

2 your gathering 2022 40



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[Y]OUR VISION

WE ENVISION A WORLD WE ARE PROUD TO LEAVE TO FUTURE GENERATIONS.

Do we have a Duty to Hope? a Duty to Dream? a Duty to Act? Yes, to all three!

We believe that we have the power, privilege, opportunity, and responsibility to do all three. We know that we must accelerate action, both individually and collectively, as we dream of the world we hope to leave to our future generations. It is up to us, each one of us, to write the story of tomorrow with those decisions we make today.

We are honored to have created this coalition of the willing as we continue our journey toward a regenerative society. The events of this past year have once again shown us how important this community really is and will be. The state of our world is concerning in so many ways. The chaos seems to be increasing, along with the urgent need for directed action in every part of the world. We see that our mountain regions and communities are already experiencing the impact of climate change. This reinforces our commitment to determining the best pathways to enable us all to live within the planetary boundaries.

We are deeply committed to helping all of us to create a lasting positive legacy. We are grateful for what has been achieved since the first community gathering in September 2021.

- CONNECTIONS WERE MADE WHICH HELPED YOU ACHIEVE [Y]OUR 2040 GOALS.
- PROJECTS HAVE PROGRESSED AND ARE MAKING AN IMPACT.
- OUR PARTNERS MET IN LAAX TO DISCUSS THE FUTURE DIRECTION OF [Y]OUR 2040.
- A GROUP OF [Y]OUR2040 MEMBERS MET AT THE VITRA CAMPUS TO EVOLVE OUR UNDERSTANDING OF WHAT IT MEANS TO BE A MEMBER, TO WRITE A DRAFT MANIFESTO AND THE BEGINNINGS OF A [Y]OUR 2040 PLEDGE.
- WORKING GROUPS HAVE FORMED TO SHAPE THE NECESSARY STRUCTURAL ELEMENTS TO SECURE THE FUTURE OF [Y]OUR 2040.

The future is a story we are all writing together. Science tells us that the decisions we make, the actions we take, the sentences and paragraphs we write over the next 10 years will determine the collective story/fate of humanity. The time is now for more novel and radical collaboration. [y]our2040 success depends upon all of us; on our hopes, our dreams, and our actions.

Let's make it happen.

—
Chris Luebke

CEO + Co-Founder, [y]our 2040
Head of Strategic Foresight, ETH Zurich

WATCH 



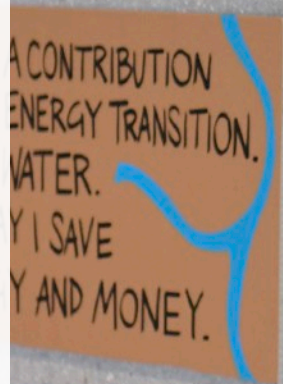
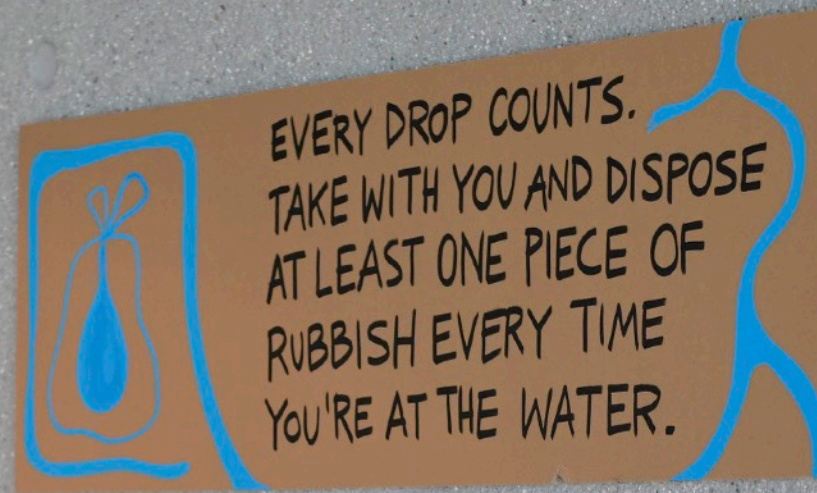
INTRODUCTION

[Y]our 2040 is an annual gathering, whose goal is to facilitate and co-create the transition towards regenerative futures by bringing people together to share knowledge, build community and accelerate action through ideas worth implementing. [y]our 2040 is a community driven think tank whose success relies on the connectedness the participants feel as they collaborate and implementing change.

Iteration, innovation, and inspiration are what we practice. After our first gathering in 2021, we collected and implemented feedback into the design. These changes included:

- BROADENING DIVERSITY OF AGE, ETHNICITY AND EXPERIENCE
- MAINTAINING 100 PARTICIPANTS, 40% ALUMNI / 60% NEW.
- ACTIVATING THE COMMUNITY, 40 OF THE 100 HAD A ROLE IN CREATING AND DELIVERING THE GATHERING
- INCREASING CONNECTION TIME
- RE-SHAPING THE SESSIONS TOWARDS MORE TANGIBLE OUTCOMES,
- PROVIDING WASTE-FREE WATER STATIONS
- 11 NEW IDEAS

This report is an accounting of [y]our 2040's second gathering from 21-24 June 2022. We sincerely hope you enjoy engaging with this report.





2022 THEME

Each year the [y]our 2040 annual gathering focuses on a different topic to raise awareness, share knowledge and better understand a unique aspect of [y]our future, today. In 2022 our theme was Water: From glistening glaciers to open oceans

Water is Life is a phrase that is simultaneously trite and profound. It is what astrobiologists search for when looking for 'life' in and on other planets. Its chemistry is unlike any other molecule in that it has four phases: liquid, solid, gas and EZ. It is the one molecule that becomes lighter when it freezes as ice is ~9% less dense than water. It is where we are born; it heals; and in many parts of the world, it is holy. It is proposed that water even has a memory and ice can give us clues to the history of our Earth.

