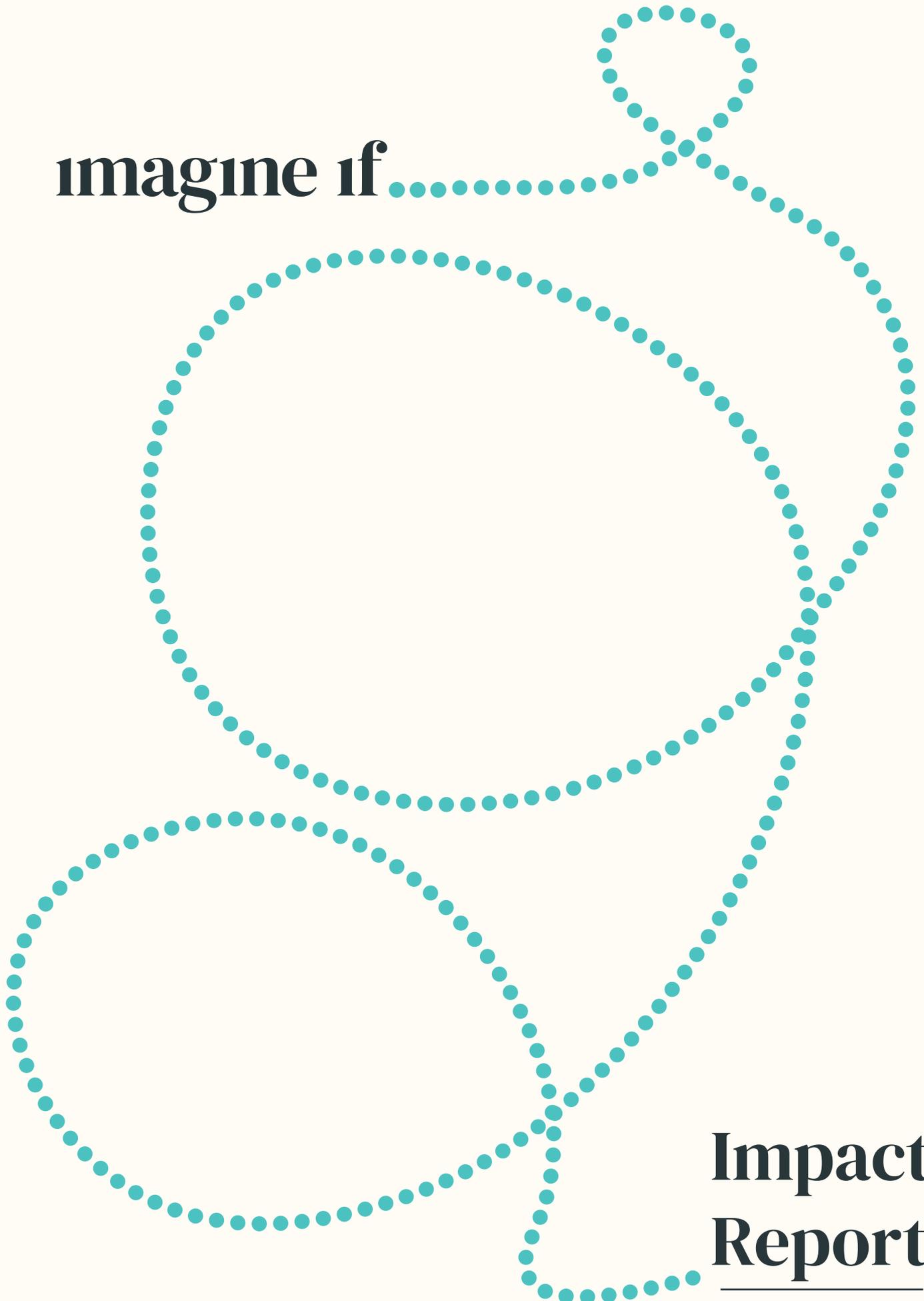


imagine if



Impact Report

Q1 2021 | Version 1.3



Introducing

imagine if.....

