UNESCO Chair in Learning and Teaching Futures Literacy in the Anthropocene
Method mosaic

Title:	Influencers of the Future
Target group:	Secondary, Adult education
Time:	Approx. 2-3 hours
Goal:	Systems thinking (GreenComp 2.1); futures literacy (GreenComp 3.1)
Topic:	Future influencers, discussion of the influencer's role, development of future visions, and visualization using an AI image generator
Materials:	Paper, pens, access to an AI image generator, tablets, or laptops

Brief description:

The 'Influencers of the Future' method encourages learners/participants to think about the (future) role of influencers and to develop images that illustrate these new visions. They discuss how influencers could influence people's behaviour and attitudes towards sustainability and social responsibility in the future.

Introduction:

The participants discuss the current role and intention of influencers and to what extent they could change these and how they could contribute to topics such as climate protection, sustainable consumption or social engagement in the future.

Brainstorming and group work:

Participants are divided into groups and develop ideas for their 'influencer of the future' and define their activities and goals. Questions could include: 'How would an influencer of the future act?', 'What do they stand for?', 'What could images of the future look like and what values would they convey?' Participants note down their answers and develop a clear picture of the influencers' tasks and external impact.

Image generation:

The groups use an AI image generator to create visual representations of their 'influencers of the future'. This results in images that depict possible future scenarios. The participants experiment with different inputs to generate meaningful images of the future that vividly depict their visions.

Presentation and discussion:

Each group presents the images they have created and explains the role of the influencer in the future. They also reflect on the challenges and opportunities that arise when influencers specifically focus on sustainability and responsibility. The method concludes with a joint reflection on how realistic and desirable the ideas are.

Citation suggestion:

Tengler, Karin (2024): Influencers of the Future. In: Method Mosaic of the UNESCO Chair in Learning and Teaching Futures Literacy in the Anthropocene, https://www.ph-noe.ac.at/unesco-chair