



The World Futures Conference announced recognition for Elena Baturina and its BE OPEN think-tank

At the opening plenary session, the WFSF President and Chairman of the Board of the World Futures Studies Federation **Dr. Erik F. Øverland** announced: *"This recognition is given to Elena Baturina, Founder of the BE OPEN think-tank, for supporting young people's creativity and initiatives in pursuit of a sustainable future. Elena Baturina and her think-tank are among those who try to accelerate the shift towards sustainable practices, while Elena is a consistent supporter of creative education, innovations and sustainable initiatives."*

The award statement elaborated: "In 2025, the Designing Futures competition by BE OPEN aimed to translate the necessity of urgent action to the young and upcoming professionals and involve younger creatives into adjusting and updating the SDG agenda in the light of the realities of today, and encourage them to take a larger part in the actualization and implementation of the realistic sustainable actions plan."

The *Designing Futures* competition became the 6th in the series of sustainability-focused competitions developed by BE OPEN for students and recent graduates who specialise in the fields of design, architecture, engineering and media globally. It aims to raise awareness about the SDGs and contribute to achieving them via recognizing, showcasing and promoting the best innovative ideas and projects by young people that can advance sustainable principles and aims.

Elena Baturina said: "The expertise and the bulk of scientific work created by the WFSF network have been a great source of inspiration and knowledge for both BE OPEN and the Designing Futures participants. Our programme is built upon reassurance that educating and motivating young people to become leaders of sustainable change is the best way forward. Our job is to help them create their vision of a better future, and equip them with the knowledge and skills to achieve it – and the WFSF had made a great contribution."

Founded in Paris in 1973, WFSF is a UNESCO and UN consultative partner and global NGO with members in over 60 countries. It brings together academics, researchers, practitioners, students and futures-focused institutions. WFSF offers a forum for stimulation, exploration and exchange of ideas, visions, and plans for alternative futures, through long-term, big-picture thinking and radical change.

BE OPEN is a private non-governmental think-tank founded and supported by Elena Baturina with the aim to harness the creative power of younger generations. BE OPEN operates via conferences, competitions, exhibitions, and art events that enhance educational experience for schoolchildren and students all over the world, encouraging them to be more creative, proactive and entrepreneurial.



Emily Thompson

My name is Emily Thompson, and I am the Editor-in-Chief of Fairpress. With over 15 years of experience in international journalism, my passion lies in telling authentic stories and giving a voice to those who need it most. At Fairpress, I am committed to ensuring balanced and rigorous coverage of the Balkans to inform and inspire our readers.