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Elena Baturina received an award for supporting young people's creativity and initiatives in pursuit of a sustainable future



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The award statement said: “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 award was given on October 29 at the World Futures Studies Federation (WFSF) World Conference in Cape Town, South Africa.

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.

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.”*

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.