Sir Ken Robinson dedicated his life to transforming the culture of education and organisations with a richer conception of human creativity and intelligence. He advised governments, corporations, education systems, and some of the world's leading cultural organizations on the development of education, creativity and innovation.

A passionate advocate for the diversity of human potential, he questioned the systems that we have come to take for granted and their respective roles in either encouraging or suppressing the very core of what makes us human – our innate powers of imagination and creativity.

His firm contention was that a vibrant and healthy society depends on a huge variety of talents and interests, and that it is in our common interest to cultivate them.

In 2019, Sir Ken wrote that “we don't live in the world

as other creature's do, we create the worlds that we live in.” One of the great tragedies of his death is that there has never been a more important time for this message. We continue to find ourselves at a shared crossroads as we collectively try to navigate one of the most turbulent periods of living history. Sir Ken advised that in our effort to “return to normal” we should be re-evaluating what type of normal we want to return to.

As we create the worlds that we live in, it is within our power to recreate them if we harness our innate powers of imagination, creativity, and collaboration.

Welcome to Imagine if...

Anthony & Kate
Directors & Co-Founders

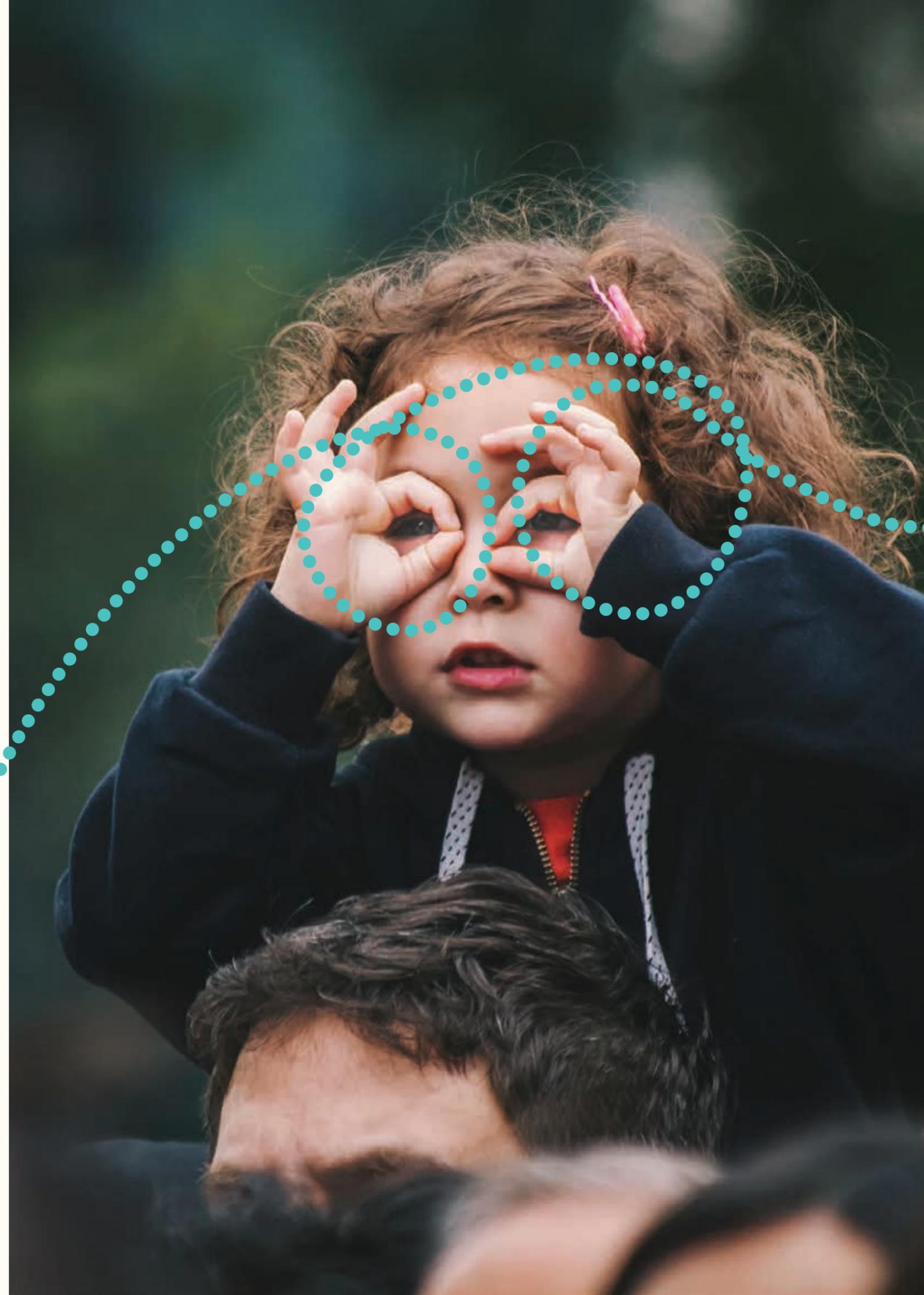
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Mission

