

## What if we could liberate our imagination to create engaging narratives

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In these times of increasing inequalities, destruction of our ecosystems and highly unexpected and dramatic climate events, it seems that there is little hope for a bright future. But Transition movement cofounder **Rob Hopkins** argues that we *do* have the capability to effect dramatic change. We are failing so far because we have largely allowed our most critical tool to languish: human imagination. As defined by social reformer John Dewey, imagination is *the ability to look at things as if they could be otherwise*. The ability, that is, to ask *What if?* And if there was ever a time when we needed that ability, it is now.

**Rob Hopkins** is a cofounder of Transition Town Totnes and Transition Network, and the author of *The Transition Handbook*, *The Transition Companion*, *The Power of Just Doing Stuff*, *21 Stories of Transition* and most recently, *From What Is to What If: unleashing the power of imagination to create the future we want*. You will recognize him from Cyril Dion's documentary film *Demain*.



**Rob Hopkins**

Activist and writer on environmental issues  
Founder and figurehead of the Transition movement

New narratives have been regularly mentioned in 2030's exchanges as key to accelerate the transformation of our businesses and society. 2030 is therefore more than happy to welcome Rob with its members and guests to explore the *What if* questions of our businesses and economic framework.

## Pre-read

- Rob Hopkins,
  - o *From what is to what if, Unleashing the power of imagination to create the future we want*, 2019, Chelsea Green Publishing - [book](#), [FR](#)
  - o *What if*, TEDxBologna - [video](#) (14')
  - o *From what if to what's next* - [podcast series](#)
- Others
  - o Travail en cours, *Déconnexion : pourquoi votre cerveau a besoin de silence pour se régénérer [Rediffusion]*, décembre 2021 - [podcast](#)

"There is no more time for losses of trust and opposition.

We need to move beyond dogma and build a narrative together."

- A 2030 member at the session *Civil society and business, fighting the same fight?*

## 2030 is a community of business leaders

aware of the urgency of sustainability,  
committed to putting their organization at the service of the SDGs in a systemic way,  
eager to learn collectively, in a spirit of active listening,  
transparency and respect for each other's beliefs