include all. Clearly, people currently in power will not want to lose it!

<u>In short, what is your vision?</u>

Citizens reclaim power over their own lives, supported by technology and a sustainable environment.

Raw visions

Raw vision 1.1: Health, wellbeing, community – citizenship education

Number of votes: 13

How do you imagine the future in 30 to 40 years?

The development of a culture and society that values citizenship and community. Developed through a child-centred holistic education system that caters for people throughout their life to feel empowered and valued. Framed in a culture that encourages co-creation, creativity, collaboration, inclusivity, and valuing diversity. A culture that values productivity rather than passive consumers. We need to change attitudes to create global citizens with an awareness of their own sovereignty.

Why is this imagination important and for whom is it important?

This will produce an education system which values and broadens definitions of intelligence.

Raw vision 1.2: Wealth and resources

Number of votes: 22

How do you imagine the future in 30 to 40 years?

- A refocusing of the global economy to a triple-bottom line: social, environmental, financial accountability and responsibility.
- Community ownership rather than private shareholding, where different measures of success require different drivers of success: work-life satisfactions, working rights, impact, etc.
- A cyclical economy based on renewable energy, cradle to cradle resourcing and equality of consumption. (TTIP is an example). Structure. Systems to hold government to account.
- International agreements. Transport and accountable processes for decision making in democracy.
- Global governance leading global commerce to allow strong co-operative democratic structures to represent the will of the citizens.
- Refocus the economy towards trade and social justice and local resilience, incorporating human rights, sustainability and natural resources , agreed to the highest common denominator.
- Policy makers elected by the people. Lobbying a problem – equal finance for parties.

Why is this imagination important and for whom is it important?

It is important for all citizens. Economic development and growth should benefit the many, not the few, within a framework of sustainability of wealth and opportunity.

Raw vision 2.1: A child-led free education system

Number of votes: 19

How do you imagine the future in 30 to 40 years?

Schools have been replaced with 'exploratories'. Children go of their own volition and are free to play and explore the world around them. Exploratories have: facilitators, equipment (scientific, technological, artistic, sporting, practical life etc.), key workers, mixed age ranges (no limits on ages, e.g. adults can attend), toys, inside/outside environments, elective organised activities. Children choose what and how they want to learn and are allowed to develop at their own pace. There are close links between exploratories and their local communities and the skills within these communities. School and education are not separate from 'real life'.

Why is this imagination important and for whom is it important?

Emotionally healthy people leading to strong communities and societies.

Raw vision 2.2: Sustainable Resource Management and Zero Waste Policy (including Agriculture)

Number of votes: 17

How do you imagine the future in 30 to 40 years?

- Waste Management – 100% recycling (repairable not disposable). An economy build on reclamation and re-use (materials, energy)
- Lower consumption of all resources
- Renewable energy – 100% renewable energy with zero waste by-product. Carbon-neutral society. Community-led schemes.
- Farming and Agriculture – healthy local organic and fresh food accessible for all sectors of society. No pesticides or phosphates. No mass factory farming and antibiotics. Permaculture. Soils and environment protected Research and development for common diseases and pests. Wildlife and small farmers supported. Bee conservation. Allotments, community farms, forest farming. Short supply chains = lower emissions from transport.

Why is this imagination important and for whom is it important?

We have a finite use of resources. We need to protect what we have. We all need food for survival and the ability to produce food successfully, productively and sustainably, and this should be our main priority. Bee conservation is also vital to attain this goal. Creating a waste free society (in terms of landfill, mining, energy and housing) will create a cleaner and better world for everybody.

Raw vision 3.1: What does a successful society look like?

Number of votes: 12

How do you imagine the future in 30 to 40 years?

We would like our child to live in a place where happiness is noticed and valued. Our civil society will enable our citizens to work for the benefit of communities, not for corporates or national states.
- Media
- Participatory democracy
- Education – critical thinking skills
- Non-materialistic

Why is this imagination important and for whom is it important?

Changing the value system will be good for individuals as well as communities.

Raw vision 3.2: Europe-wide promotion of healthy habitats for humanity

Number of votes: 19

How do you imagine the future in 30 to 40 years?

- Ecocide recognised in law
- Ecological resistance
- Food security
- Massive biodiversity recovery programmes
- Cities linked and including nature, not exploiting and excluding it

Why is this imagination important and for whom is it important?

Not completed

Raw vision 4.1: Environment

Number of votes: 10

<u>How do you imagine the future in 30 to 40 years?</u>

Our planet as a living organism. Freedom from technology: cars, phones, guns. Cities/towns/villages as countryside. Food grown in cities – all green spaces – more birds/animals/insects in cities. Transport not causing stress/danger so we can enjoy the world. Communication – private. Intuitive clothing generating power and creating communication.
Communication facilitates all of above.