This liquid is imperative for every living thing on this planet to not only survive but to thrive. Earth is 71% water, the human body is over 60%, plants are up to 95%, and the average animal is 73%. Water is, quite literally, life.

PROGRAM

Our program was composed of elements that together created a harmonious experience. These included dialogues, workshops, art, visualizations, and food. Each is expertly curated around our annual theme, overall vision and ambition.

Our journey followed the flow of water from high mountain peaks along tributaries through various landscapes and cities all the way to the open ocean. We focused on a broad array of water aspects, issues, and actions. Our speakers and hosts were selected to share insights, raise awareness, and provoke thinking about this very magical molecule. Dialogue sessions, art, food and our cultural programming explicitly focused on water, while workshops and connection time provide opportunities to explore broader topics.

We designed the program around a set of principles:

- **INCLUSIVE: ALL VOICES ARE HEARD AS WE CATER FOR DIFFERENT LEARNING STYLES**
- **COLLABORATIVE: CO-DESIGN, CO-WORKING, AND CO-LEARNING**
- **ITERATIVE: THE OUTCOMES OF ONE ROUND OF WORK ARE INPUT TO THE NEXT**
- **INSPIRATIONAL: DRIVEN BY THE DIALOGUES AND BY THE YOUNGER GENERATIONS**
- **EMERGENT: SPACE FOR IDEAS, CONVERSATIONS + RELATIONSHIPS TO DEVELOP**
- **BALANCED: PROGRAM ALLOWS + ENCOURAGES LIFE BALANCE**
- **IMMERSIVE: PARTICIPANTS FACILITATE THEIR OWN WORK**
- **CHOICE: OPPORTUNITIES TO BUILD THEIR OWN PATH THROUGHOUT THE EVENT**





PARTICIPANT JOURNEY

Taking [y]our design principles into consideration, the journey for participants was adaptive, iterative, inclusive, and collaborative, following a model called Scan-Focus-Act.

We began with 'scan' and connecting with one another, sharing what is important to us. The success of a community depends on our individual connections. We dove into what drives us, and what challenges we want to address. Intentionally, we slowed down to "frame the problems" ensuring that we shared the same language and understanding about what needs to get done.

Day two was 'focus' day. We explored possible 'project' ideas to take forward (see pg 7,8). Through a collaborative process, participants contribute the ideas they were interested in. A key element was collectively crowd-sourcing all of the ideas in the room, clustering them and identifying the work that help us move toward our desired outcomes. Participants were empowered to choose any project that resonated with them, creating ownership for future and collective action.

The final day was our 'act' day, when the groups worked to detail their ideas, getting specific about their vision and a strategy to make it happen. Key to the success of this approach is flexibility. It is important to ensure that every voice is heard and that all activities address different learning styles, and personality types.

The journey curated moments of reflection, parallel group work, conversations, as well as, inspirations in plenary for which we use our dialogues.

IDEAS TO ACTION

The key differentiator, and outcome, of [y]our 2040 is the emphasis on **developing ideas into action**. It is important that these ideas, projects, prototypes or services are things the community is passionate about, and/or might already be working on and need help to get it to the next level. In a workshop setting people could share their ideas, find like-minded collaborators, form and develop action plans, and make commitments to help them thrive.

The baseline for these ideas came from [y]our applications where everyone answered '**what idea would you like to amplify?**' Working groups formed, brainstormed and turned ideas into projects. Each followed an MVP (minimum viable project / service / product) template to guide the progress and support successful iteration.

The aim was that all ideas would become strong enough to continue after the gathering and make meaningful change towards a more regenerative future.

IN 2022, 11 IDEAS EMERGED.

IN 2021 9 IDEAS EMERGED.



[Y]OUR 2040 INVESTMENT FUND

A venture fund to support [y]our 2040 activities, ideas and projects.

Vision: Fund of funds to finance the best ideas each year. Community members are multipliers.

Output: Fund

RDGS: REGEN DEVELOPMENT GOALS

Set of regenerative development goals (like the UNSDGs) to be universally accepted.

Vision: Enable the transition to a society based on inclusivity and transcendence.

Output: Set of goals

H2040: WATER SOLUTIONS

Retrofit the Hangar with circular water infrastructure design solutions.

Vision: Transition the functioning and flow of a building to be net-positive in water.

Output: Prototype + Educational center

LAAX PROTOTYPING

Utilize Laax and the Rocksresort as a testbed to prototype ideas of all scales and sizes.

Vision: Make Laax a Living Lab and global leader in scaling practical solutions.

Output: Prototype

[Y]OUR COMM-ENGINE

A list of system changes needed and a plan to drive a new narrative for water globally.

Vision: Influence the narrative at UN Water Week in 2023.

Output: Narrative

INTERGENERATIONAL ENGAGEMENT

An intergenerational toolkit to organize and deliver events and conferences.

Vision: Cross-generational behavior change enabling both empathy and action.

Output: Toolkit

RIPPLE EFFECT GAME

A cooperative, character based board game to experience global and regional impacts of water. first prototype planned for 2023.

Vision: Understand our unique water footprints.

Output: Boardgame

VALUE OF WATER

Set of universal variables for safe water; to ensure water's place as a human right.

Vision: Develop set and share at UN Water Conference in 2023.

Output: Set of standards

COLLECTIVE WHOLENESS

A podcast focused on physical, mental and emotional experiences to inspire change.

Vision: Focusing on awareness and inspiration to be the change you want to be.

Output: Podcast

COMMUNITY BUILDING

Develop a list of system changes needed and appoint a full-time community ambassador.

Vision: Motivating community to keep running by establishing communication channels.

Output: Network

SYSTEMS CHANGE

Listen to underrepresented voices and encourage more diversity within communities.

Vision: Utilize the collective power of knowledge.

