Creative Brief: "*Creating Solarpunk*: Creating the Regenerative Economy through Solarpunk"

A Global Systemic Art & Design Competition for a Regenerative, Flourishing World, launching a parallel economic system forming a new global economy

Background

I have a big vision: Radically improved global systems for a world of regeneration, connection and well-being, for everyone.

The foundation of that is my deep and still emerging passion for conceptualizing and facilitating the design, development and realization of innovative, interconnected systems which, in simple terms, contribute to making humans happier and healthier. That is, a better world, with "better" as in more regenerative, more sustainable, more democratic, more participatory, more transparent, more just, more peaceful, more livable, certainly revolutionary. Not doing everything by myself, but instead stimulating tipping points effectively, where large changes can come from a comparably small amount of investment of time and money. I am always longing for the holistic view, focused on generalists and matching specialists, embracing how environmental and ecological, power, political, economical and financial, educational, social and psychological systems are inherently interconnected.

Many people have formulated this in different ways, but, from what I have discovered so far, one of the scenes and art styles that is closest to all this is "Solarpunk":

> *Solarpunk is a movement in speculative fiction, art, fashion, and activism that seeks to answer and embody the question "what does a sustainable civilization look like, and how can we get there?"*
>
> *The aesthetics of solarpunk merge the practical with the beautiful, the well-designed with the green and lush, the bright and colorful with the earthy and solid.*
>
> *Solarpunk can be utopian, just optimistic, or concerned with the struggles en route to a better world, but never dystopian. As our world roils with calamity, we need solutions, not only warnings.*
>
> – *[A Solarpunk Manifesto](...)*

On December 16th, 2024, my beloved grandma Eva-Maria died at 87 years of age; a joyful, feisty woman and mother of three daughters, who has always been close to nature, especially in her big garden. I inherited about €20,000 from her, and now I want to use €10,000 of her legacy to drive forward this genre of being, to cause real change and to **kick-off real-life projects which are actionable starting points to significant improvements to the systems we currently live in**.

This competition shall bridge the gap between beauty and practicality, between systems and community, between mainstream and dream, between mind and body, between rationality and emotions. I strongly believe that art, human connection and beautiful physical spaces are the foundation for everything that's coming. Consequently, this competition shall focus on many different disciplines of art surrounding Solarpunk, such as visual art, music, digital platforms, administration techniques, education of children, events, decision-making structures, community building practices, establishing supply chains for trading goods between physical communities, etc. Projects for this competition do not necessarily need to start from scratch, it's especially also about discovering beautiful synergies between existing projects.

Objective and Purpose

The main objective of this competition is to make a meaningful contribution to the global Solarpunk scene and to further popularize and concretize its values, visions, intentions and aesthetics. To make more people realize "dreaming is allowed", "dreaming is possible" and "let's realize these dreams and allow people to *feel* these beautiful systems!".

Another intention of this competition shall be community building, to interconnect individuals who are excited about building *practical* utopias, which are specifically about scalability instead of escapism or only creating anecdotal or niche solutions. All submissions and profiles of the respective co-creators shall be made publicly available in a directory on a newly created website for this competition.

Finally, and possibly most importantly, this competition shall uplift highly diverse voices. After all, so many regenerative techniques have been known by indigenous communities for a long time; we are not creating anything new, but we are just rediscovering ways of life which many have forgotten due to the developments our contemporary civilization underwent. This fact that none of this has never actually been lost shall be honored, thus interlinking sacred wisdom and modern knowledge.

Target audience

In the most general sense, the people we want to reach are *creators* and *researchers*; pretty much everyone who is passionate about participating in the emergence of our shared vision of the world. This includes artists, designers, artisans, decentralized/P2P software engineers, urban planners, farmers, librarians, global health experts, economists, politicians, community builders, event organizers, practitioners, generalists and autodidacts etc.

Importantly, it should find a balance between being close to reality and still thinking big. That is, "radical inclusion" shall be one of its core principles, not only regarding individuals from all sorts of subcultures and backgrounds, but specifically also for people who might not have had any contact to these ideas so far, but who somehow feel in their stomach that it's beautifully aligned with their own values.

More practically, the first target groups will be (a) philanthropists and (b) game developer communities.

Tone and Style

Visually and emotionally, this competition shall feel alive and lush and warm, like a growing, nurturing, wholesome realization of lived flourishing, calming yet exhilarating, bringing humans closer to the thriving source of generation. It shall be closely connected to Mother Earth, grounded in empathy, care, stability and love. It will certainly be intellectual at times, always with a big focus on the bigger context of the *felt* experience and what such better structures, systems and environments actually *feel* like, not just how they can be rationally understood.

It shall be implicitly revolutionary, but not really emphasizing that, as this is about creation, not fighting. It shall feel optimistic, inviting and embracing with open arms, like homecoming, like the world you have barely dared to dream of so far, but where you finally get the words to express what your heart truly desires. It shall feel joyful and light, occasionally even hedonistic, and yet important and deeply meaningful and aware, thinking deeply but not getting stuck in thought. Not just thinking, but also *doing*.

It shall feel futuristic and modern, but always human-centered and earth-centered, honoring ancestors, where technology is seen as just another tool, not as the ultimate solution. It shall be a safe space without taboos, where societal norms are very critically evaluated and where it's encouraged to make plans for which a single person would just be called "delusional". Anonymous submissions shall be absolutely welcome as well.

AI-generated content will only be accepted and considered when it is clearly marked as such and its purpose for the greater visions of this competition is obvious. AI systems or their outputs being portrayed as "creative" or "art" without any critical context will not be accepted.

Distribution of Funds

Instead of by myself or any small jury, the total prize money of €10,000 will be distributed in a decentralized, democratic way via the dreaming.now platform (essentially a heavily simplified version of Cobudget) using the model of participatory budgeting:

1. People submit entries to the competition until a certain deadline.
2. At some point, submissions are closed. Very basic filtering is done to check adherence to this competition's guidelines.
3. In the dreaming.now platform, everyone who submitted an entry to the competition will get an equal share of the prize money to distribute. For example, if there were 100 people who submitted something, each of these 100 people could distribute €10,000 / 100 = €100 via the platform, split up over as many projects as they like. Individuals can only allocate funds to *other* people's projects, not their own.
4. When this voting period is over, all remaining unallocated money is allocated by me.
5. I handle all the payments.

I'm also open for further donations, no matter how big or small, from individuals, companies, non-profits and philanthropic organizations to contribute prize money, all of which will be added to the same pot.

Budget

Description	Amount
Prize money	€10,000
Additional costs	(all taken care of by me)

Contact

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Further steps

During the event where the money is "awarded", the cash is physically burnt and it's then injected into a new distributed ledger-based system, within which people can then trade with that money. Essentially like Wörgl, but digital.