Our mission is to help individuals and organisations understand and harness their innate powers of imagination, creativity, and collaboration, to recreate the worlds that we live in.

Our purpose is to empower every person and every organization on the planet to imagine, reimagine, create and recreate.

We are a global community of individuals and organisations, creating and highlighting cutting-edge research, ideas and action to enable positive change and innovations around the world that improve our systems as well as our mental health, well-being, environment, and communities.



Goals

We have 3 set objectives for the inaugural year of Imagine if...

These are:

- 1/ To establish an annual global festival to celebrate imagination and human potential
- 2/ To create year-round Imagination showcase content in our main initial categories: The Arts, Culture, Education and Environment, highlighting the interplay between each to improve the conditions for every human to flourish
- 3/ To establish the Imagine if... fellowship programme, creating a global community that unites our main category issues and objectives



Impact

Goal:

To establish an annual global festival to celebrate imagination and human potential

The campaign launched on March 1st 2021, with a three day fringe festival, featuring 34 third-party organised celebrations from across the world. People of all ages enjoyed a vast array of activities ranging from interactive discussions on the future of learning, the environment, as well as workshops to help you find your element.

The official Imagine if... headline event was then broadcast on March 4th 2021, with a 12-hour live stream played out on what would have been Sir Ken's 71st birthday. With over 90 contributors featured, the broadcast celebrated human potential and championed the diversity of our talents through performances,

talks, discussions, and of course videos of Sir Ken himself. Over 11,000 people tuned in within the first 24 hours from all corners of the world and together, we have succeeded in making Imagine if... a launchpad for those dedicated to continuing Sir Ken's work.

Lineup included:

Action for Children's Arts | Andrew Amondson | Angela Duckworth | Artsworld | Ballet Boyz | Blue School | Brian Tart | Chisara Agor | Chris Anderson | City of Imagination | Conrad Challenge | Daryl Beeton Productions | Dr Michael Hynes | Dr Penny Hay | Eden Project | Education Cities | El Sistema Global | Forest of Imagination | Genius 100 Foundation | Goldie Hawn | Heston Blumenthal | Hugh Jackman | HundrED | Jackie Cooper | Kate Cross | Ken Hertz | Kermit the Frog | Lego Foundation | Lynne and Land Foundation | Matsena Productions | Meaning in Madness | MindUP | Muskan Tanwani | Nevergrey | One Young World | Orlando Bloom | Pasi Sahlberg | Peter Miller | Philip Patston | Professor Andy Hargreaves | PTTOW! | Rakaya Fetuga | REACH | Richard Curtis CBE | Roundhouse | Sadlers Wells | Sal Khan | Sir Ken Robinson | Sugata Mitra | Supriya Kumari | TED | Ted Dintersmith | TED Ed | The RSA | Timothy Shriver | Wiley Business & Capstone Publishing |

