

Contents

02	Contents	94	26/ New Rituals & Traditions
03	Foreword	93	27/ New Universal Rights
04	Our Ministers	101	28/ New Ways of Thinking
06	01/ Arts & Culture	102	29/ Oceans
10	02/ Beyond Borders	103	30/ Peace Building
12	03/ Business & the World of Work	104	31/ A Society of Play
18	04/ Care, Health & Housing	106	32/ Travel & Transport
22	05/ City Planning	108	33/ Urban Ecology
26	06/ Climate Change	110	34/ Young People, Families & the Elderly
28	07/ The Clothing Industry	113	35/ A Zero Waste Economy
29	08/ Data & Information Technology	114	Bios
30	09/ Democracy	127	Thanks
32	10/ The Economy		
40	11/ Education		
50	12/ Embracing Failure		
51	13/ Energy		
52	14/ Equality & Diversity		
56	15/ Food & Farming		
60	16/ Government & Governance		
65	17/ Idea Exchange		
66	18/ Imagination & Creativity		
71	19/ Indigenous Sovereignty		
72	20/ Inner Work		
74	21/ Land Justice & the Commons		
80	22/ Law & Justice		
85	23/ Media & Communication		
86	24/ The Natural World & Biodiversity		
90	25/ New Institutions & Government Bodies		

Welcome to the Ministry of Imagination

The *From What If to What Next* podcast ran from May 2020 until March 2024, calling it a day with its 100th episode. Each one took a different ‘What If’ question and with two guests dived deep into what the world might be like had that change already been made. The questions were often sent in by listeners and covered a wide range of topics.

Those who subscribed on Patreon to support the podcast also received our bonus ‘Ministry of Imagination’ episodes. Here, the guests stuck around for a little bit, and were inaugurated as Ministers at the Ministry of Imagination. The Ministry itself increasingly became a character in its own right—it was a Ministry of Imagination after all. On one visit it might have run off to join the circus, another might find it on an asteroid because it wanted a change of perspective, and on other occasions it transformed itself into a dazzling array of different things or hosted all manner of wonderful and fantastical events and occasions. It always kept us guessing.

Each freshly-inaugurated Minister was invited to choose 3 policies that could be immediately implemented that would rapidly accelerate the collective move in the direction of the question we had been discussing. They were encouraged to choose policies that were bold, audacious, ambitious and beautiful. They set to their task with great relish.

After a while it struck me that, when viewed together, these policies needed to be captured and shared more widely. Here was a platform for the profound reimagining of society, policies that had emerged through the creation of a space where the imagination was cherished and nurtured. At a time when the policies being put forward by political parties seem to be becoming increasingly bereft of imagination and ambition, focused on small incremental steps rather than the bold steps our situation demands, perhaps a Ministry of Imagination Manifesto which pulled them all together in one place might be what the world needed? And so, here it is. As Jayna Brown puts it in her book *Black Utopias*, ‘perhaps now is the time that we must join the awesome, the unexpected, already present in the world’.

Power to the Imagination!

Rob Hopkins, April 2024.

A _____
Ben Addicott
Lusi Alderslowe
Jon Alexander
André Anderson

B _____
Tom Bailey
Laura Baldwin
Sophy Banks
Yannick Beaudoin
Ruth Ben-Tovim
Monika Bielskyte
Doug Bierend
Sven Birkerts
Eva Bishop
Leah Black
Kwame Boateng
Rutger Bregman
Carson Brown
Jayna Brown
Melissa Bruntlett

C _____
Josina Calliste
Orsola de Castro
Dr Dennis Chester
Gregory Claeys
Danielle Cohen
Simon Cohen
Flora Collingwood-Norris
Chuck Collins
Ariane Conrad
Lottie Cooke
Mya-Rose Craig
Natalie Creary
Anne-Marie Culhane

D _____
Jane Davidson
Zahra Davidson
Cyril Dion
Dr Michael Dixon
Marieke van Doorninck
Vincent Doumeizel

Guillaume Dorvaux
Tom Doust
Della Duncan

E _____
Dan Edelstyn
Dr Scilla Elworthy
Brian Eno
Ekow Eshun

F _____
Reuben Fakoya-Brooks
Alice Ferguson
Graça Fonseca
Leila Fortunato
Alexis Frasz

G _____
David Garrido
Tim Gill
Ed Gillespie
Sarah Gillespie
Robbie Gillett
Katie Gilmartin
Marie Godart
Georgia Gould
Graham Goulden
Mike Grenville
Joanna Grover

H _____
Staci K. Haines
Nameerah Hameed
Shasta Hanif Ali
Rosemary Harris
Paul Hawken
Dr Penny A. Hay
Michael Hines
Jennifer Hinton
Vicki Hird
Leila Hoballah
Clover Hogan
David Holmgren
Rob Hopkins

Anna Hughes
Jo Hunter
Ben Hurst
Yumna Hussen

I _____
Nancy Iraba

J _____
Tim Jackson
Anab Jain
Dr Lyla June Johnston
Chris Jones
Christian Jonet
Dr Melanie Joy

K _____
Mariame Kaba
Shayda Kafai
Stefanie Lyn Kaufman
-Mthimkhulu
Farzana Khan
Rita J. King
Sam Knights
Paola Krug
Roman Krznaric
Rosa ter Kuile

L _____
Anthea Lawson
Dr Priscilla Layne
Panthea Lee
Sam Lee
Sophie Leguil
Jeremy Lent
Aimee Lewis Reau
Katrien Ligt

M _____
Looby Macnamara

Tomi Makanjola
Nonhlanhla Makuyana
Mahfam Malek
Suhaiymah Manzoor-Khan
Natasha Marin
Eliza Marshall
Dr Rupa Marya
Sarah McAdam
Alastair McIntosh
Elaine McMillion Sheldon
Lisa Merrick-Lawless
David Micklem
Todd Miller
Catriona Milligan
Sherri Mitchell
Tijay Mohammed
Dr Masum Momaya
Dr Eduard Müller
Dr Jane Myat