Output: Systems change

VOICES OF THE FUTURE

Something that we believe distinguishes humans from other species is our ability to forecast the future, to develop visions, to consider scenarios to create those futures we want by anticipating and preparing for the desirable outcomes.

It is up to all of us to shift the narrative; to drive action in, around and on water for generations that will follow. At our 2021 gathering, Thomas Biasotto was inspired to act. He returned to his classroom and brought the idea of foresight and visioning to his students. The 4th grade primary school class at Auw created visions (both illustrations and narratives) of the world in 2040; and later created visions of water's future for us.

The students joined the [y]our 2040 2022 gathering to collaborate with our community. The children shared their hopes and aspirations, developed joint promises with the adults and created a custom song for the gathering.

This is the voice of the future, a voice that is often missing in conversations. For us, it is important to consider what children think and expect of the adults and what will we leave for them.



[EXPERIENCE](#)

[READ](#)

[WATCH](#) 

COMMUNITY

A community is as strong as the people who make it, we are very fortunate to have an amazing community, where each year 100 amazing humans join us. When a person joins our gathering, they are asked to:

- SHOW UP AS THEY ARE
- BE WILLING TO SHARE KNOWLEDGE
- EXCHANGE IDEAS
- BE OPEN MINDED
- BELIEVE A POSITIVE FUTURE IS ACHIEVABLE
- MAKE THINGS HAPPEN

Titles, roles, and other accolades are not shared by the organization; rather, that information is left to each person to determine if and how they wish to share. One could be a CEO, head of a department, student, activist, engineer, artist, designer or farmer. One only finds out with whom they are conversing by connecting, or by reading another's application.

Curated and non-curated 'connecting sessions' are sprinkled throughout the gathering to allow serendipity in who one might meet, and to enable targeted interactions. Non-curated interactions include meals and coffee breaks, while curated interactions might look like 'a grand dance' designed networking, or forming a project team. We consciously design to incorporate and include all participants.

For us community is key. It is the heart of everything we do.





DIALOGUES

[Y]our dialogues are on-stage hosted panel discussions consisting of two or three experts. These sessions are curated to share insights, knowledge, uncover stories, and cultivate meaningful discussions.

The purpose of the collection of dialogues was to expose the community to many different aspects of water, typologies of people, backgrounds, and knowledge. We sought a breadth of information of and around water.

Our speakers ranged from an American Oyster farmer to a Gambian Climate Negotiator; from Water Storytellers to an Ice Memory Scientist; from Regenerative Ecosystem Experts to a Medical Professional; and from Office managers to Glaciologists. Each person was happy to generously share their insights and observations.

ENDURING WATER

It is human nature to explore the unknown, to discover the unseen, to investigate that which we find curious. Water occupies most of the earth's surface and we all rely upon water to survive. What happens in and on water is unknown to most of us. Deep sea divers have likened being in the ocean to being on another planet, gravity is different, there are unknown species, and we have not yet mapped and documented it.

Here we followed the flow of a drop of water from a mountain to the middle of the ocean and learned what it felt like to swim the length of the Rhine River or to sail to the middle of the Atlantic.

- ERNST BROMEIS, WATER ACTIVIST
- NATASHA GLANZER-FUERST, RESOURCE CONSERVATION ACTIVIST
- CHRIS LUEBKEMAN, FUTURIST (HOST)





EXCHANGING RESOURCES

Water is fundamental not just to live, but also to a successful economy. The distribution of this valuable resource underpins many of our daily decisions, culture and even the very success of civilizations. Water is used for agriculture, mining, construction, energy, and so much more. This natural element can shift and shape our human systems, not to mention the broader environmental systems around it. It impacts commerce, trade, and consumption. It can be bought, sold, and bartered. Access to a waterway has been a historical determinant for whether a civilization, city, or region will flourish or flounder.

This session focused on the systemic implications and tradeoffs of resource allocation decisions, reliance on water and understanding its value to the way we work, live and inhabit environments today.

- DESIREE RUPPEN, ENVIRONMENTAL RESEARCHER
- OMAR MALMO SAMBOU, ENVIRONMENTAL ACTIVIST
- CHRISTIAN STAMM, ENVIRONMENTAL CHEMISTRY LEADER
- J. CARL GANTER, WATER JOURNALIST AND ENTREPRENEUR

EXPLORING SCIENCE

This simple molecule, H_2O , is composed of two small, positively charged hydrogen atoms and one large negatively charged oxygen atom. It is an invaluable life-sustaining force and is required for the survival of every living thing on our planet. It not only moves around above, on and below the surface of our planet, but it also is locked up in ice reserves, aquifers, and rock layers. Just this year, science has a new definition of freshwater which includes both blue and green water. Antarctica holds approx 60% of the global freshwater and is a cold-bed for research and holds our global ice memory.

Here we discovered some of the unique properties of water, dug into the governance opportunities for green water and the critical role of ice in the provision of a stable climate both past and present.

- JEROME CHAPPELLAZ, GLACIOLOGIST
- SOPHIE TE WIERIK, GREEN AND ATMOSPHERIC WATER EXPERT
- FELIX KELLER, GLACIOLOGIST AND FIDDLER
- CHRIS LUEBKEMAN, FUTURIST (HOST)





EXPERIENCING IMPACT

One aspect of the inaugural [y]our 2040 gathering in 2021 was for community members to evolve ideas worth implementing. This resulted in eleven project concepts and nine-months later half of those are still underway or completed. The speakers shared what they did, how it happened and what they learned in the process. Projects included: developing a [y]our 2040 manifesto, creating a community mapping platform, scaling carbon accounting, crafting a metaverse, and a collaboration to develop the first insect-shell bioplastic cutlery.

This session facilitated the sharing of those project stories with the 2022 community to help understand the challenges and successes of others, ultimately inspiring others to act.

