

JUST IMAGINE: CREATIVE CALL OUT

Art has a vital role to play in both imagining and building a better future.

We've launched a competition for artists in the UK to take inspiration from the *David Attenborough: A Life On Our Planet* film! This call-out will act as a platform for a nation-wide creative response to the solutions and messages in the film.

If you're in the UK, take part in our competition and you could have your work shown in exhibition alongside other creatives in 2021 – helping audiences to imagine we change our laws and our lifestyles.

WHY TAKE ACTION THROUGH YOUR ART?

We are living through a pivotal opportunity for positive change for our planet. Our creative call out is a chance to use your art to drive this change, by showcasing your vision of a reimagined future!

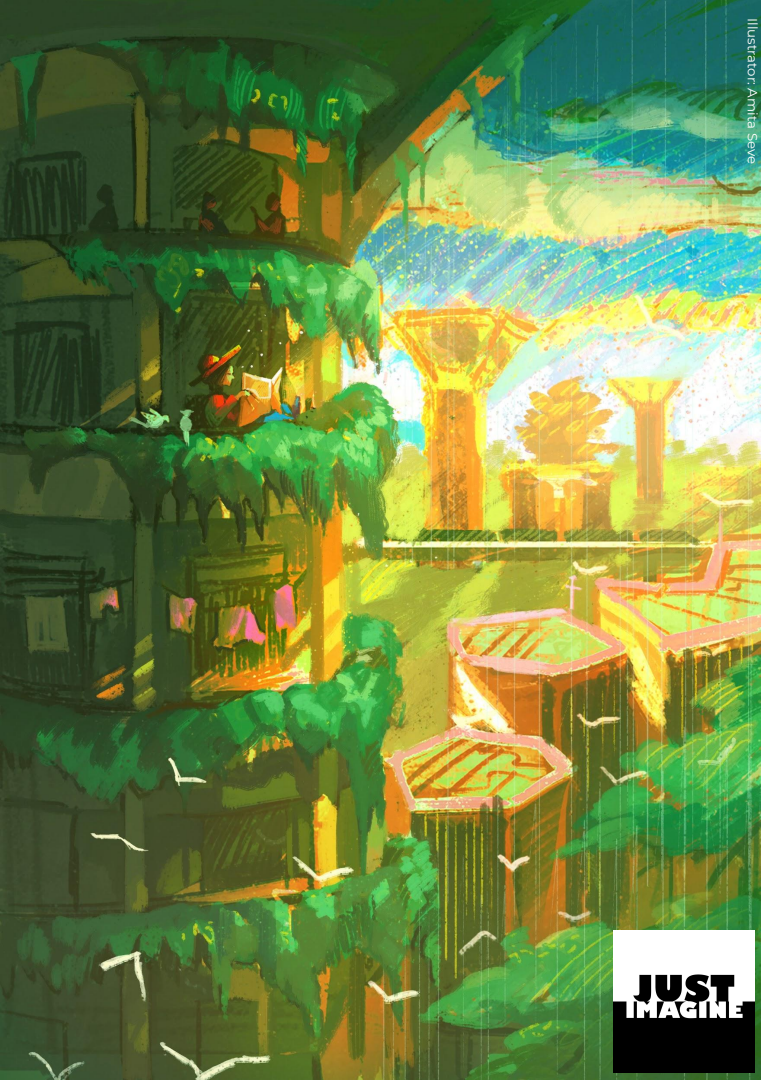
Next year is critical to ensure we get back in balance with nature, through changes to lifestyles and laws. 2021 brings key political moments to influence our government and ensure they commit to protecting nature and our planet.

As Sir David Attenborough makes clear in his new documentary *A Life on Our Planet* - the natural world is our support system, but we have destroyed it in a single life time.

But we already have the solutions - now is our last chance to act.

- I. Introduction & how to enter.
- II. Information slide on the *Just Imagine* concept.

**JUST
IMAGINE**



Illustrator: Anita Sewa

**JUST
IMAGINE**

HOW TO TAKE PART

We want you to reimagine a future where we celebrate and protect nature, through tough new laws and lifestyle choices. What would our rebuilt future look like if we put nature at the heart of our decisions? Would we be living differently, communicating differently, have a better understanding of how we live alongside our natural world?

We want to see your reimagined future through a piece of artwork, that inspires and educates others to join us on the path to recovery! We want to see artistic exploration of how we can best live in harmony with our planet - sharing understanding of how together, we can reach the vital solutions for building a better future.

12 selected winners will showcase their work in a public, WWF-hosted exhibition in 2021. This will see individuals and community groups taking action through their art and publicly calling on the urgent commitments needed to build a better future.

SUBMIT YOUR ENTRY

Our competition launches on Monday, 9 November and will be open for submissions up until 5pm on Monday, 25 January 2021, when the competition will close. Submissions may be in any artistic medium, but please submit your entry digitally as an A4 (210mm x 297mm) **PDF file**, by uploading to our site and filling in your details in our webform.

Our exhibition will allow each winning artist an exhibition space of their own to work with. Please include a note in the **Bio** box in our application form, describing how you will use your space to support your artwork and vision of the future.

START THE CONVERSATION

If you want to share your creative response to this call-out on social media, please help us spread the message by joining our digital movement - use [#AttenboroughFilm](#) and [#JustImagine](#) and tag us at [@wwf_uk](#).



Illustrator: Sara El Nairae

**JUST
IMAGINE**

BACKGROUND: JUST IMAGINE

The world has changed dramatically over the last 60 years. Humans have altered huge significant chunks of the world through farming, fishing and consumption.

The way we live and the food we eat is driving the destruction of global habitats and increasing climate change.

The only way forward starts with communication on a global scale - we can share a common understanding of the challenges we face as a planet and how to overcome these.

As changemakers here in the UK we can kick-start this communication through our creative communities, broadcasting the message to the government and igniting mass conversation and public action.

WHAT CAN WE DO?

We have a unique opportunity to get back in balance with nature, which is within our reach if we can change our lifestyles and laws.

We need to demand action from our policy-makers and business leaders. We can live more sustainably and we can spread the message.

We need to invest in nature globally, starting here in the UK - as we plan to rebuild from coronavirus. Economic recovery - without investment in the protection of nature - isn't a recovery at all.

There is hope. *Just Imagine* is a unique opportunity to share this hope, through a reimagined future where nature is put at the heart of our decisions. For additional information, contact community@wwf.org.uk.