

# UTOPIA CHALLENGE

## concept guidelines

### CONTENT GUIDELINES

- Base your Utopia on a (hypothetical) ideal world in 2033. What is your dream world, where (present) obstacles don't hinder you to design your perfect world. (go crazy!)
  - o TIP: Your concept shows clearly what this utopia will look like in 2033 and what it contains
- Make clear what your Utopia accomplishes, or what the result will be. For example quality of life, happiness for everyone, social equality, natural balance, meaning & value, well-being etc.
- Which problem(s) your Utopia will overcome and how you will resolve this
- Choose for a real disruptive approach Think about changing a societal system, new value-chain, mind-shifts, disruptive concepts, compressed processes, circular system etc.
  - o TIP: no new products please, or another A.I. application

### CREATING GUIDELINES

- CHOOSE YOUR ONLINE MEDIA FORMAT  
How do you want to present your Utopia: this can be a visual with text, a video, a digital mood board, infographic, or writing an essay. Or perhaps a combination? it's your choice!
- CREATE YOUR UTOPIA CONCEPT  
Create your ideal world with all its facets. Does your Utopia show your ideas AND your solutions?
  - o TIP: if you are looking for some structure you can use the DESTEP model or the SDG's
- WORK ON YOUR UTOPIA AS AN INDIVIDUAL OR AS A TEAM  
Work on this concept at your own, or collaborate with fellow, colleagues, students or Business Hippie friends.
- SEND YOUR UTOPIA CONCEPT  
Give your Concept a unique name, and mail it to: [utopiachallenge@businesshippie.club](mailto:utopiachallenge@businesshippie.club)
  - o TIP: Please make clear how your Utopia looks like, which problems it will tackle and what solution(s) you suggest to overcome it.