- DANIELLA WEINMANN, ARTIST
- CYNTHIA HANSEN, MANAGING DIRECTOR
- KAITLIN MCNALLY, POLICY COORDINATOR
- TOBIAS LUTHE, PROFESSOR + ECOSYSTEMS EXPERT
- MARTIN RUST, SUSTAINABLE DEVELOPMENT OFFICER
- BEN NOTT, ARCHITECT
- CHRISTIAN BARTSCH, INSECT FOOD PRODUCER
- CHRIS WEBKEMAN, FUTURIST (HOST)

EXPANDING AWARENESS

Access to water is a fundamental human right. Yet, access is not globally guaranteed and is unequally distributed, both in terms of rights and access. Our demand for water is steadily increasing in real and relative terms, and yet in many places the quality and quantity of water is diminishing. Decision making is unequal and often deeply discriminatory. Furthermore, women and minorities around the world are typically absent in these discussions, yet they carry the burden of collection, and hold limited access to water rights, knowledge, and access.

This session expanded the understanding of water access globally, how water impacts well-being, what sanitation looks like globally, and ideas for implementable solutions.

- JOANA BACALLO, WATER STORYTELLER
- IMANI BLACK, OYSTER FARMER AND MARINE BIOLOGIST
- CHRISTOPHER FRIEDRICH, HUMANITARIAN AID WORKER AND RESEARCHER
- MARIE-CLAIRE GRAF, CLIMATE JUSTICE ACTIVIST (HOST)





EXAMINING SYSTEMS

Systems and systemic thinking are increasingly recognized as key factors for the successful transition to regenerative and holistic futures. A key to understanding systems is acknowledging their complexity, recognizing how they function, identifying the impact they make, and learning to shift the levers to unlock positive change. From human anatomy and the microbiome, to architecture and urban environments to nature and biodiversity; systems are all around us functioning and impacting one another.

Here, we learned how water impacts mitochondrial energy in our bodies, how installing a circular-water system in buildings enables independence, and how nature-based solutions improve ecosystems.

- PARNEET PAL, WELLBEING ADVISOR
- TOBIAS LUTHE, PROFESSOR AND ECOSYSTEMS EXPERT
- CHRISTIAN BINZ, INNOVATION RESEARCHER
- CHRIS WEBKEMAN, FUTURIST (HOST)



ART

We firmly believe in the transformative power of art and music as it has the unique ability to perceive and process questions, issues, and impacts on an emotional level. Sound-art, photography, installations, music, and other artistic endeavors are designed to inspire and stimulate the community. Art and cultural moments bring people together, provide a respite from more programmed activities and unlock creative thinking.

A focus was given to displaying photography from community members, showing the different situations, states, and inhabitation of water; where water flows, where water should be, where water used to be, life in the water, and how to use water to impact and incentivize further action. In addition, a custom art-piece was commissioned. The installation, *Waste-Wave*, was made entirely of waste collected on the *Crap Sogn Gion* at the *Flims Laax Falera - Clean Up Day* initiated by *Greenstyle Laax*. **Sean Byron** is the artist behind this testimonial of human pollution and activism. The installation also featured water sounds recorded by **MADAM**.

MUSIC

[y]our 2022 gathering featured some amazing artists. A sound-artist duo - **MADAM** - recorded underwater sounds live at the Caumasee then mixed them with their own music into a wonderfully flowing sound installation.

Another new feature was a chorus written, played, and sung by the duo **Donat Kaufmann and Daniella Weinmann** (odd beholder). Their goal was to create a song that would be interactive and unite the community, and it did. Each day participants were guided by the pair in a chorus, tweaking and improving the group with each iteration.

It has become an annual tradition to host a dance party on our last night together with an amazing DJ, this year featured **Sean Byron** who was out of this world.

We had the privilege of a piano solo by **Ernst Bromeis** who created this piece as a tribute to the Graubünden region and its waterways.

Concluding the musical performances were the Ice Fiddlers, **Felix Keller and Anita Baumgartner**, whose passion could be felt throughout the room. Their performance was inspired by ice landscapes high atop the mountains of Northern Europe.

Find out more here:

[ODD BEHOLDER](#)

[SEAN BYRON](#)

[ERNST BROMEIS](#)

[ICE FIDDLERS](#)





CULTURE

Genius Loci, the spirit of place, is unique and drives our cultural program. The Crap Sogn Gion is a 2263-meter-high mountain ridge in the municipality of Falera in the Canton of Graubünden. To honor the nature of the mountains and its stories, different guides, locals, and experts curated unique activities and interactions which incorporated water; from guided meditation and breathing to systems change games, from a Romansch tradition connecting people to place to water painting, and from water storytelling to nature hikes. Genius Loci had something for everyone.

These included:

- WATER SYSTEM DESIGN
- HOLISTIC GIFTS OF THE WATER ELEMENT
- WATER AND YOUR SECRET POWER
- IN THE KITCHEN, WITH TASTELAB
- SNOW AS GLACIER PROTECTION
- WATER NEUTRALITY ON THE MOUNTAIN
- ROMANSCH CONNECTION TO WATER + BODY
- BE WATER PAINTING
- SYSTEMS COMPLEXITY GAME

FOOD

Water and food are intimately connected. Yet, we rarely think of the embodied water in the agricultural products we consume.

Tastelab and the **Weisse Arena Gruppe** together demonstrated this connection on [y]our plates and in [y]our glasses. Each meal featured custom creations highlighting water and local ingredients for vegan meals, while minimizing food waste.

One lunch was based on algae, a "true superfood" from the ocean; another used ultra-local ingredients foraged by the chefs. One meal played with dehydration and rehydration to expose unique flavors, textures and consistencies, while another relied on different aggregate states of water - and the effectual transition between them.

The final dinner focused on 'water sustainability.' Here, Tastelab designed a plant-based seven-course sharing meal optimized for both taste and the water footprint of ingredients. Enjoying great food in good conscience has never been this easy!