N _____
Chloe Naldrett
Mary Nally
Lucy Neal
Zach Norris

O _____
Dr Patricia Ononiwu Kaishian
Rhiannon Osborne
Agamemnon Otero

P _____
Ash Perrin
Jane Perrone
Robert Philips
Bianca Pitt
Ai-Jen Poo
Hilary Powell
Paul Powlesland

Q _____
Kevin Quashie

R _____
Susan Raffo
Belina Raffy
Kavita Ramdas
Ana Rausch
Ben Rawlence
Kate Raworth
Jonathan Rhodes
Andrea Ritchie
Cassie Robinson
Favianna Rodriguez
Nick Romeo
Erika Rushton

S _____
Ruth Sapsed
Otto Scharmer
LaUra Schmidt
Bushra Schuitemaker

Arts & Culture

01



Acknowledge and fund the role that artists play in our changing society:

We need to deeply recognise the risks that artists take in doing this because they put their whole life on the line and don't always have good livelihoods. This particular Ministry of the Imagination absolutely applauds those people that wish to name themselves as artists for the whole of their lives and what it is they build around them in creating renewal, repair and regeneration. So many of them are rooted in their water courses or their landscapes or their earthscapes and it's what they build as connection to those places on Earth and sea, for all creatures and communities around them. *Lucy Neal*

Craft and making skills in schools from Year 1:

Teach textile making skills so children gain knowledge of how to make their own clothing. *Flora Collingwood-Norris*

Create a radical change in the entertainment industry:

To get it to move away from dystopian regurgitation to much greater funding and support for content that explores inspiring future visions where everything is perfect—the kind of future visions that will energise us, that will inspire action, but not magical thinking. To foster informed hope is to acknowledge the systems that are harmful in the present day as well as the historical harm and then to create narratives that help us to overcome that. New avenues for funding entertainment so there's a compelling combination of entertainment and education that helps to deliver accessible forms of knowledge about the world, our bodies, the planet, climate etc. *Monika Bielskyte*

Creative spaces for everyone:

They are a hybrid of libraries and playgrounds that allow people who struggle to think of what they want to create, or why they want to create, or how to create. To access spaces within a mile or two of where they live that give them a format for playing, for the space of half-an-hour to an hour. *André Anderson*

Cultural hubs and comedy clubs in every community:

We have huge regional inequalities in this country that lead to vastly unequal opportunities and access to culture. The venues that working class comedians and singers and artists performed in for decades have been systematically defunded, destroyed by decades of neoliberal cultural policy. What we need is a culture of imagination, play, creativity, and spaces in which that can thrive. Culture is in the pubs, in the clubs, in the streets, but it needs dedicated spaces for unleashing that creativity, that are free at the point of use. I want us to invest in grass roots, working class art because I think that's where the most transformative and where the most interesting work is going to happen. *Sam Knights*

Enshrine access to culture in human rights law:

Access to culture should be a human right as a governing principle that motivates society. Everybody should have access to drama and to comedy and the arts throughout their entire life, and we need to make sure people aren't being priced out of culture. *Sam Knights*

Everyone's an artist:

We're going to respect the artistry and creative potential in all people and give space to that as well. We know people feel enriched, validated and empowered by engaging with the arts and culture. We're going to make everyone proud to be able to call themselves an artist. *Chloe Naldrett*

Formalise the role of artists:

The first step towards this new world is to create an alliance of film makers and novelists and songwriters and poets and painters and creative space makers of all sorts and give them the financial means to create art that projects us into this new future. *Phil Teer*

Free access to the arts:

So many of us as activist and change-makers can become fatigued—we have survived trauma and are dealing with grief and loss. The arts are fundamental to having the potential to unlock and build the collective imagination...And if we work in this way, it will be restorative and healing. *Shasta Hanif Ali*

Free art education:

For your entire education years all the way to PhD. *Tijay Mohammed*

Free art materials and musical instruments:

Everyone, especially or including young people, should have access to any supplies that they need with which they can be creative. Space and time for everyone to express creatively. *Mahfam Malek*

A national 'get artists back to work' programme:

All artists would be employed to rebuild our communities, to help people be safe and stay healthy and be a part of their society. *Favianna Rodriguez*

New funding for performance spaces:

There's going to be a huge fund, funded by a new windfall tax on oil and gas companies, which means every town or city or region gets a significant budget to repurpose unused spaces for theatre. The other part of the money is revenue stream, which enables you to run those buildings on a fairly basic level, to support a pop-up, flat-pack manifesto driven new theatre in your immediate town or city or region. *David Micklem*

Poetics:

The injunction is intended to be open for someone to think, what does the word poetics as a command mean to me? It's an invitation to a kind of disorder. *Kevin Quashie*

A skills and design library for changemakers:

There'd be lots of funding behind groups of designers to get them trained up and to then do mass participatory design projects on schools, on hospitals, on our towns, our villages, our groups...All manner of designs would be in this design library and all our leaders would be required to contribute to it as well. *Looby Macnamara*

Standardised functional technical provision in theatres:

We need to stop driving hired equipment around the country. Instead, all theatres are going to have standardised technical provision and we're going to ask theatre directors and theatre designers to work within those limits. Creatives will rise to that challenge. Also, we're going to make sure nothing from a theatre production ever ends up in a skip. We'll have a library of sets, costumes and props that can be re-used. *Chloe Naldrett*

Teach stand-up comedy to people inside the system:

Wouldn't it be great if government policy people and industry people were listening to the sanitation person do a brilliant stand-up comedy thing? I love that idea of having people in the industries that we're trying to transform do the comedy, wise comedy about what's off with the system and what could be really wide awake in the system. Giving people the tools in those industries to go to that uplifting place. *Belina Raffy*

Theatre Credit Programme:

Everybody will get £1,000 a month towards theatre. They can spend it in any way, on tickets, going to the theatre, or on participation, a sort of credit towards their participation in the making of a piece of theatre, or they can consider themselves as artists for some of that month, and they can use it to supplement their salary by making a piece of theatre. You can spend it monthly or roll it over and spend it all at the end of a year, or two years. It just keeps accumulating. You can take 3 months out on a project and we're encouraging employers to facilitate this so that if you've got £12,000 racked up in your theatre credit account you can then take 3 months out of your work to go and make some work. It's a bold and new intervention into civic society. *David Micklem*

Theatres reimagine touring:

We have to be brave and acknowledge not every show we make should be put in a series of vans and driven around the country. Not every show justifies the emissions this creates. We have to change the system. We need the whole industry working together. I'd instigate an investigation out of which we will design a new policy for touring. *Chloe Naldrett*

Value artistic expression and creativity:

Any associated programmes are well funded. *Aimee Lewis Reau*

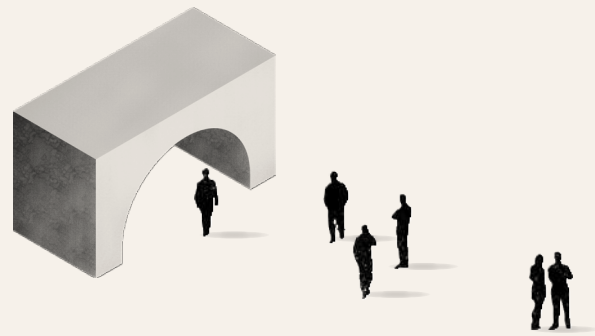
**'respect the
artistry and
creative
potential in
all people'**

Chloe Naldrett



Beyond Borders

02



Borders into bikes:

We're going to take all the materials that've been used to build border walls, and we're going to turn them into bicycles. *Todd Miller*

Do away with the nation state:

We recognise that this is one planet and that all land is connected. With their consent and only if there is interest, leadership is local and connected, and given to those who remember depending on the land we live on, what the land is, and they are named to be whatever leadership looks like. Speaking to each other for the next 14 generations, or 7 times two, they decide what we need: what are the recoveries, the healing, the initiatives that need to happen that continue to deepen our sense of both the local, that we are the land that we live on, and the fact that this is one planet, that we are connected. We immediately assume that all attacks on land, on treaties, on language, on culture, are done now—that sovereignty is lifted beyond what we can imagine, and that resources are given to support the reclamation, the remembering, the teaching, of language and culture, without any questions. *Susan Raffo*

Go forth and encounter alien species as a way of understanding our shared humanness:

The Ministry pledges today to reach out into the stars and encounter alien species to understand ourselves as a collective species, to understand our planet in a greater context. I say this influenced by the work of the science fiction author Octavia Butler whose speculative fiction often involved an encounter with other species and as a way of considering what it means to be human. I think the goal of reaching beyond, of thinking and looking and potentially finding other species, is perhaps the most profound way that we can reckon with our shared humanness. The sense that a) we're not alone but b) we have to look at and think about ourselves not from a purely subjective individual position but as a species in concert with a planet. *Ekow Eshun*

Open borders:

a) Borders, not just around the physical country, but also in our minds, our hearts and our institutions, decide that some people are worthy of access and others are not. It doesn't just harm the people who are excluded—that level of dehumanisation also does so much damage to everyone who participates in it. *Rhiannon Osborne*

b) An Open Earth Policy would allow people to travel as they want to travel, to go where work is, to go where better conditions are. But the policy is connected to other kinds of economic distribution. People can travel where they want, but ideally, they're not going to want to travel because they have what they need where they are. But no-one should be prevented from travelling to get better conditions. *Dr Dennis Chester*

c) Globally, any sort of infrastructure, whether it be surveillance, or walls, or agents, armed agents, will all be removed and used in a completely different way. We will open up all borders around the world. *Todd Miller*

World Department of Interconnectedness, Solidarity and Wellbeing:

Its role will be to ensure there's no exclusion, and that border walls will be turned into bikes. It will also shed the boring bureaucracies of governments and create a more poetic world. *Todd Miller*

'We recognise that this is one planet and that all land is connected.'

Susan Raffo



Business & the World of Work

03

Abolish the gig economy:

Zero-hour contracts and gig economy practices that are forms of wage slavery need to be abolished. *Anab Jain*

Abolish work:

By abolishing work (following the implementation of a Universal Basic Income), we'll actually have realised the dreams of our forefathers and mothers. So many times, it's been prophesied that at some point our society would become so advanced that robots could just do the job and our real challenge would be boredom. I think we're going to face that challenge and I think we're going to do a great job. We can completely redefine what it actually is to work. *Rutger Bregman*

All businesses to transition to not-for-profit structures legally within the three years:

Support will be given to help them do that, legal guidance, and some funding if necessary. You've got three years to go not-for-profit. *Jennifer Hinton*

Artistic leave:

It's incredibly important we find the time for play, for imagination, for comedy, and I want people to be able to take time off work for artistic purposes, in the same way that we take maternity leave and paternity leave, compassionate leave. If you want to write a novel, you should be given the time to write a novel and not have to monetise it, like we have to do with everything these days. Just give people the time to create art, to think about our present society and tell stories about the alternatives. Let's redefine our relationship with work. *Sam Knights*

Ban police unions and prison guard unions lobbying for more incarceration:

This would lead to a shift back towards a different way of dealing with harm inside of communities. And a growing awareness that we can actually heal inside of the United States. *Zach Norris*

Business development curriculum to be rewritten:

The word profit will still exist. We're not erasing the word, but we are saying profit is now a means to an end, and we're articulating that in the curriculum, and in the educational tools for anyone in a business school, a coding academy. Now they'll be hearing about alternative business models. *Della Duncan*

Climate misinformation regulation:

It's important to inject more trust into public dialogue around the sustainable behaviour of companies, or the lack of it. There does need to be some form of legislative or policy intervention that requires companies to be more truthful and transparent about what they're saying and communicating around their climate commitments versus what they're actually doing in their footprint and impact. That would be a big step in restoring people's trust in companies and organisations that are doing the right thing and it would also incentivise companies themselves to shut the gap between stated intentions dialogue and behaviour. At the moment, a lot of companies know that people want this and they're talking about it, without the behavioural follow through that will make it meaningful. So hopefully regulating that more carefully will force behaviour to back up words and communication. *Michael Hines*

Create time:

Listening takes time, slowing down takes time. We're so rushed and we need to create time for people to listen and engage, and that involves some pretty radical reworking of work places practices, things like a 4-day week or job sharing. A maximum number of paid hours would be interesting—you can work more than that if you want to but it would be on a voluntary basis. There might be things like a universal basic income or a community basic income, which is an interesting variation which has been trialled in Australia and is working very well. We need to structure our lives away from constant business and productivity and the pressure to always be doing, achieving and kicking goals. We need time to down tools and let our minds free-spin in neutral. *Andrew Skeoch*

Create time for deep listening:

I would want to ensure that everyone took more time each week to engage in rest and deep listening. We have to move away from the emphasis on doing, not being, and it's going to take a policy to really ensure we do that. *Cassie Robinson*

Create a whole new and improved set of union rights for workers in the UK:

Including representation for self-employed and off-payroll workers. A lot of people in the offshore and energy industry are on zero hours contracts or self-employed. Better union access to the workplace, sectoral collective bargaining, funding and support for trade unions for engagement in just transition processes (rank and file members as well as people from the office). And finally, I would bring back the ability to do a general strike, because I want a general strike. *Rosemary Harris*

Daydreaming infrastructure:

In every community in our neighbourhoods we will have centres for supporting daydreaming and imagining. It will have a slew of resources: submersible pools, other immersive experiences, hammocks for resting—making sure that day-to-day imagination infrastructure is available. *Aisha Shillingford*

A day of the week for nature:

a) I would be introducing something called N Day ('Nature Day'), the day of the week when you're not working anymore because we now have a 4-day working week. You're not forced, but you are inspired through measures that your local, regional and national governments have done, to introduce all sorts of ways for you to interact with nature on that day. N Day is increasingly recognised as being extremely good for people's physical and mental health. *Vicki Hird*

b) An optional 4-day week where your fifth day has to do with nature volunteering, to get more people out into nature. I think this government's new Ministry needs to support better engagement and connection with nature and it's not going to happen unless it's funded and supported nationally. *Eva Bishop*

Dissolve all PR companies:

Part of the job of PR companies is to write letters from a CEO to another person, or speeches, or public statements, that the person who's signed at the bottom of them, will never see. My idea is that you've got to be good at saying stuff, so if you're a CEO and you can't put together a well-framed explanation for what you decide to do, and you actually needed somebody to do that for you, that should come across. It's all well and good to make a terrible, terrible decision and then have a PR genius frame it beautifully. But if they're no longer available, you're going to have to come out and say sorry. *Ben Addicott*

Equal pay:

Living wages for every artist:

This is a policy which I am borrowing from a friend, a spoken word artist Alix Olson. In order for us to have the capacity to think about utopian ideas we need to have artists who are thinking and imagining and inventing the world. *Alex Zamalin*

A new labour law that would ensure union participation:

This would inform every person in the country that they have the right and the ability to sign up to an organisation that will represent them, making it really easy for them to do so. It would represent workers in all parts of the economy, from gig workers to care workers, and it would allow for those workers to be in community with other people who share their experiences, and to be able to have a more powerful voice together. *Ai-Jen Poo*

A proliferation of new economic models:

These would also increase in visibility and would include mutual aid networks, solidarity, sharing economy and gift economy schemes. *Della Duncan*

Put youth and nature on the boards of all advertising and media agencies:

Each agency could have a Future Generations Board, and together with nature have a physical seat at the table and as a stakeholder, in line with what Patagonia have just done. There is something in changing how decision-making works that would lead to different questions being asked. 'Is this brand, is this work, creating a positive impact in the world?', would be one of the questions asked by youth and nature at the table. No decisional work would be made, or would leave an agency, or would go out into the world that would harm the future well-being of children. Maybe it's also convened as an annual imaginarium of some kind (with) the voices of the future at the centre of the decision-making. *Lisa Merrick-Lawless*

Slow things down by 25%:

Care, Health & Housing

04



Affordable housing for everyone:

We have enough affordable housing for every single person in this country that needs it.
Ana Rausch

Ban animal testing:

I would inject more funding and resources into alternative ways of testing drugs and cosmetic products currently tested on animals. I'd put a huge cash injection into that. The biggest minds in the world would come up with solutions. We'd continue to innovate and improve public health, but in ways that don't harm animals at the same time. *Tomi Mekanjola*

A basic needs guarantee:

Everyone in society will have all their basic needs met. If you present yourself at Basic Need Centres across the country, housing, finance, food and water, everything can be met, very easily, with no judgement. *Jo Hunter*

Create a care society:

a) This would change many things from how we grow our food to how we engage with the land... But most important is how we put the care of babies, infants and small children, and the people who are looking after them, right at the centre. Because then we're creating an environment in which children have the best chance of growing up with more healthy attachment, which in turn means we're going to stand a greater chance of growing up more balanced, less likely to need to project our discomfort with ourselves onto other people in oppressive and violent ways, and less likely to seek solace in destructive consumerism. *Anthea Lawson*

b) We need to value care work most of all and let other things find

Give doctors the power to prescribe listening to the dawn chorus:

If you are feeling anxious or stressed, or disconnected from the world around you, the doctor's practice organises a visit to the nearest dawn chorus. You get a nice camping chair from the NHS so you don't have to sit on the dewy ground and you get to sit there with a blanket on your knees and a flask of tea and listen to the dawn chorus. That would have huge benefits to mental health and well-being across society. *Rob Hopkins*

Government funded resources to be made available to all pregnant people:

All people that are pregnant can access a diversity of resources all paid for by the government to feel supported throughout the pregnancy, during birth and after birth, in a holistic way. Individually, within their relationship, and in their household, they can access mental support, physical support and spiritual support. All parts of society are in service to support pregnant people through their journey. *Leila Hoballah*

Healthcare available to all:

Especially mental healthcare, and I also mean fair and equitable healthcare available to all. *Ana Rausch*

Health over wealth:

This means that the Department of Health has to live above the Treasury in terms of the hierarchy of government, reinvigorating that idea of a Ministry of Health. The Ministry of Health should provide the framework which defines the possibilities in our lives. And the Treasury, which has always been the most powerful Ministry in Government, is relegated to the service of the Ministry of Health. *Tim Jackson*

Holistic health and wellness care for everyone:

To me this includes everything from access to healthy food to access to traditional medicine, western medicine, mental health care, chiropractic, even spiritual practices. People are getting their mental health support or community support in a way that supports their wellness, and that we don't—in this moment, in the mainstream—

City Planning

05

A ban on advertising:

You have to apply for a special permit and you sell your goods on their merits. Word of mouth is acceptable and accurate descriptions of the product. But no fantastical, mythical lies about what's going to happen if you spend \$49.95 a month on the service. It's an advertising free zone. *Baratunde Thurston*

A billboard non-proliferation treaty:

We have to stop the out-of-control growth of digital advertising screens everywhere. Then we can talk about re-democratising some of the existing billboards so every neighbourhood association will have the opportunity to repurpose these commercial advertising spaces with regularly changing art works that reflect the values of their community. *Robbie Gillett*

Cities designed for and by women:

Women are leaders, are involved in leadership, are involved in engagement, and are designed for on a street level, so we're thinking about how women experience the city and designing for them. *Melissa Bruntlett*

A City-Wide Street Art Policy:

All boring surfaces are painted with murals, livening up our spaces to add colour to our experience of the city. *Melissa Bruntlett*

Community change spaces:

Every community in the UK would have a public common space which nobody would have to pay to be part of but where they could come and be supported to create new initiatives, to share ideas. Those spaces would belong to the community and community change would be lead from them. *Georgia Gould*

Democratise digital advertising screens:

With this policy, 50% of the ad space on those screens would be given over to voluntary associations, community groups, local charities, and the other 50% to local independent businesses. It's a policy for re-democratising those corporate ad spaces. *Robbie Gillett*

Design for an inclusive city:

Any new buildings must have a multi-functional rooftop with at least semi-public usage because our cities are for people and rooftops are for people. We need to accommodate the rooftops as accessible space, even if they only open it up once a month for kindergarten children or for once-a-month workshops. *Katrien Ligt*

15-minute cities, not just in cities:

Having most or all of our needs within a short walk or bike ride from home can be a city idea—a reconnecting of the villages within the city idea, a reconnecting of neighbourhoods within the city—but also can work inside smaller communities. *Jane Davidson*

Imagination houses in every city:

I would create an imagination house in every city and one per district for big cities. In those houses you would be able to work on stories and projects involving imagination with everything you would need to do that: books, videos, people helping you, tools to help you build things, computers and so on. You would be able to meet people who are working on imagination projects. And every Thursday night you would see, read, hear about projects and people would come and tell stories about a new project and a new idea. *Cyril Dion*

Involve users in all project planning:

For example, when designing building processes for commercial buildings the person who's going to work in a building, or use it, is part of the process. They can ask 'Why couldn't it be like this?' They're part of the design of anything we do that's new. *David Holmgren*

Join up the rooftops:

Let's build bridges between the different rooftops, and staircases to make them accessible. You'd be obliged as a building owner to do this where possible, and thereby make these spaces accessible for everyone. *Katrien Ligt*

Legal spaces for street art:

We need to decriminalise the act of creating art in public space. *Rosa ter Kuile*

New rules for public space advertising:

a) Replace advertising in public spaces with 'gladvertising', or 'radvertising', campaigns that encourage people to rethink waste, or how we go on holiday, to reinvigorate the vision we have for sustainable ways of living. *Dr Vanessa Timmer*

b) I'm going to make sure that advertising going forward has policies that ensure they respect the needs and integrity of human beings, that don't exacerbate trauma, and they focus on products and services that benefit people and planet, not just more stuff. *Tom Bailey*

No new development that destroys habitat:

If we need more housing, it has to be vertical or dense. We can convert malls and sprawl into density and there's ways in which we can make use of what we have already. No more habitat destruction. *Dr Patricia Ononiwu Kaishian*

Obligatory productive use of suitable rooftops:

These spaces need to be used, it's way too precious not to use it. If a rooftop is not used by its owner, someone else is allowed to use it. It could be the municipality or another person or organisation in your city who from then on can use it. And if you don't have enough money to fund rooftop use, local government can make and develop a plan with you. *Katrien Ligt*

The planning system now recognises and enforces quiet zones:

These were created as part of the National Cortisol Reduction Strategy which was linked to the big push for mental health and wellbeing that kicked off around 2025. These quiet zones are places where noisy land uses are kept at a considerable distance and they are buffered by lots of new urban tree plantings. We now have a new set of indicators instead of GDP and one of those is the distance that people have to travel to find silence. That distance has got shorter for every year of the last four years and

Climate Change

06

Carbon coins:

These would be issued by the EU. They allow the banks to create investments through lending money to businesses that do not emit any greenhouse gases. These are businesses in the realms of energy, food, transport—key infrastructures in modern society. The value of the coin is connected to how much fossil emissions needs to be reduced during the coming 20 years. This is how co-ops for urban agriculture and disadvantaged neighbourhoods will start to flourish and many other developments will follow from this. *Johannes Stripple*

A carbon tax:

So many of the problems in the world result from our recourse to cheap fossil fuel. Recourse to fossil fuels is so much the easy option that it is in many ways a kind of impediment to our imagination. If we progressively make it harder to use environmentally and socially damaging fossil fuels, I think that could unlock our imagination collectively to build a much more imaginative world generally. *Chris Smajc*