1 March 2021  The launch of the Imagine if... celebratory week, with the official Fringe Festival - these events were third party organised by friends of Imagine if... and our amazing community		2 March 2021 Following the successful first day of the Imagine if... fringe festival, the second day of Imagine if... continued the excitement, with over 1.3k social posts on the #weimageif hashtag and an additional 11 more fringe events around the world. Hosted fringe events and participants from: Denmark, Finland, Ireland, Romania, UK, USA and more	
9 Fringe Events + Panel debates + Spoken word poetry + Meetups + Instagram Lives	 PARTNER EVENT GOES LIVE - LIONS LIVE! LIONS Live - The New Creator's Toolkit. A week of lessons, guides, and resources that focus on your next steps in your creative journey. LIONS Live, featuring content from Imagine if..., is both live and on-demand from the 1st of March, and packed to the brim with different skills, advice and insider training.	11 Fringe Events Highlights include: 'Exploring Creative Bravery in the Underground' + 'Don't stop till you play enough' + 'TEDxBath Countdown' and more	+ Documentary screenings + Live installations + Virtual Workshops + Panel discussions
Highlights include: 'Londonderry City of Culture: How a City Reimagined Itself' + 'Imagine if... children were truly allowed to think for themselves' and more	3 March 2021 "My heart is at the point of bursting and my mind is refreshed and clear again with hope and purpose... I cannot wait to see what's to come and look back one day at how many seeds were planted and or watered this week" - Jen (@thedorkweb)		
Highlights include: 'TED-Ed World Premiere: How would you finish the sentence, "Imagine if...?"' + 'Don't stop till you play enough' and more	14 Fringe Events + World Premiere's + Panel debates + Tributes + Open Mic Evenings	1,844 Imagine if... statements received within the first 2 weeks	90 Video Segments & Performances 5,618 Pre-Event Registrations
		8,490 Unique Live Viewers 11,169 Views within first 24hrs 765 Likes 0 Dislikes	More impact stats and figures are currently underway. Please check back at imagine-if.com for our latest figures, news updates, activities and more.

Impact

Goal:

To create year-round Imagination showcase content in our main initial categories

Throughout the year, the team will produce showcase content for the global public, utilising the 1,800+ Imagine if... statements from our global community.

By collaborating with our key partners and supporters, Imagine if... will produce unique content in the following areas: **The Arts, Culture, Education and Environment.**

For our first education piece, and in collaboration with our friends at WePresent, Imagine If...are inviting a handful of our favourite authors to contribute to an editorial feature that will explore the future of education. Each one will be asked to reimagine an aspect of education, prompted to question:

- what would education look like?
- what would school look like?
- where would we learn?
- what would we be taught?
- what do we need to learn?
- what would we scrap, what would we keep?

The piece, which will be accompanied by specially-commissioned artwork and illustration, will be published later in the year.

4

Our initial categories:

- The Arts
- Culture
- Education
- Environment



Target:

Create one leading content showcase for each category - producing 4 in total for the year

+

Engage an audience of 1 Million viewers, readers and listeners

ONGOING



Impact

Goal:

To establish the Imagine if... fellowship programme and global community

As Sir Ken said, Rock 'n' Roll was not a government initiative, it came from the people. To change the system you have to do so from the ground-up. We cannot continue to rely on the top to recognise the change that is needed.

By creating a united global community we can push the needle on the most important issues raised by the Imagine if... campaign.

Fellows will enjoy the following benefits, although this is not an exhaustive list of what will be on offer over time:

- Networking opportunities with like-minded individuals
- Access to a members-only app, with opportunities to promote their work and connect with others
- Exclusive events featuring talks from some of the top names across the education sector
- Exclusive insight into Sir Ken's work
- Mentorship
- Exclusive content



Targets:

1,800 new fellows

+

500 unique attendees at Fellowship events

+

1 Million Imagine if... video views

+

100 media (national, regional, digital and speaking events)

ONGOING



Reactions

A few of the responses from around the world, responding to our provocation and campaign

"Best day ever"

Imagine if we were all similar

"Thank you for a wonderful tribute to one of education's greatest thinkers. It was an inspiring day!"