To complement the meal design and ingredients, the team designed and curated informational content, infographics, materials as 'food for thought', scientific background and explanation for each dish.

Food is not only nutrition. It is also art, science, and culture. The act of eating, of providing our bodies with sustenance, gave us a chance to rest, release and reset our minds, our bodies and our energy.



CONCLUSION

It was wonderful to see the group of individuals who arrived at the check-in to morph into a community intent upon supporting each in making change. Somehow, the pieces to our puzzle all came together to make this magic happen. This was our second gathering. It was our second iteration that was full of magical moments. And, we are very proud to say, our second success. We found new friends, broadened our reach, increased our community and uncovered the importance of water for us all and our regenerative futures.

We maintained our target size of 100 participants which included:

- 42 ALUMNI + 58 NEWBIES
- 52 MEN + 48 WOMEN (ASSUMING BINARY GENDER)
- 40 OF THE 100 HAD AN ACTIVE ROLE IN CREATING AND DELIVERING THE GATHERING
- 17 COUNTRIES WERE REPRESENTED

This second time has assured us that [y]our2040 is needed in the world. It confirmed for us that this community, this mission and this vision inspires others to act; this gathering is worth doing; it is needed, it is meaningful.

Our next steps are primarily focused on refining processes, management, communications, and our systems. As an organization we have committed to:

- HOSTING ANOTHER ANNUAL GATHERING JUNE 21-24, 2023,
- DEPLOYING THE COMMUNITY MAPPER,
- SHARING AND BROADCASTING [Y]OUR MANIFESTO,
- WORKING WITH A COMMUNICATIONS AND MARKETING GROUP TO REFINE OUR APPROACH,
- FOCUSING ON FUNDRAISING TO ENABLE THE ROLLOUT AND CONTINUED RESOURCING,
- STRENGTHENING EXISTING PARTNERSHIPS,
- GROWING AND BRINGING IN NEW PARTNERS,
- SUPPORTING THE DEVELOPMENT OF PROJECTS + IDEAS INTO ACTION,
- BECOMING MORE THAN AN ANNUAL GATHERING AND CONSIDER HOW TO EXPAND OPPORTUNITIES,
- CREATING THE GALAAXY FOUNDATION
- FRANCHISE [Y]OUR 2040 INTO LOCAL EVENTS IN OTHER REGIONS

We hope this report outlines the value of what happens at a [y]our 2040 gathering to inspire you to make change, encourage you to join, entice you to participate and encourage you to act today. [y]our 2040 is seeking partners, collaborators and skilled experts who can join our cause. If you are interested in joining or learning more please reach out. Our contact information is on the back page.



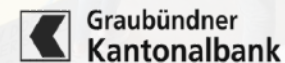


PARTNERS

It takes a village. This is true in every aspect of life. And true for [y]our 2040. Our partners have been key to enabling, amplifying and bringing this gathering to life. We are grateful for the contributions of all of our partners, small and large and their unique contributions.

We are grateful to the GKB for coming in as our anchor partner for the first three years. We are grateful to the WAG for their unwavering belief in the mission. We are grateful to ETH Zurich for giving Chris [and the foresight hub team] the space to work on this. A special thanks to Freitag for donating the awesome bags and Vitra for the stage furniture.

We are also extremely grateful to each and every one of you and [y]our contributions, support and belief in the [y]our 2040 vision... It makes a difference.




WEISSE ARENA GRUPPE

ETHzürich



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MAKING INSECTS DELICIOUS

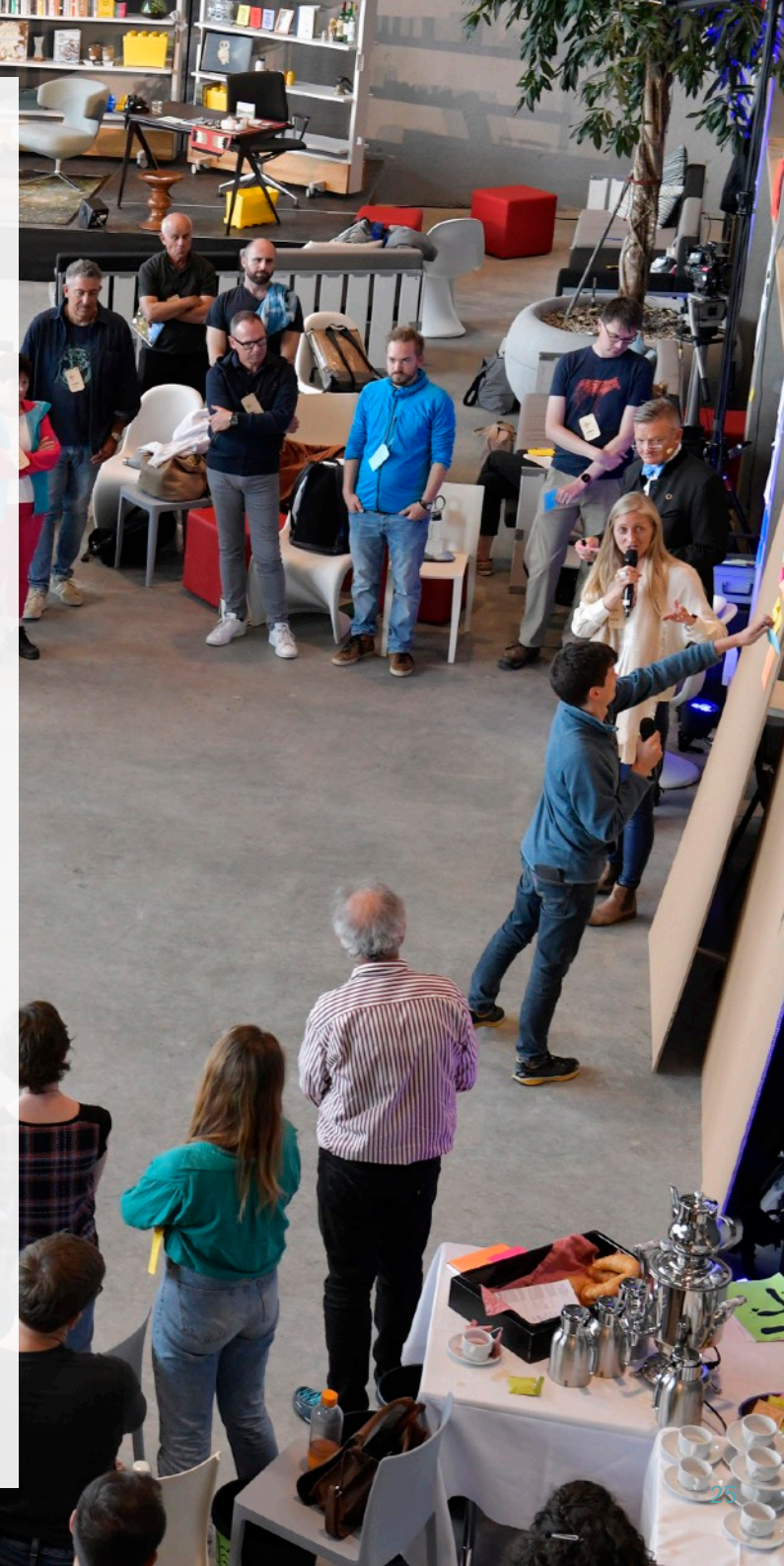
vitra.

