



Reboot
the Future

20
19

ANNUAL REPORT

TREAT OTHERS & THE PLANET AS YOU WOULD WISH TO BE TREATED



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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.

REFLECTIONS FROM OUR CHAIR

I'm delighted to share the progress my foundation has made this year and hope you enjoy reading our Annual Report.

2019 was a momentous year for our planet. We saw the rise of youth climate movements all around the world. We saw the environmental catastrophes in the Amazon and Australian fires. We saw a rise in mental health issues and an increasing realisation amongst many that our own wellbeing is intrinsically linked to the wellbeing of our beautiful world.

The new era we are in, the Anthropocene, is becoming defined by our irreversible impact on the world, by changes to the climate and worsening threats to our eco-systems. A radical shift is needed in this next decade – **never has it felt more urgent to us to restore the connection to others and to our planet.**

At the start of this decade of transformation the question Reboot the Future is asking is: will this era also be **the turning point?** Can we take the leaps needed to restore our connection to nature and to each other? Can compassion be the lever to drive change? Will it give us the courage and ambition necessary to awaken an overwhelming conviction that there is a better way? Most fundamentally, and therefore central to Reboot the Future's work, what principle could propel and guide us through this decade of transformation?

The answer for us is a simple, but powerful one. We believe there is an ancient principle that can engender a shift in how we think and feel about one another and to the world, an answer that is both timely AND timeless. We



need to rediscover, reanimate, and recentre a piece of wisdom as old as civilisation itself:

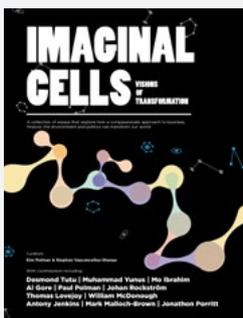
The Golden Rule - Treat others and the planet as you would wish to be treated.

Everything we do as a foundation focuses on sharing this message and 2019, our second full year of operation, was a pivotal year for us. As you'll read we built our community of teachers dedicated to compassion and sustainability through our Education Platform launched in January 2019 and we continued to reach and connect with leaders across all sectors to share and amplify our messages. Two years in, with a growing team, we are more excited than ever about the power of sharing one simple idea: The Golden Rule.

As I think about this next decade I'm hopeful, for I firmly believe that ideas, turned into action, can change the world.

We look forward to working with you over this decade of transformation, to find our way back home to this ancient principle: to reconnect with each other and with our beautiful planet.

KIM POLMAN
Co-founder & Chair



Our **talks and speaking engagements**, focused on the Golden Rule, inspire thousands of people each year. If you are interested in scheduling a talk please get in touch.

Our book **Imaginal Cells: Visions of Transformation**, curated by our co-founders Kim Polman and Stephen Vasconcellos, asked 25 leading thinkers to reflect on the Golden Rule – as a potential roadmap for a new future. The book can be purchased on our website and a digital version is available on www.amazon.com. Chapter 1 of the book can be read on our website.



OUR STRATEGY & GOALS

Established in 2018, Reboot the Future is a small foundation with a big ambition.

We believe the Golden Rule – the unifying message of treating each other and the planet as we would wish to be treated, can provide the common language to shift thinking and behaviour. We encourage the adoption of the Golden Rule across business, government and civil society.

We are helping to build a generation of people who refuse to believe the future is foreclosed. A generation who believes that we can re-orientate our choices, our institutions and our systems in the service of reciprocity, care and hope.

WE WANT A MORE COMPASSIONATE AND SUSTAINABLE WORLD, AND WE ARE DETERMINED TO CREATE A RADICAL SHIFT IN MINDSET FOUNDED ON A RULE AS ANCIENT AS HUMANITY ITSELF.

WHY IS THIS NECESSARY?

We are facing profound long-term challenges; climate breakdown, economic inequality, political extremism and the ongoing erosion of institutional trust at all levels. Here at Reboot the Future we are bold in our assertion that these systemic crises are all in part crises of meaning and imagination; that the problems we face have an emotional, interpersonal, and perhaps even spiritual component.

We are clear that as well as making the technical, legislative, and policy changes that are so desperately needed, we also need to significantly shift how we THINK AND FEEL about our relationships with one another and to the world.