- Self-sustained housing/buildings
- Eco-friendly alternatives for energy sources
- Permaculture promotion
- Combination of functionality and sustainability and integration with nature

<u>Why is this imagination important and for whom is it important?</u>

Because it will protect our precious planet for the future for everything in the world.

Raw vision 4.2: Value-Driven Change (basically having more fun)

Number of votes: 25

<u>How do you imagine the future in 30 to 40 years?</u>

Value	Obstacle	Solutions
Democracy and citizenship	• Hierarchy • Corporations	• Devolving power to cities/citizenship • Public engagement • Changes in electoral system
Everyone supports community	• Too busy • Inconsiderate use of technology • People study and move far away from home • Elitism dividing society	• Engaging in local communities has more funding • Co-operative living arrangements • Truly public open spaces in cities • Equity in access to education
Conscious consuming	• Laws cause food waste • Over production • Ethics not considered	• Produce for longevity and quality, not quantity • Sweat shops banned • Education on economics, politics in school on a wider scale.
Individual voice/fulfilment	• Long working hours • Zero hour contracts	• Speak out, have a voice • Vote! • Live like you're a pensioner

<u>Why is this imagination important and for whom is it important?</u>

Because it is a basis for positive radical change for humanity – the planet and everything dwelling on/in the planet.

Raw vision 5.1: Community Wellbeing – Cultural shift

Number of votes: 20

How do you imagine the future in 30 to 40 years?

- 'We' not 'I'. Working together.
- New approach to education: compassion, empathy, diversity, learner-centred/people-centred. Nurture creativity; moving away from abstractions to people.
- Technology: should enable rather than drive us.
- Energy security via varied, sustainable sources
- Universal citizens wage
- Grants to pay for community mediation.

Why is this imagination important and for whom is it important?

Not completed

Raw vision 5.2: To enable community wellbeing, we need independent, accessible mass media.

Number of votes: 12

How do you imagine the future in 30 to 40 years?

Information is power. Techniques for dissemination of ideas. Training for citizen journalists. Free internet for everyone. Important to regulate ownership of mass media. Positive local media – celebrate community achievements.

Why is this imagination important and for whom is it important?

Not completed

Raw vision 6.1: Citizen Empowerment

Number of votes: 33

How do you imagine the future in 30 to 40 years?

All services – to include health, education, local and national governance, transport (local and national), and energy – should be community-led, geared towards maximum empowerment of groups and individuals, where all feel they have choices and access and where they are listened to. This will be supported by localised clean energy, needs-driven technology (e.g. To support autonomy in old age or for the less able), and where community members are actively involved in decision making and events.
People are empowered to take care of their own health and wellbeing. From childhood (they learn at school) they understand healthy food choices and processing emotional traumas has an impact on their physical wellbeing. With this emphasis on individual empowerment, this will lessen the burden people seem to place on services. Education will be face to face, not face to computer. People will relate to one another; screen free activities are very much enjoyed. Community life is respected – board games, nature, freedom to learn (for the fun of it, as opposed to box-ticking) harmonising with nature, remembering that money can't buy happiness.
Equal access to all these resources:
- Health – better technological diagnostic tools. Return to individual health responsibility through food choices, emotional processing, lifestyle.
- Education – child-led, face to face
- Access to technology – needs-driven
- Energy – green, clean and sustainable
- Food production – local, GMO and chemical- free
- Live in balance with the natural world and its resources
- Zero waste – reuse, repair, new products must be greenly disposable.

Why is this imagination important and for whom is it important?

Not completed

Raw vision 6.2

Not completed

Participant data

(Please fill out the following table)

Country:	UK

General information:	
Number of citizens registered for the workshop:	71
Number of citizens selected to participate in the workshop:	42
Number of citizens that participated in the workshop :	35

Gender: Number of participating citizens that are	
women:	23
Men:	12

Age: Number of participating citizens in the age group	
18-25	4
26-35	7
36-45	5
46-55	9
56-65	4
66-75	5
75+	1

Geographical zone:	
Number of participants who live in the city	28
Number of participants who live in other/rural zones	7

Educational level: Number of participants whose highest education is...	
GCSEs (or equivalent) (exams at age 16)	2
A Levels (or equivalent) (exams at age 18)	10
Undergraduate Degree	8
Post Graduate Degree	13
Other	2

Occupation: *(Change the categories and adjust the table to match the categories relevant in your country and presented in your recruitment strategy)*	
Employed	27
Retired	3
Student	2
Unemployed	3

Criteria of national relevance:	
n/a	