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Bundesamt für Energie BFE
Office fédéral de l'énergie OFEN

2022 ATTENDEES

Adrian Campbell. Alexandra Pastollnigg. Alfredo Carlo. Alice Baumann. Andreas Eggenberger. Andres Martell. Anita Baumgartner. Anna Sumara. Bärbel Jacks. Benjamin Nott. Britt Berden. Bryan Mundell. Carolyn Aubry. Carole Rapo. Catherine Cunningham. Charlotte Qin. Chris Luebke. Christian Simm. Christian Bärtsch. Christian Binz. Christian Stamm. Christian Winkler. Christopher Friedrich. Christian Kramer. Claire Murigande. Claudia Bonsack. Cynthia Hansen. Daniella Weinmann. David Knight. Désirée Ruppen. Donat Kaufmann. Donald Nader. Dylan Wood. Eline Kersten. Elaine Bernasocchi-Volken. Emma Jennings. Erik Turner. Ernst Bromeis. Eva-Maria Spreitzer. Felix Keller. Fiona Konz. Georg Foster. Giulia Ferrari. Guenther Dobrauz-Saldapenna. Heli Shah. Heidi Nutters. Holger Hoff. Imani Black. Iris Mickein. J. Carl Ganter. James Golding. Jeannette Ralyea Watson. Jens Garrelfs. Jérôme Chappellaz. Joana Bacallo. John Sargent. Jonelle Simunich. Josh Dirksen. Kaitlin McNally. Kelly Hill. Kevin Settlemeyre. Kinny Tran. Kristina Henkai. Leana Fischer. Liana Melchenko. Lukas Scherrer. Lynton Sutton. Lionel Bauer. Luca Pibiri. Maria Güell i Pons. Maria Kosonen. Marie-Claire Graf. Markus Sauerbeck. Martin Meili. Martin Rust. Matthew Skjonsberg. Max Mundt. Mia Odermatt. Michael Pawlyn. Natascha Glanzer Fuerst. Nicole Perez. Omar Kassab. Omar Sambou. Parneet Pal. Patric Bauer. Pavlina Pavlova. Peter Edwards. Philippe Van Caenegem. Reto Fry. Reto Gurtner. Silvia Hostettler. Sophie Hunziker. Sofie te Wierik. Svenja Rüger. Tamara Hoogeweegen. Taraneh Abdelrahimsai. Thomas Biasotto. Tobias Luthe. Vanessa Geiss. Victor Jaeck. Wolfram Kübler. Yves Burgener. Zina Cinker. Zoe Moore.



TEAM

Content

Chris Luebke, CEO and Co-Founder, Host
Jonelle Simunich, Content Director
Svenja Rüger, Process Designer and Facilitator
Fiona Konz, Environment
Emma Jennings, Runner

Production

Donald Nader, Event Director
Christian Kramer, Event Manager
Patric Hug, Logistics Manager
Elias Dantuono, Logistics
Carolin Leins, On-Site Logistics
Tony Grate, Copy Editor

Design

Nicole Pérez, Designer
Alfredo Carlo, Graphic Facilitator
Giulia Ferrari, Graphic Facilitator
Kinny Tran, Designer

Art + Culture

Mia Odermatt, Art + Culture Curator

Food

Remo Gisi, TASTELAB
Thomas Breitenmoser, WAG

Photographers

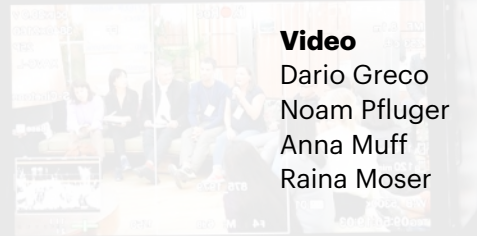
Andreas Eggenberger
Mirian Kuenzli

Video

Dario Greco
Noam Pfluger
Anna Muff
Raina Moser

Steering Group

Michael Pawlyn
J. Carl Ganter
Janet Haring
Joshua Kauffman
Svenja Rüger
Alfredo Carlo
Jonelle Simunich
Chris Luebke



APPENDIX



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- ⊙ A NEW VOCAB
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WELCOME AND
RESPECT
EVERYONE
FIND SOMETHING TO SHARE.
RESPECTED CONVERSATIONS.
WHO YOU WANT TO SEE AGAIN.
TO ACTION.
LABORATE OFTEN.
ACCELERATE REGENERATION.
ACCEPT THAT THE FUTURE IS FICTION,
IT IS A STORY WE WRITE TOGETHER.
AIM TO LEAVING THE WORLD A BETTER PLACE.