We are working to build a compassionate and sustainable world through two workstreams:

1. Imaginal Networks: Building a social movement of young people redefining the way they think and feel about each other and the world

2. Imaginal Narratives: Building a network of prominent leaders committed to making tangible change, informed by the Golden Rule.

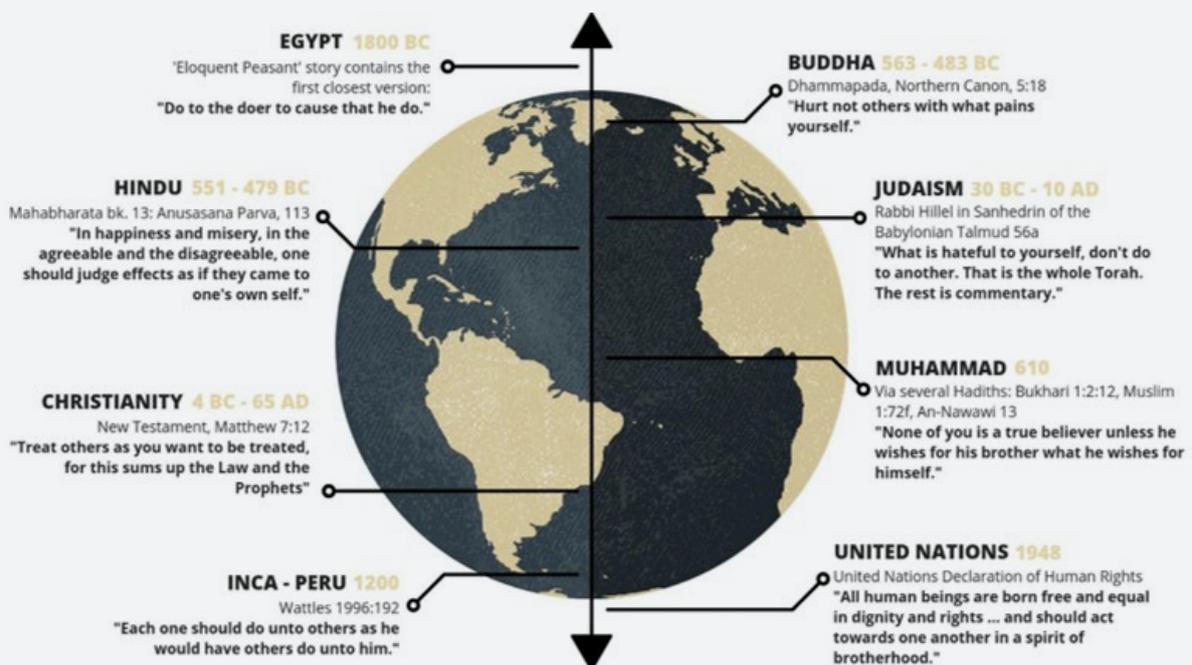
We are achieving this by working with young people at scale through the provision of inspirational educational resources and online campaigns. This work helps young people name and frame their concerns, their values and their visions for a better future informed by the Golden Rule.

We are ensuring ethical and values based conversations take place in as many leadership contexts as possible, in order to help leaders create and share alternative roadmaps for a better future informed by the Golden Rule.

The GOLDEN RULE

Imagine a world in where one idea could unify humanity. One idea that anyone, anywhere could understand and use to hold leaders to account. One idea to inspire and motivate positive actions in every context. This unifying message exists, and has spanned every religion and philosophy since the dawn of humanity.

Our global problems can be addressed through this globally loved principle.



IMAGINAL NETWORKS: REBOOTING EDUCATION

Young people are at the forefront of change. Yet our current education system is struggling to keep up with them and is failing to respond to the times we live in.

What are we doing?

We believe that we need to rethink how we prepare young people to respond to the myriad of social and environmental challenges ahead of them. An increasing body of research shows that the development of **compassionate values**, is key to unlocking positive and lasting behaviour change in relation to the environment, society at large, and personal well-being.

1. Our Education Platform

Our Education Platform - Global Dimension - is a leading online resource hub which supports a network of 16,000 teachers (with potential to reach ~400,000 students) to bring global learning and compassionate values into the classroom.

We work with over 250 partners to curate thousands of curricula-linked resources focused around 85 global issues. These resources have been viewed 400,000 times in the last year.

We aim to raise awareness of compassion and sustainability among as many young people as possible.