‘Climagination’:

An app to encourage mass participation in tackling the climate emergency that harnesses the power of sport. An amazing climate app that everyone goes on and it’s like a video game, but it’s something that you can play with athletes. You can play it with famous people. You can play it with your mates. You game against athletes themselves. And you don’t just do it for the fun of it, you do it win some amazing sporting experiences. Money cannot buy types of experiences where you can go and meet and greet an athlete, or maybe you could even have 10 minutes as a sub on a team. *David Garrido*

Genuine zero emissions by 2030:

Every sport, business, person, organisation has to get to zero emissions by 2030. From now until then, 15% reduction in emissions per year. It means no flying; it means pausing pollution; awaiting solutions and focusing local. It’s an emergency mode decarbonisation of existing infrastructure for the rapid restoration of nature. *Laura Baldwin*

Help every household to decarbonise:

The Clothing Industry

07

A clothing care promise:

You would need to repair your clothes at least twice before even thinking about getting rid of them. Maybe it's an agreement when you buy your clothes that you have to promise to look after them before you can buy them? *Flora Collingwood-Norris*

A fair and living wage for all clothing supply chain workers:

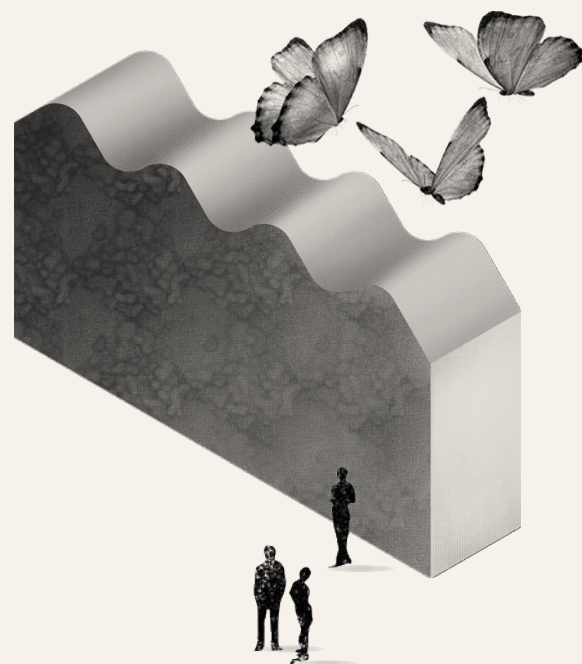
This would ensure our clothes are made in dignity, which potentially would also mean that there would be less mending needed. *Orsola de Castro*

Mandatory disclosure of all ingredients that make up the fabrics of our clothes:

We can't provide further care for our clothing—whether that's how to wash them or how to repair them—if we don't know of which fibres and fabrics they're made. Those materials should be clearly put on all labels, including all chemicals used. *Orsola de Castro*

'Ensure our clothes are made in dignity'

Orsola de Castro



Data & Information Technology

08

An AI Bill of Rights:

Today, data has been appropriated by very few and used to manipulate billions of people with

Democracy

09

Citizens' Assembly Civic Service:

A kind of civic version of jury service, where everybody in the country would have the opportunity to be part of a Citizens' Assembly where they reimagine something—either within their local community or a national question. They would be part of a deliberative process to set a vision and imagine a new policy or a change and then they would set an action plan to make that a reality. Whatever actions they come up with would go to a local authority, national government, maybe even a corporation and those actions would be taken forwards. Everyone would get the opportunity to imagine a different future. *Georgia Gould*

Citizens' Service:

This would be a policy of service, which is going to require citizens to take part in some non-profit driven service to their community, to their country, to their state—a year or two years of service to the community. *Dr Dennis Chester*

Deep citizen participation in all policies which affect people's lives:

As Minister of Imagination, my policy would be for policy making not to be controlled by me. *Rhiannon Osborne*

Every mayor and director of planning in local authorities to go on walking tours:

The children and young people on that tour can bring to life what the neighbourhood is like for them to live in, what they like, what they don't like, and what they think needs to change. It's a particularly effective way of bringing children's voices and views into conversations about neighbourhoods and cities. *Tim Gill*

Give children the vote:

This would guarantee that we give attention to listening to them properly. It would make them equal citizens in their world. They would take it incredibly seriously. I think they would bring real wisdom and kindness and care and thoughtfulness. *Ruth Sapsed*

The Economy

10

Abolish capitalism and de-commodify:

They go hand-in-hand—if you abolish capitalism, things are already de-commodified. Dr *Rupa Marya*

Abolish the practice of discounting when it comes to ecological risk:

With discounting, the further away people are in time, the less benefit is attributed to them. For someone 50 years or 100 years from now, their welfare isn't taken into account nearly as much as someone only 1 or 2 years away, when it comes to big government investment decisions. It means projects which have long-term benefits, like around renewable energy, often don't get passed by governments. This would be an important step in challenging the intergenerational injustice written into our political systems. *Roman Krznaric*

The Attention Redistribution Tax:

In the world in which we live there's a lot of media around people and it means that everything competes with everything else. If we want communications and advertising to be part of creating a better world, we do also need to force necessary lifestyle choices into the mainstream of media attention, so that they're out there in the marketplace of ideas competing with all of the other games, products and services. And so it would be my proposal as Minister for the Imagination to incentivise companies with large scale control over our attention, i.e. digital platforms or broadcasters, (specifically digital platforms that may not be paying their fair share of taxes in accordance with their profits), to pay and to provide a percentage of the attention that they command, and to give that over to climate positive products, services and causes. People seeing those will have a better chance of moving towards sustainable behaviour. *Michael Hines*

Bankers on the breadline:

Every time someone is elevated to the position of a director of a bank or a top-level banking jobs, they should spend 30 days on the breadline. It would reverse their ideas. And we follow them with video cameras for those 30 days and we see how their attitudes shift. On Channel 5.