#YOUR2040

paspartu

APPENDIX 1: ABOUT [Y]OUR 2040

[y]our 2040 intent

We wish to be able to look into the eyes of the next generations and know we left them a world in which they can thrive.

[y]our 2040's vision

To be the world's foremost regenerative futures platform.

[y]our 2040 mission

To be a world-renowned community of actionists shaping the future, sharing ideas, influencing global dialogues, building momentum and implementing creative solutions to accelerate the transition to a regenerative future.

What is the [y]our 2040 organization?

[y]our 2040 is a Swiss Verein (membership organization) founded in 2021. We focus on facilitating the transition to a regenerative society. Members share a passion and commitment for making the world a better place. Our lighthouse focus is mountain communities since they, alongside island nations, are our collective 'canary in the coalmine' and one of the first place-based indicators where we are already seeing major climate-induced impact.

What is the [y]our 2040 annual gathering?

The [y]our 2040 community comes together once a year for a highly curated gathering designed to enhance knowledge sharing through hosted dialogues; to build a community of trust of an intentionally diverse group of varied ages, outlooks, genders, professions, backgrounds and nationalities who share a passion for, and focus on, action. We accelerate transformative action by supporting ideas, initiatives and projects which are relevant to communities *from small mountain villages to large urban centers* anywhere in the world.

Who joins [y]our 2040?

Our current, and growing, community consists of individuals who are:

- searching for the opportunity to amplify positive action
- joining from around the world
- ranging from 12 to 80 years old,
- passionate about making change happen where they are
- engaging their own expert networks to connect and share insights
- desiring to participate in the growing movement focused on the future
- willing to show up as their authentic selves
- showing up to learn and also rave till 4 am
- respectful of mother earth

The origin story

Reto Gurtner and Chris Luebke met five years ago in Zurich at the World Web Forum where they found a common resonance around change: Reto's on implementing through entrepreneurial activities around him (in Flims/Laax/Falera) and Chris' on anticipating and interpreting global change and its strategic implications. A year after they met, they envisioned what they could do together, filling many whiteboards with ideas; one of them really stuck: to bring people together to iterate, ideate and implement solutions for a better future.

Why here?

Our focus is on mountain communities, as they are our collective 'canary in the coalmine' and one of the first place-based indicators - along with island communities - where we will see major climate-induced impact. Our co-founder, Reto, also founded the Weiss Arena Group which manages the rocksresort and the Crap Sogn Gian. Laax/Flims/Falera is the ideal valley to test-bed and prove the feasibility of planetary boundary living and develop scalable prototypes.

APPENDIX 2: FUTURE PLANS

We wish to change the world, one gathering at a time. We recognize the importance of people as change-makers and seek to become the network of networks for those who are accelerating change. We started in Laax because human connections were made which provided the spark for our founding. We know that this kind of connecting must happen at scale. We can do this by expanding to other locations, reaching people who do not have an opportunity to come to Switzerland, finding partners who believe in our Manifesto and Vision, and bringing these people into the community.

Plan

We have now completed two successful 100 person gatherings (aka events), and have plans to grow and expand. In the coming years we aim to:

1. Continue to host the annual gathering every year until 2040 (17 remaining)
2. Expand and build out a TEDx model globally
3. Create a Foundation that will work collaboratively with [y]our 2040 to direct funding from projects and ideas created here into:
 1. Projects that receive funding to be delivered (currently these are delivered either on good will, and/or by forming partnerships)
 2. White papers on relevant topics, topics of interest, or foresight trends (these will be delivered in collaboration with our future Institute)
 3. Other ideas and projects that emerge

Our goals include:

- Being able to say we have led the transition to a regenerative future through our community projects, ideation > design > development > scale > scale globally
- Verifiably reach 1 million people by 2040
- Expand our membership to 10,000 by 2030
- Meaningfully engaging more partnerships, 20 unique networks
 - Develop partnerships with global exemplars in terms of products
- Develop a 'TEDx' model and toolkit to deliver local events around the world
 - Develop local partners to deliver events
 - Develop country specific ambassadors to deliver
- Have the world's leading scientists, specialists and experts speak at the annual gathering
- Develop global exemplar projects that are implemented
 - Prototypes that can be tested in Laax and the RocksResort
 - Prototypes that can be tested globally, if not suited for Laax
 - Ideas that get funding from our community
- Ensure the annual gathering remains between 100-200 attendees

[y]our 2040 will work in partnership with a Stiftung (aka Foundation) and subsequently with an Institute to scale and expand our impact over time.

Both the Stiftung and Institute will be developed in parallel to [y]our 2040 Verein to aid the coordination, management and funding of the co-created organizations.

APPENDIX 3: [Y]OUR MANIFESTO

Urgency

This is an inflection point. The dawn is mute. We can hear the extinction of species when we stand in a field in the form of a strange new silence - the insects and birds are disappearing and we mourn the loss of living beings. The abundance of life is not a given. We experience its value, its scarcity, and we feel the need to protect the most valuable and rare thing on Earth: Life. We not only want to survive, but to thrive.

The problems at hand are easy to understand and seemingly simple to solve. In reality, there is not one system, one problem, one society, one solution. We are facing a hyper-object, a problem too big and fundamental for any one of us to tackle alone. While we understand the urgency of rapidly running out of time, we do not act together. The world is divided by nation states, competing markets, political views, social spheres, different languages, customs and biases that keep us from finding collective solutions. We can bring people to the table, but we cannot agree on a shared reality, let alone a strategy to address the entirety. Thus, we are convinced that only a community resting on truly diverse pillars can address such a systemic change.