Promoting compassion to the teaching community

In 2019 we extended our support for teachers and educators through the development of a **2019/2020 teaching wallplanner**. We sent out over 7,000 wallplanners - full of helpful lesson resources - to educators around the world with a potential reach of 200,000 children.

In addition to the wallplanner we also produced a number of dedicated resources on compassion, kindness and the Golden Rule for children age 5 to 16. This included:

- A lesson plan on The Golden Rule in world religions
- A primary school assembly plan providing an opportunity for the whole school to reflect on The Golden Rule and celebrate kindness, connection and care.
- An activity for tutor time giving young people ideas for how they can use the Golden Rule in their everyday lives.



2. A Values Revolution in Education



Over the next 18 months, working alongside our partner Global Action Plan, and some of the UK's leading social psychologists, values practitioners and environmental educators, we will ask: What does environmental education look like when we apply what we know about values?

In 2020, we are bringing together over 10 organisations from across the environmental, education and policy sectors to review the values being nurtured in our education system and to test new forms of environmental education that activate compassionate values.

IN 2019:

In November 2019, 40 organisations, top psychologists, academics, and values practitioners, joined us at an event in London to start the discussion on what environmental education could look like when we apply what we know about values.



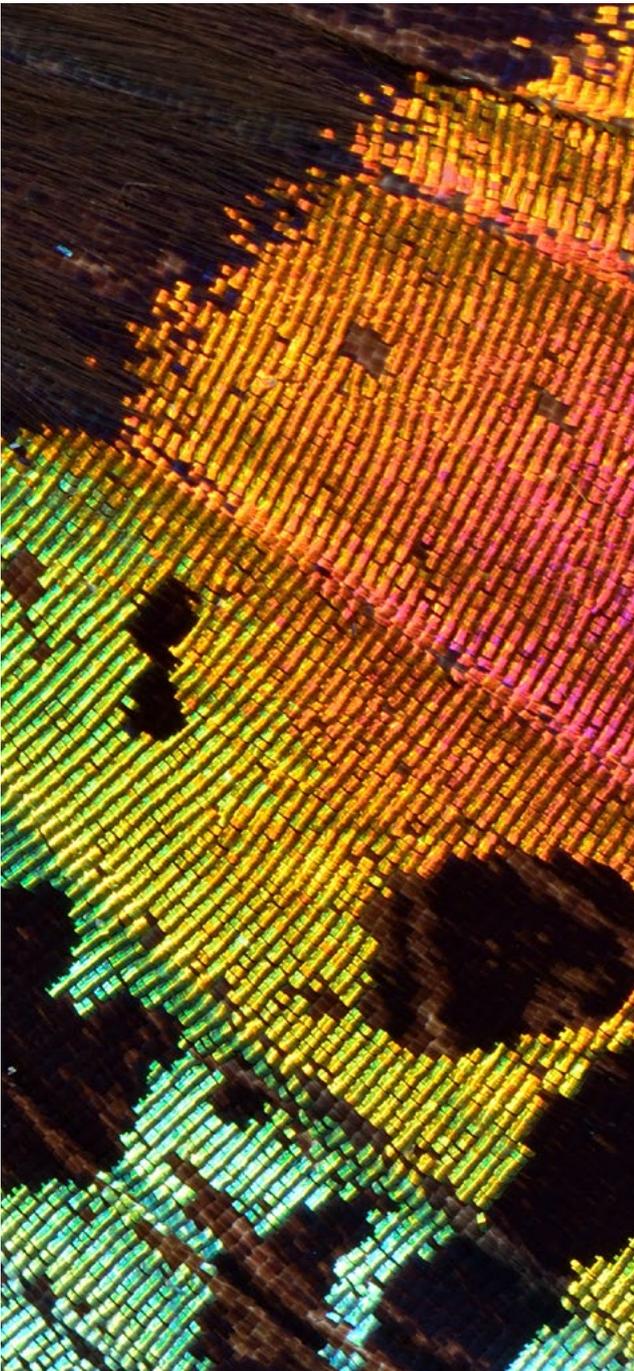
IN 2020, WE WILL:

1. Upgrade the Global Dimension platform and expand our reach to 30,000 teachers in 3 years.
2. Develop new teaching materials that support young people to consider a compassionate approach to world issues.
3. Help 10,000 teachers plan school activities through publishing an online and print wall-planner.
4. Work in partnership with others to influence transformative change in the education system – towards increased inclusion of a compassionate values-led education.

