

INFORMATION

for Teams and
Young People

How do you think AI will
change the world?

What do you think might
be the benefits of AI in the
future?





TAKE PART IN OUR HOPEFUL FUTURE SAI CHALLENGE

If you are aged 11-16, this UK-wide challenge is for you!

You can take part as a school class team, or team from your youth club, after school club, scouts, guides or other young people's organisation you are part of. You can also take part as an individual with the consent of your parent or guardian.

We would like to share your ideas with us through creating a piece of work focusing on the benefits and challenges of AI.

Your work will then be considered by a panel of expert judges for inclusion in a national exhibition.

This national challenge invites you and your team to share your ideas about AI and to take us on a journey into the near future.

Are you interested in taking part?

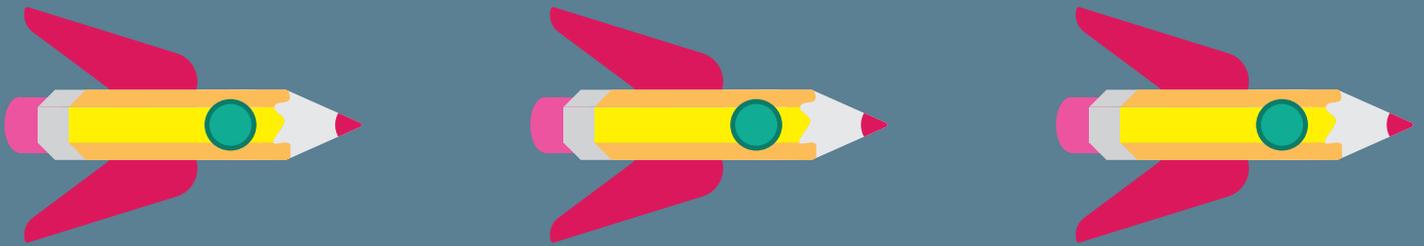
Ok, great! So, here's your brief...

It's 2050...

The world has evolved in remarkable ways. AI has been developed alongside humans to help tackle major challenges.

Your team has been hired by the Global Future Tourism Board to promote what life in 2050 could look like to people living today in 2026.

Your task is to work as a team to create an exciting travel experience that showcases one possible hopeful future where AI has played a positive role.



MAKE US WANT TO VISIT YOUR VISION FOR TOMORROW!



1. Pick one focus theme:

Where might AI make the biggest positive difference?



ENVIRONMENTAL
FUTURES



HEALTHCARE 2050



FUTURE OF
LEARNING

2. Choose one of the following holiday destinations:



FUTURE ISLAND
GATEWAY

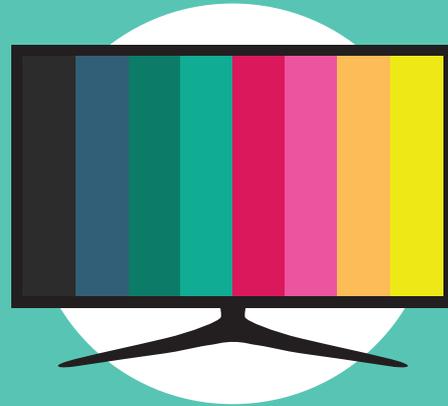


FUTURE CITY
BREAK

3. Choose your format:



SOCIAL MEDIA
CAMPAIGN
3-5 posts for
Instagram/TikTok



TV/VIDEO
ADVERT
60-90 seconds



TRAVEL
BROCHURE
Digital 2-4 pages



FUTURE
INTERVIEW
Podcast/video with
someone from 2050

4. Make sure that your submission:



Imagines and describes **specific examples** of helpful AI technology.



Builds on **current AI developments** and emerging possibilities.



Gives us an **optimistic, believable vision** of what could be.



Includes an **explanation** of the AI you've imagined, how it explores the focus theme you have chosen, and why you think this future could be achievable.
Word limit: 200 words

Once you or your team have made your submission:



Your team will receive:

- ★ A certificate from the HopefulFuturesAI team for taking part.
- ★ An exhibition certificate from the judging panel if your work is selected for display.
- ★ The panel will also send your team a certificate of commendation if they think your work has achieved something extra – for example, it has been extra successful at explaining a new AI technology, or it has been really good at addressing your chosen focus theme.

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