Dignify the regenerative economy:

This is for people engaged in fulfilling livelihoods that help both their community and land express their potential. It involves an intention to foster, encourage, support any kind of regenerative economy initiative from cooperatives to small artisanal initiatives—as well as secondary cooperative structures helping these artisans link together and work collectively under a more protective umbrella. These could also be linked into tertiary or fourth degree structures as well. We see this as contributing to immense social and economic resilience in regions across Europe. *Erika Zarate*

Economic revolution leading to economic equality:

The economic revolution, which begins with the overthrow of fossil fuel governments, needs to be go further in the direction of economic equality. In the first instance we need: a universal basic income; pay differentials within all organisations not greater than a 1 to 10 ratio between the lowest salary and the highest; public ownership, not communism but public ownership of all utilities and transport; a cap on individual wealth of 10 million dollars affecting about 10 million people in the world; a four day work week; and on the basis of progressive taxation and the creation of a wealth fund, the creation of an environmental rescue fund which will eventually involve the expenditure of between 100 and 200 trillion dollars. Such an agenda can alone ensure that less wealthy countries will be able to survive the extreme temperatures we face, the rising seas, and other forms of climate crisis. The class of billionaires who currently consume a million times more than the average person, will simply cease to exist. *Gregory Claeys*

An economy of ‘enough’:

We need to allow ourselves to have the conversation that says, ‘maybe we’ve got enough’. But what we’re not very good at is sharing and cherishing that—that’s a very different task for our economy. We need to make ourselves at home. *Dr Katherine Trebeck*

Full transparency of capital flows in the world:

Once we can see where every dollar or peso or pound or euro is and where it’s going I

Education

11

Abolish measurement in schools:

We will no longer have any examinations but will completely remodel the education system to be self-directed and focused on really supporting people to find their place in society, to find their way of being of service. *Phoebe Tickell*

Abolish 'Prevent' and the counter-terror apparatus:

Education cannot be a place where we are surveying and racially profiling children or anyone, whether that's teachers or whoever else. The idea of censorship being so deeply embedded in the education system has to go. We can't turn our teachers into police officers or immigration enforcement officers. *Suhaiymah Manzoor-Khan*

Abolish private schools:

It could happen a lot of different ways, like reappropriating those buildings. I remember in Bradford where my Mum went to school, they used to bus immigrant children. They would try and spread them out so it wouldn't be displeasing to the white population. They'd only have a few people of colour in their school. I have this idea that maybe we bus private school children around the country—we spread them out and we give them a chance to integrate into wider society. *Suhaiymah Manzoor-Khan*

Abolish school uniforms:

Abolish anything that limits the bodily autonomy of students. Does wearing a school uniform affect the jobs I'm going to get in the future? No. Because I'll go to jobs that will accept me for who I am and how I express myself. Not ones that expect me to be a carbon copy. *Lottie Cooke*

Abolish testing in schools:

It is my intention to entirely remove mandatory testing of children at any point in their education process. Tests will be available on a voluntary basis, which means that the child decides whether to opt

Embracing Failure

12

Change the definition of 'failure' in the dictionary:

I'm going to change the definition of failure and the connotation of failure in the dictionary. It's not negative. It's just a description of the idea of trying again. *Carlos Zimbrón*

A National Statement of Failure:

I would proudly declare Britain a failing state. This would be joined by a campaign for us to confess our individual and collective failures as a nation, to help us reconcile ourselves with our past, our present, and open the way for a gentler, kinder future. *Simon Cohen*

Spaces for sharing intergeneration stories of failure:

These are spaces where young people and elders come together for music, stories and talk about failure. Young children will hear stories about all of the misdemeanours or things they got up to and things they got wrong, all the times they messed up, and look, they're still alive. It is human to err, and it's okay. Meanwhile the young people would do what they do best, which is to fail without any conscience or inner critic, and refresh and enliven the elders as well. As well as normalising conversations around failure, it will help everyone's mental health in society as a whole. *Simon Cohen*

'I would proudly declare Britain a failing state.'

Simon Cohen



Energy

13

Equality & Diversity

14

Abolish all existing and emerging infrastructure and monuments to colonialism:

From policing to carceral mental health systems, to a militarised education system—all of those infrastructures, local and global, international, that still exist to punitively harm and enact violence on otherised bodies would be dismantled. *Farzana Khan*

Advisory bodies of trans and non-binary youth:

These would be highly respected, well-funded and well-resourced so that they can have impact on decision-making in the arenas of healthcare, sports, education, in religious spaces, and that other policy-makers, those of us who are older, have a practice of turning to this advisory body and listening to it and acting and advising and legislating accordingly, based on their recommendations. *Syd Yang*

A citizenship amnesty:

I would offer citizenship to everyone who lives in the United States and calls it home. The care economy is a place where many, many immigrants, especially immigrant women, have worked for many years, and they've contributed to so many families and to our economy, and yet live in an insecure reality for their own families because they lack citizenship. I would ensure that they had full citizenship tomorrow. *Ai-Jen Poo*

Dismantle any structures that are hostile:

Such as the UK government's 'hostile environment'. This especially pertains to migration and movement, and to how people can move, build community, in ways that aren't extractive, that don't produce satellite colonialism, that actually allow us to experience one another without it being at the expense of different communities. To be able to experience different realities and communities through a movement that is supported and resourced and celebrated. *Farzana Khan*

The diversification of museum collections:

All museums that receive any kind

More consideration to women's voices:

Particularly looking at civil society, we want to make sure that women are equally represented in media, in books, on tweets, in podcasts, and that we make sure that for every piece that is authored around the world, we have both a woman speaking and a man speaking. *Bianca Pitt*

A movement to love and support trans and gender diverse people:

This would enable their survival and thriving in the fullness of who they are. And would include providing free, self-determined access to high-quality, easily available gender affirming care, without gate keeping. We are living in a moment where that is being actively, violently threatened, so we would also need to repeal all anti-trans legislation and resist the criminalisation of trans people and gender affirming care and care providers. To me this is fundamentally about joyfully loving and celebrating and wanting there to be trans and intersex people and bodies in the world and I think it would contribute to a much more thriving and flourishing world and community. *Zena Sharman*

A new gender justice imagination curriculum:

This will be a new curriculum that will ensure that we see people of all genders, of all races and of all ages, as being able to bring caring into their work, no matter in what context—that caring is a part of all of our understandings as responsible citizens of the Earth, and that we have different ways in which we can all contribute to being caring citizens of the Earth. *Kavita Ramdas*

Write women back into history:

I would like to see women restored to history books and to history in general, for their leadership and voice to be featured. I want their art to be shown in museums and their books re-released. *Bianca Pitt*

‘I would like to see women restored to history books and to history in general.’