IMAGINAL NARRATIVES: REBOOTING LEADERSHIP

We want to embed our message as widely as possible, helping to build a generation of leaders who are guided by the Golden Rule.

One way in which we will begin this process is by helping to stimulate ethical and values-based conversations within as many leadership contexts as possible, helping people to create and share alternative roadmaps for a better future.



What are we doing?

- » We are building a **network of Imaginal leaders**: leaders inspired by the Golden Rule who are individually and collectively working to create new visions of the future. Already our 25 founder Imaginals have committed to joining us.
- » We are helping to inspire leaders within as many leadership contexts as possible. Our **talks and speaking engagements**, focused on the Golden Rule, inspire thousands of people each year.
- » In 2020 our **Conscious Conversation series** will bring together a broad range of leaders to explore the barriers limiting their ability to respond to contemporary global changes and challenges. These intimate conversations extend a rich tradition that has been foundation in many of the twentieth centuries' most powerful movements for social change.
- » University and business education provide a timely opportunity to influence the choices and behaviours of our future leaders, as form their intentions and worldview. Our **Golden Rule workshops and Masterclass** aim to influence and inspire tomorrow's leaders to use their careers and skills to be a positive force for change.



Golden Rule Masterclass

Working with Business Schools, Reboot the Future aims to activate compassionate values and ‘imaginal thinking’ in our future leaders, to help them lead the way to an alternative and sustainable future.

In 2019 we partnered with Franklin University, Switzerland, to offer a one-day Masterclass on Leadership & The Golden Rule, as part of a 4 day leadership programme based on our book. The Masterclass explored ways in which the Golden Rule can encourage future leaders to become more conscious, to reflect on their meaning and purpose, and their capacity for change. It asked the question – what would be the result for the world if we all became ‘imaginal cells’.

We will be extending our offer to Business Schools and Universities throughout 2020.



Imaginal Award

Katerva is a prestigious, virtual awards programme with a mission to identify, evaluate and accelerate the efforts of the innovators committed to making our world a better place. In 2019 Reboot the Future’s co-founder and chair Kim Polman joined Katerva’s Awards Council and together we launched an Imaginals Award to be given to the nominee who best embodies the spirit of Imaginal leadership.

IN 2020, WE WILL:

1. Reach more than 1,000 leaders through our talks, speaking engagements and podcasts
2. Pilot our Conscious Conversation model for the decade of transformation, delivering four events in 2020 and developing a platform for self-organised conversations
3. Roll out our Leadership & The Golden Rule Masterclass to young leaders in Business Schools

THE WORLD WE MADE: AN URGENT NEW PLAY ABOUT THE FUTURE



In 2019 we were proud to be a founding partner of *The World We Made*, an inspirational new play based on the book by leading environmentalist Jonathon Porritt CBE. The play provides a vision of a positive future in the climate crisis that we can work towards, and is an urgent reminder that radical, positive change is possible. The play was performed six times in Autumn 2019, with audiences of over 450 including at Warwick Arts Centre, schools and a performance co-hosted by Reboot the Future at the Conduit Club in London. All performances included an after show discussion, hosted by an environmental expert or activist.

FESTIVAL
CHANGE

www.changefestival.org

The Story

The World We Made is a story told by two young people living in 2050. This is a story of ordinary and extraordinary people from around the world who together achieve profound change. The story charts personal and collective challenges, the struggles and losses as well as the enormous achievements, painting a compelling picture of the defining moments, technology breakthroughs and lifestyle revolutions that have made the world 'work' in 2050.

Due to its initial success we will be partnering with CHANGE Festival to bring the play to schools and young people across England and Scotland, as part of the 2020 tour.