Imagine if we lived in a world like Brave New World

Imagine if money wasn't the reason that we all hated each other. Imagine if we lived in a world like in the novella Anthem

"What a phenomenal day! I have loved every minute! Thank you so much for this celebration of Sir Ken Robinson's life and legacy! I will go back to the classroom next week with a renewed sense of hope and purpose and will continue to be part of the change"

Imagine if we didn't have hatred in our selves towards any race, religion or even looks

Imagine if we knew the meaning of life

Imagine if we knew what happens after death

Imagine if we could go back in time to fix mistakes

"Imagine if we didn't have imagination

Imagine if we all learned everything the humans before us learned

Imagine if we could see light if we haven't seen light before

Imagine if we knew the reason we are here"

"Imagine if academics and educational leaders stopped talking about this and started applying it. Imagine if educational leaders got as much value from taking risks on programs that are already available instead of just talking and writing it"

you have done and continue to inspire!"

"Imagine if all adults and children are embraced and be included for who they are, what they can do instead of what they cannot be or do"

"I don't know how long I have been fortunate enough to have watched Sir Ken but he has left me with many cherished memories that I told dear and will last me forever"

"Imagine if we see potentials in others instead of flaws and faults"

"Let his vision and mission be our continuum"

"My heart is at the point of bursting and my mind is refreshed and clear again with hope and purpose... I cannot wait to see what's to come and look back one day at how many seeds were planted and or watered this week"

"Sir Ken was a truly inspirational, kind, warm witty, extremely articulate genius"

"What a celebration / tribute to a wonderful legacy and GREAT guy. Thank all for all

Our Team

"For the strength of the pack is the wolf, and the strength of the wolf is the pack." - Rudyard Kipling

Meet the initial members of the Imagine if... Executive Team:



Kate Robinson

Co-Director & Founder

Kate is a writer, speaker, and Director of Nevergrey, which served as the global head office for her father, Sir Ken Robinson, and is now dedicated to his legacy.

She was the founding Editor in Chief and Head of Strategic Operations of HundrED, a Finnish-based initiative designed to seek and share the most inspiring innovations in education globally.



Anthony Dunn

Co-Director & Founder

Anthony is an acclaimed brand strategist with a gift for creative marketing and immersive events. He is Director of Nevergrey and is now fully dedicated to his legacy.

Former Head of Brand for Bett, the world's largest global education event series, Anthony's eye for design and authentic brand representation has resulted in several award-winning campaigns.



Rachel Womack

Co-Director

Rachel's background is in journalism, marketing and business development in the private and public sector, spanning not-for-profit education associations, public sector organisations and national and international events. She was Joint Managing Director at Mango, overseeing all client accounts, as well as responsible for partnerships and business development around the world.

What's ahead

1 Imagine If... Festival 2021

Launch the imagine if... Campaign, celebrating the life and legacy of Sir Ken Robinson annually with the inaugural festival

2 Kate will complete her father's Manifesto

3 Build the team

Imagine if... will begin hiring the core community team, ready to ensure the global community of partners and fellows are supported throughout the year. Highlighting any opportunity for collaboration and support development

4 Imagine if... Festival 2022

Imagine if... will deliver another annual showcase of the work carried out by its global community. With more fringe event activities and, pandemic depending, a new live physical event.

5 Content

Alongside and in collaboration with key partners, produce and commission content showcasing the Imagine if... provocation responses received to spread the awareness of the importance of imagination, and Sir Ken's message

6 Launch the Fellowship

In accordance with our final goal for the year, the Imagine if... Fellowship will launch globally alongside its dedicated mobile app platform

7 The worldwide release of Sir Ken's final book: Imagine if... Manifesto

Thank you's

Huge thanks go to our partners, collaborators, supporters, patrons, fellows and friends, without them Imagine if... would still just be a part of our imagination.

We're so lucky to have you on our team.

