

## ENVIRONMENT AND SOCIETY INSPIRED MEDIA

ITEM

# Mathieu Baudin: the new punks are those who dare to write YES FUTURE today

Historian and prospectivist, Mathieu Baudin is director of the Institute for Desirable Futures. This general interest association distributes new knowledge free of charge and calls on citizens to reinvent a sustainable and united world. This school of reinvention offers keys to understanding the present and creative weapons to those who wish to build their future. Interview with an explorer of a still possible future.

By Sandra Coutoux

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Former director of the College of Higher Studies in Sustainable Development (CHEE & DD), teacher (CNAM, École centrale, HEC), TEDx speaker and organizer, TV columnist on France 2, he has been traveling for more than 20 years between past, present and future to imagine tomorrow in the yardstick what could be better. Surrounded by a team of a hundred experts and artists, he organizes and leads in particular intellectual explorations or *LabSessions* to better identify and project himself into the world of tomorrow at the [Institute of Desirable Futures](#),

## Why is it necessary to dream of another world by 2040 for example, as you propose?

Earth's resilience phase has already started. It is no longer a question of saving the planet, but of saving humanity. The future is an adventure, an epic to be created. Will we be able to feed 10 billion humans tomorrow? Yes it is possible, but not by producing in the same way as today. What will happen if sustainable development projects change scale? If we develop the symbiotic economy to get out of waste? If one chooses to relocate the short-circuit power supply? We must learn to do better with less and overcome the schizophrenia of our consumer societies which pushes us to waste our resources.

## Isn't this a utopian approach given the resistance of the system?

Doing nothing is more dangerous than doing something. Utopians today are those who believe that the system can continue like this, without leading us straight into the wall. The new punks are those who dare to write "Yes future" today and who create alternatives to meet current ecological challenges. Today, the outlook on the carriers of innovation has changed, which is positive. What is lacking now is money to scale up. One of the objectives is also to convince investors to finance innovation in the service of the new world.

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imagination. It is by changing our perception of the world that we will be able to move forward. We were made to believe that competition was at the heart of life. This is actually wrong, as biologists explain to us. Trees share their resources, help each other to survive, like many species in living things. We have to focus on the world we want to create. There is tremendous energy to be set in motion.

### How to mobilize citizens and inspire them?

We intend to create conference-shows led by our experts to share knowledge across France. To do it in a fun way like an epic, we are going to invite the spectators to take a journey through time. Imagine. We are in 2040 and we have succeeded in meeting the challenges posed 20 years earlier. How did we do it? It is about rethinking the present from the future. This is how we will build the narrative of our desirable futures and change the dream of the planet. Together, we can reconnect with trust, with the sparkle that lies in everyone. We are the heroes of our own history. It is up to us today to write it with our dreams rather than with our fears.

- They imagine the world of tomorrow

The Institute for Desirable Futures relies on a network of 150 experts, agents of change or artists, to inspire and reinvent the future. Among them, Tarik Chekchak, pioneer of biomimicry, the philosopher and psychoanalyst Cynthia Fleury, but also the journalist Frédéric Lopez, the data designer Karen Bastien or the ultramarathoner of the extreme, Malek Boukerchi.

Mathieu Baudin is the author of the books *Le Bonheur en marche*, (Ed. Guérin, 2015), with Patrick Viveret and [\*Sustainable development, a new ideology of the 21st century?\*](#), (Ed l'Harmattan, Col. prospective, 2009).

Mathieu Baudin publishes his new book [\*Say in the future that we arrive at Alisio editions.\*](#)

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