

MOOC IMAGINE 2050

Training theme: Transforming people and organisations

Duration: 90 minutes

Languages: French, English

Registration Instructions: Free access

Format: Online untutored course

Overall theme / context

The Mooc Imagine 2050 is an online course that is both demanding and entertaining.

Starting June 4, 2024, embark on a transformative and enriching experience, completely free ! Immerse yourself in the Imagine 2050 Mooc for 90 minutes and discover how narratives have the power to reshape our societies. Become agents of change by drawing inspiration from this digital program blending education and entertainment. Join the community of cultural leaders committed to exploring a future inspired by the imaginaries of the “planet way of life”.

Learning objectives

The core modules consists of 4 units, lasts 90 minutes, and it aims to :

- Reveal the power of narratives throughout the human history
- Understand how dominant social imaginaries (overconsumption and technosolutionism) exert excessive pressure on living organisms
- Explore desirable futures compatible with planetary boundaries and human dignity
- Practice creating new narratives

Teaching & activities

The MOOC includes many interactive and engaging activities. It was produced by experts in communication, media and culture.

Registration details

The MOOC lasts 90 minutes.

Target audience

For all.

Priority targets : Organizations in the cultural and creative industries, advertisers. Publicis Group and France Televisions will be the first organizations to offer it to their employees.

It is intended for professionals in the cultural and creative industries, businesses, and anyone interested in the power of narratives. The core experience will be offered for free to individuals and for a fee to companies incorporating the mooc into their training programs.

Partners

Realised by Imagine 2050 (<https://imagine2050.fr/>), it is a multi- partners MOOC.

The founding partners are the French agency for ecological transition (ADEME), the French office for biodiversity (OFB), and the French development agency (AFD).