



## WCEF2024 futures simulation script

*This document contains the simulation scenario and script of the prompts. The simulation took place from 8 to 12 April 2024 and was held online with 150 participants. The simulation was organised by Sitra. Participants were first sent the following scenario in their email. After reading the scenario, participants were invited to introduce themselves. From there on, participants received one prompt each day during the 5-day simulation.*

### The Scenario

Planetary Health and Circular Lifestyles Department  
Ministry of Natural Resource Governance  
15 January 2027

#### **Subject: Invitation to participate in the circular lifestyle experiment**

Dear Mx,

As part of our country's commitment to implementing sustainable resource governance and fostering a circular economy, the government is pleased to invite you and your family to participate in a national ground-breaking initiative: the **circular lifestyle experiment**. You are part of a select cohort of 100 families and individuals chosen to participate in this experiment.

The circular lifestyle experiment is a one-year program aimed at **promoting a service-based lifestyle** and understanding what challenges (including lack of services and costs) and societal norms (including assumptions, beliefs and narratives) are preventing our citizens from using services instead of owning things. During the experiment, the government and participants will identify necessary policies for making a whole society transition to a circular consumption culture possible.

The core principle of the experiment is to encourage individuals and families to live with a reduced number of personal possessions. During the one-year period, each family member will be limited to **owning only 100 items**. This may seem challenging at first, but we believe that it presents a valuable chance to reassess our material possessions, explore new opportunities for sharing, encourage the use of services and prioritise what truly matters in our lives.

All participating individuals and families are invited to create a list of 100 possessions they want to keep. All other possessions will be stored away for the trial period from 1 April 2027 until 1 April 2028. Transport and storage will be organised by the government.

All participants will receive support and guidance from our dedicated team of experts throughout the duration of the trial. They will provide you with valuable insights and resources to help you adapt and make the most of this transformative experience.

Additionally, each participant will be assigned to a 10-person peer support group. Peer support groups will allow you to connect with others sharing the experience.

**To start the experiment, please join us on Howspace** where you will have access to expert support and your personal peer support group discussion. **Please introduce yourself to your peer group as soon as possible.**

We believe that your unique perspective will provide valuable insights for shaping a more resource-wise and future-proof society. We look forward to embarking on this transformative journey together.

Yours sincerely,

Director General, Sustainable Lifestyles Department, Ministry of Natural Resource Governance

### **Prompt #0 / Day 0: introduction**

To get to know the people you are sharing this journey with, we invite you to share a little something about yourself in 2027. How old are you now in 2027? Where do you live? And with whom? How do you spend your days? What are you interested in? Please add a photo to your introduction.

### **Prompt #1 / Day -30: Welcome to the circular lifestyle experiment!**

It's 1 March 2027. We have one month to go before the trailers will come and pick up all your accumulated stuff – a relief for some and a nightmare for others. Whatever you are feeling, we are here for you.

We hope all of you have started creating your lists of 100 possessions to keep for the year. If you have not yet started, maybe take a stroll around your home to get a better idea of your belongings?

To help each other finalise our lists, please share 5-20 key highlights from the list of important items you want to keep at hand for the year. We would also love to see a picture of the first item that ends up on your list.

No right or wrong answers here, so go ahead and shoot!

PS: Just a reminder: Single use items like tampons and consumable products like toothpaste do not count towards your 100 items.

### **Prompt #2 / Day 1: Say goodbye to your stuff!**

It's 1 April 2027. Today is the day we've been waiting for. Everything is packed and the trailers leave with all the stuff you decided you could live without for the year.

When waving goodbye to your possessions, what did you feel? Relieved? Terrified? Let it all out. We are here for each other.

Also let us know: What does your first day owning only 100 items look like? What questions do you have? Is there something you are excited about? Anything that worries you?

No need to think too much or filter your thoughts. No one is evaluating you. Let's go!

### **Prompt #3 / Day 30: Wohoo! Congratulations, we are already one month into the experiment.**

It's 1 May 2027. Congratulations, we are already one month into the experiment!

Today, we would like to hear about small moments in your everyday life (a meal, hygiene ritual, getting dressed, meeting friends....) that has been turned upside down by the trial. How are you navigating things differently and what is still missing from your neighbourhood to make things easier?

### **Prompt #4 / Day 224: We have hit the news!**

It's 10 November 2027. Good morning, folks! The circular lifestyle experiment has hit the news. Thanks to all who agreed to be interviewed.

What kind of discussion did the media coverage prompt in your social circle? Did you get feedback on social media? How did your family, friends and colleagues react?

### **Prompt #5 / Day 365: We did it!**

It's 31 March 2028. A big hand to each and every one of you for sticking with us for the whole year.

The year has certainly gone past fast with its ups and downs. The policy team at the Ministry of Natural Resource Governance is finalising new policy measures to make circular lifestyles possible for the whole society. Your efforts on this journey have been invaluable.

As a final effort, we would like you to share some of your learnings from the year. What kind of tips would you give to people who would like to transition from owning to services? What will you take from this year and use in your life?