Bianca Pitt

Food & Farming

15

Access to good food for all:

It would be amazing to have a country or a world where everyone is able to eat amazing organic food, so it's not something for a certain type of person. It's not too expensive. It's not inaccessible. It creates this food equality around the world where people, especially poor people, aren't forced to eat really bad processed food. A massive movement of eating local and eating fresh could only do good for everyone involved. *Mya-Rose Craig*

A ban on factory farming:

Intensive farming of livestock will be phased out over a period of years, with a just transition for the farmers and the workers and those in the processing sector. This just transition would mean people find new, alternative forms of livelihood making good food, producing more fruit and veg, as well as quality meat from rich pastures full of biodiversity and mixed grasses and plants. *Vicki Hird*

Every door should have a pretzel door knocker:

It would remind people as they came and went of the importance of bread in the fabric of society. *Catriona Milligan*

Everyone leaving school knowing how to grow their own food:

From nursery upwards—learning to grow fruits and vegetables naturally. *Kwesia X*

A Future Farming Act:

This would completely reform the way in which we farm in the UK, to help lead the world in re-bugging our farm systems. It directs farmers to farm in ways that work with nature and ways that support the bugs. This will make sure that the soil is well protected and will protect hedgerows and the edges of fields so they're full of bugs that also support the farmers in pest management. I can't begin to tell you all the different sub

Imagination & Creativity

18



Artists and creativity at every civic table:

This would be interwoven throughout all parts of life, throughout all government agencies, throughout every business and entity. There's a sense we're willing to let artists and creativity inform, nurture and creatively disrupt all of the systems that we have today, whether it's transportation or buildings or hospitals and how we run them. We now really think of creativity as an essential piece of life and not something that happens over there by those people. *Alexis Frasz*

Benchmark grants:

A campaign to provide little, small grants for people to install public benches, or seating areas, or tables, or areas where people can gather in small groups of five and ten people, and to then install those pieces of furniture. And these are outdoors, usually. It becomes almost a piece of public realm where people can come together and sit down, can share ideas or just sit there and ponder. Very simple but effective. *Tom Doust*

Create a 'think it, do it' culture:

If people have a creative idea in their community, there are resources and there's support for them to put it into action immediately, without having to go through lengthy processes of application for grants and things like that. There's a pool of funds where people can do things, small things, that improve their community over time. *Alexis Frasz*

A creative and imagination directorate:

Within our local authority that's staffed by activists to encourage silo-busting experimentation towards climate, racial

Inner Work

20

Conflict resolution training for all:

We would all be trained and practising different ways of both understanding our role in conflicts and how to mediate and get through and address conflict without resorting to simply punitive measures, carceral measures. How we frame and how we move through conflicts has long-term consequences both for individuals and for communities and for societies. We would figure out how to engage in constructive conflict in a way that harms are addressed and acknowledged, but also worked through in a way that serves perpetrators and victims and all those affected. *Panthea Lee*

Consider silence as important as five-a-day:

We must consider silence as a health issue. Fifteen to twenty minutes of silence is now a health requirement for people to collect their thoughts and to move away from the hustle and bustle on a daily basis. *André Anderson*

Create the conditions for people to love themselves:

It's about helping people find what lights them up. Is it meditation? Is it gardening? *Belina Raffy*

A daily 20-minute moment of contemplation:

Employees can decide to either have it at the end of the day, the middle of the day, or the beginning of the day. It's not lunchtime. Everyone can take the time to collect their thoughts in whatever way is needed and companies can provide a percentage of their budget towards this contemplation time to be as fruitful as possible. *André Anderson*

Embrace slowness:

The mandate of productivity that's governed by capitalism, ableism and white supremacy is dismantled, so that you can go to school and not get sick. So many people, myself included, were hospitalised in school. People get sick and they never return to school. And in our workspaces, instead of focussing on deadlines we will ask, 'Are we moving slow enough? Do

Law & Justice

22

Abolish forced care restraints and cages:

I'm seeing this in a very fun way, that asylums and prisons will magically turn into big, bouncy castles, with magical slides. I'm thinking about people who still want to be in a safer contained place having big bouncy walls and soundproofing.

Stefanie Lyn Kaufman-Mthimkhulu

Abolish prisons and replace them with restorative justice:

One of the things that we have to consider is how we minimise the ways in which coercion and violence influence our society. So, I propose that we abolish prisons and replace them with various practices of restorative justice. The more we're able to engage in the work of democracy, of thinking about forgiveness, freedom, reconciliation, the less likely I think we will have citizens who are driven by fear, anger, resentment. *Alex Zamalin*

Abolish the prison industrial complex:

This would extend to all forms of policing and all carceral spaces: no prisons, jails, but also immigration detention facilities, psychiatric institutions, long-term care facilities and any kind of carceral space or policy that exists that ultimately is about locking people up, locking them away, treating them as disposable. We would free everybody from those kinds of spaces. *Zena Sharman*

Community groups represented at parliamentary level:

Government has to respond to the needs of local communities on a community level where people work as a co-operative. *Leila Fortunato*

Daily reflections on safety:

Everyone would be invited, on a daily basis, to imagine safety. To meditate on it, talk about it, sing about it, dance about it, and to share their thoughts collectively about what safety feels like, what