Action for Children's Arts	Brigid-Mary McGinn	David O'Fallon
Adrienne Ferguson	Call to Unite	David Pearl
Alex Bell	Cannes Lions	David Royston-Lee
Alistair Spalding CBE	Carla Aerts	Deirdre Walters
Amanda Nguyen	Carol Lieber	Dido Balla
Amber Day	Catherine Powell	Donald Robertson
Amir Ashour	Celeste Wiedmann	Douglas Simpson
Andrew Amondson	Cheryl Edward	Dr. Amir Amedi
Andrew Grant	Cheryl Matas	Dr. Michael J. Hynes
Angela Duckworth	Chisara Agor	Dr. Penny Hay
Angharad Llewelyn	Chris Anderson	Eden Project
Anna Pankin	Chris Thomson	Education Cities
Anne Den Otter	City of Imagination	Edwin Thomas
Antonia W.	Claire Macdonald	El Sistema Global
Artswork	Clare H	Elaine France
Ballet Boyz	Claudia Barwell	Ella Robertson McKay
Becky Ward	Cleary Vaughan-Lee	Emma Weston
Bernard Thompson	Conrad Challenge	Euella Jackson
Bettina Hohnen	Damian Bradfield	Ewa Duda-Maciejewska
Blue School	Daryl Beeton	Flip Grid
Brendan Djentle Bear Hamilton	David Harland	Forest of Imagination
Brian Tart	David Hollands	Galen Koch
	David Jackson	Gayathri

Gayatri Guhanarayan	Linda Bonerba	Rosy L Cohen
Genius 100 Foundation	Lord Jim Knight	Rosie Luff
Georgea Hughes	Lorna Casey	Roundhouse
Gloria Laycock	Lucy King	Rui Guedes de Quinhones
Gluck Workshops	Lynne and Land Foundation	Saddlers Wells
Goldie Hawn	Marcus Davey	Sahar Alsabbagh
Gonsalves Gonsalves	Margaret Heffernan	Saku Tuominen
Graham Barkus	Marisa Polvino	Sal Khan
Harriet Rhodes	Matsena Productions	Sarah Minwalla
Heston Blumenthal	Matt Goldman	Seemah Nahome-Burgess
House of Imagination	Maureen Heaney-Sykes	Sheerly Hecht
Hugh Jackman	Meaning in Madness	Sir Ken Robinson PhD
HundrEd	Milica Atanackovic	Sir Tim Smit KBE
Ian C Keys	MindUp	Sufyan Christian
Ian Sharp	misswendy 555	Sugata Mitra
Ido Aharoni	Muskan Tanwani	Supriya Kumari
Jackie Cooper	Narita Alasali	Susan Hillyard
Jacqueline Heywood	Nevergrey	Susan Stacey
Janine Schimmelpenninck	One Young World	TED
Jeanne Paynter	Orlando Bloom	Ted Dintersmith
Jen Sujin Yoon	Pam Roy	TED Ed
Jigyasa Labroo	Pasi Sahlberg	Terri McGrath
Jim Zwiers	Patti Shade	The RSA
John Robinson	Penguin International	The World's Largest Lesson
John Waldron	Peter Miller	Tilly Lee Kormack
Judi Buenafior	Philip Patston	Timothy Shriver
Julie Epstein	Piet Grymonprez	Trevor Davis
Kate Cohen	Professor Andy Hargreaves	Ulrike von Rosen
Katherine Mengardon	Project 17	Vicky Ireland
Ken Hertz	Project Everyone	WeTransfer
Kirsteen Aubrey	PTTOW!	What School Could Be
Lady Marie-Thérèse Robinson	Rakaya Fetuga	Wiley Business
Lane Merrifield	Reach	Yaacov Hecht
Lasse Leponiemi	Richard Curtis CBE	Yu Jiang (YuJi)
Laura Munteanu	Richard Fransham	Yvon Feenstra
Lego Foundation		Zoe Fitzpatrick

“What you do for yourself dies when you leave this world.

What you do for other’ lives on forever.”

- Sir Ken Robinson