Need

There are an abundance of communities, movements, collectives and alliances that exist. Yet most of them replicate the patterns they seek to disrupt: factionalism, competition, siloed thinking, and exclusivity. This lack of true diversity of thought and perspective leaves value on the table. We miss opportunities to make lateral connections and leaps of logic that can identify and scale viable solutions faster.

Differentiation

The [y]our 2040 community brings a different kind of value as a marketplace for ideas and an accelerator of solutions that work individually, to create systemic change that works collectively. Our community...

- focuses on facilitating regenerative futures, not on solving all of the many thorny problems of the world.
- brings together innovative thinkers across radically different ages, levels, disciplines and backgrounds from
- finance to hospitality, from architecture to manufacturing, from policy to communications.
- selects and curates the members based on mindset and collaboration potential, rather than job title, industry, etc.
- maps and signposts an array of expertise and resources across the membership
- creates the environment to spark radical collaboration
- keeps the infrastructure light and flexible, allowing individualization of needs and contributions

Actions

The community will create value via:

- Anchoring: Holding a flagship annual meeting in Laax, with a unique environment of stunning natural beauty and radical experimentation, where our members make connections, collaborations and friendships.
- Ongoing Interaction: On-going in-person, virtual and hybrid events bringing people together from diverse disciplines that don't usually talk to one another, radically collaborating to generate novel ideas to solve local, regional and global challenges.
- Connecting: Marketplace: Providing opportunities for community members to present their novel ideas to the other members, connecting ventures with resources of all kinds (expertise, knowledge, money, social capital, etc.) from across the community.
- Collective learning: Supporting community members to share information on lessons learned and impact created from their ventures.
- Enrichment: Host ongoing community enrichment activities to spur new thinking.

APPENDIX 4: PROMISES TO THE NEXT GENERATION


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WAIT FOR ~~
SUN CREAM TO
BE DRY ON BODY

DRINK LESS 
COFFEE TO SAVE
WATER!

TAKE CARE OF OUR
CLOTHES
SAVE WATER 
CONSUME LOCALLY

PICK UP TRASH 
FROM THE STREET

 NO MEAT
2 DAYS A WEEK

USE LESS 
WATER WHEN
WASHING OUR
HANDS

COTTON BAGS
FOR SHOPPING 

NO
PLASTIC! 

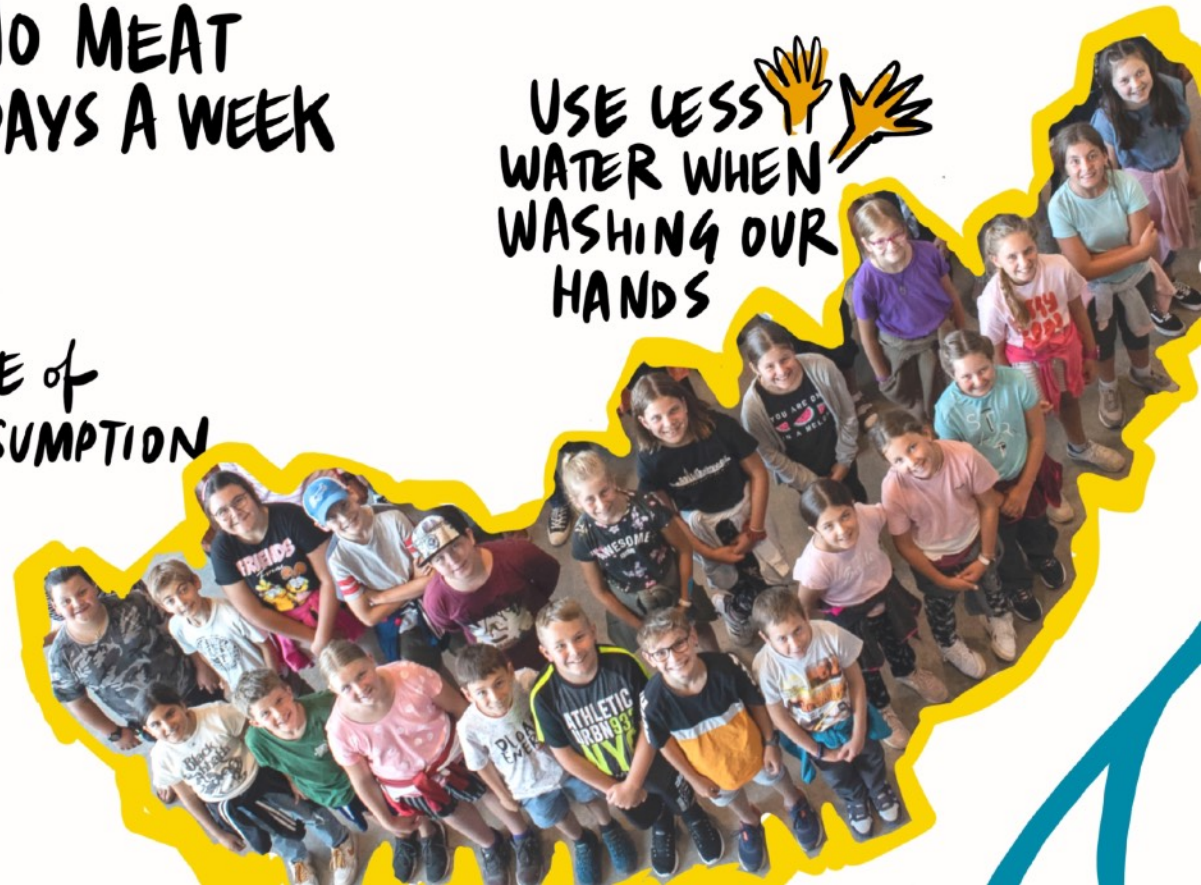
RE-USE



SHOWER FOR 5
MINUTES INSTEAD
OF 10!

CLOSE
THE WATER!

 TAKE CARE OF
WATER CONSUMPTION





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