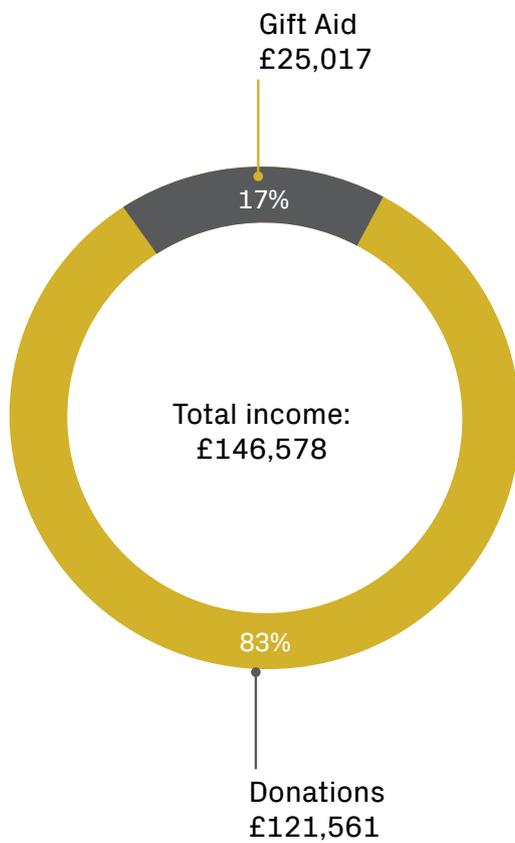
“I FOUND IT INCREDIBLY PROFOUND. I THOUGHT IT WAS A VISCERAL CALL TO ACTION.”

“THIS STORY GAVE ME HOPE, IT IS LOOKING AT THE PROBLEM FROM A DIFFERENT ANGLE.”

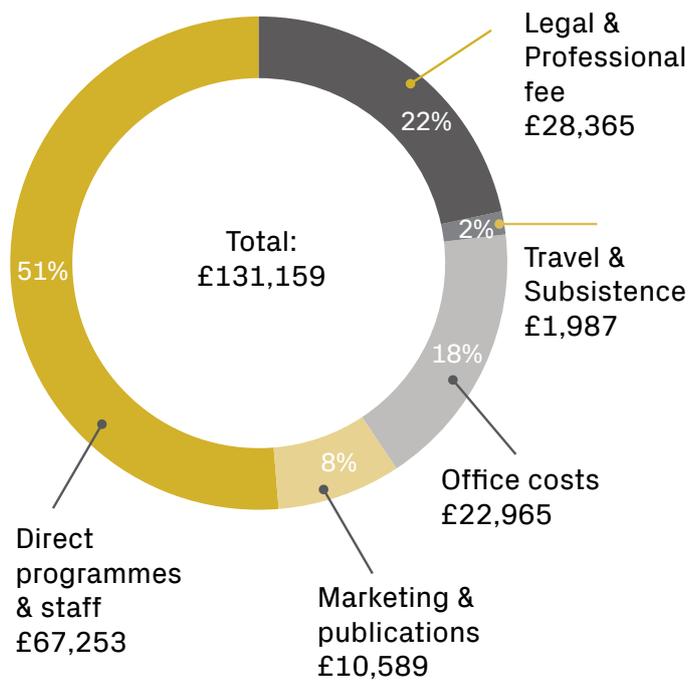
Audience members, 2019

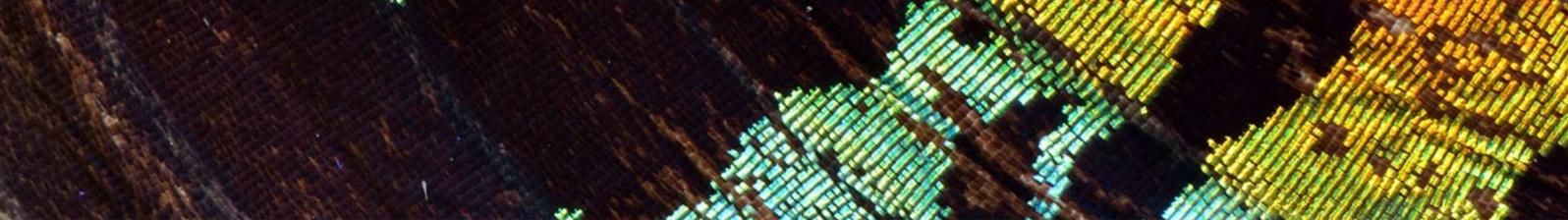
FINANCES

INCOME



EXPENSES





THANKS TO...

We continue to grow our network of Imaginal Leaders and Ambassadors. Thank you to all who help amplify our messages and promote a return to The Golden Rule as a unifying principle for our future.

THE FOUNDER IMAGINALS:

Al Gore
Jonathon Porritt
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OUR AMBASSADORS:

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founding member and former Managing
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Shelley Zalis, C
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