

BE OPEN launches DESIGNING FUTURES 2050: international competition for young creatives focused on the United Nations Sustainable Development Programme



BE OPEN has introduced **Designing Futures 2050**, its sixth international competition aimed at students, graduates, and young professionals. This initiative seeks to inspire the creation of innovative solutions by young creatives for a sustainable and prosperous future, aligning with the objectives of the United Nations Sustainable Development Programme.

In the 2024 Sustainable Development Goals Report, UN Secretary-General António Guterres states that *“only 17 per cent of the SDG targets are on track, nearly half are showing minimal or moderate progress, and progress on over one third has stalled or even regressed. The scarring effects of the COVID-19 pandemic, escalating conflicts, geopolitical tensions, and growing climate chaos are hitting SDG progress hard... This report highlights the urgent need for stronger and more effective international cooperation to maximize progress starting now.”*

In response, BE OPEN has established this competition to raise awareness among young professionals in creative and engineering fields about the urgent need for action regarding the Sustainable Development Goals. The competition aims to foster the realistic application of sustainability principles by identifying, showcasing, and promoting creative ideas that facilitate a global transition toward a sustainable and efficient future.

Elena Baturina, Founder of BE OPEN speaks about the project: *“For the past six years, we at BE OPEN have worked to support the Sustainable Development Goals by running international student design competitions. Every year we collect hundreds of outstanding, well-researched, creative projects from young people all over the world. Every year we get reassurance that educating and motivating young people to become leaders of sustainable change is the best way forward. And every year we try to do more by offering them a platform for discussion and exchange of ideas, offering them opportunities for self-education, boosting their confidence and helping them to see that they matter.”*

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Participants can choose their approach to the challenge from three submission categories: Battling the Problems of Today; Creating the Visions of Tomorrow; and Adjusting the Sustainable Development Goals.

BE OPEN firmly believes that creativity is essential for transitioning to a sustainable existence. To achieve the UN Sustainable Development Goals, innovative and design thinking is crucial. Design serves as a vital tool for implementing the UN SDGs.

The competition will honor outstanding submissions with monetary prizes and recognition, including:

- **First Prize:** €5,000
- **Second Prize:** €3,000
- **Third Prize:** €2,000
- **BE OPEN Founder’s Choice Prize:** €3,000
- **Public Vote Prize:** €2,000

The international jury for Designing Futures 2050 will comprise members from the BE OPEN community, as well as representatives from business, academia, and sustainability experts from past and present partner organizations. The jury will select the top 50 honorable mentions and determine the winners of the first, second, and third prizes from all entries across the submission categories.

The Founder’s Choice prize will be awarded by BE OPEN founder Elena Baturina, who will choose the recipient from the 50 honorable mentions. The Public Vote prize will be awarded based on the results of an online vote among these mentions.