

Message in a Bottle: Memories and Hopes shaping Sustainable Futures

Summary

Characterising everyday imaginaries of the future is consequential for understanding sustainability transitions, as individuals struggle to translate concern for sustainability into concrete forms of action. This study examines how ordinary publics draw on memory, emotion and hope to construct micro-narratives of sustainable futures as tangible, liveable possibilities.

INTRODUCTION

‘Everyday and liveable futures’, are understood as fragmentary and affective forms of future-oriented thinking embedded in individuals’ lived experience.

METHODOLOGY

- Exploratory qualitative study involving public participation
- Convenience sample among the public attending a national-scale fair Collecting memories, hopes and actions through interviews
- Theme: the future of sustainable oceans

INSPIRATION

The study explores how individuals’ emotions and memories shape hope for sustainable futures.

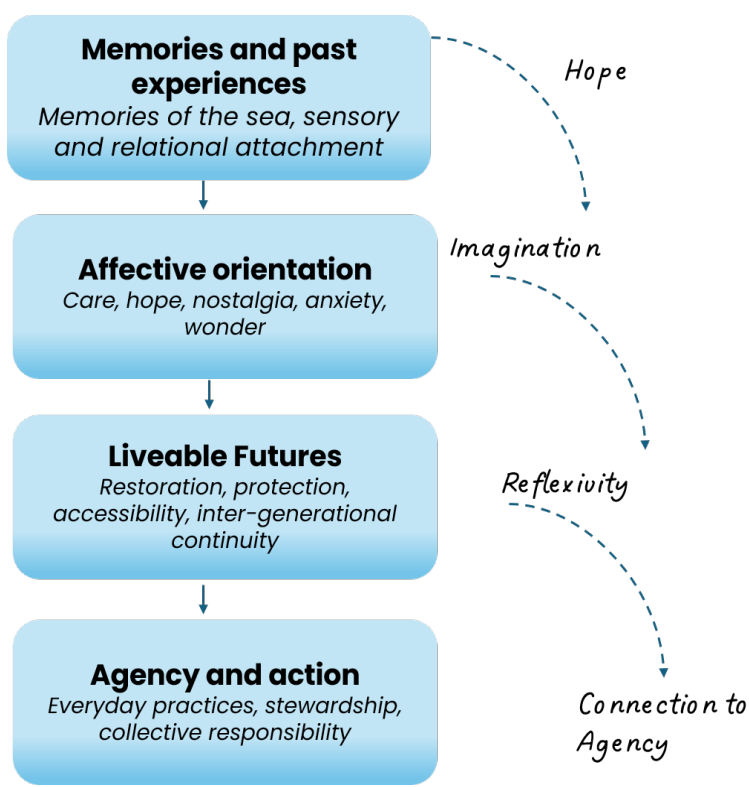
FINDINGS (work in progress)

Desired futures often reclaim a valued past.
Emotions shape what people value and what they feel matters for the future.

PRELIMINARY INSIGHTS

Sustainable futures are constructed through micro-narratives that function as everyday forms of futures knowledge

Conceptual Framework



Small stories, big futures

Memories	Reflections and Emotions	Hope	Ideas for action
"We collected limpets which my granny would cook with pasta"	"Today the seabed is barren, It was a shock for me"	"Let's hope the next generation will not make our mistakes"	"We need to conduct a carrying capacity exercise and .. a crowd management system"
"..a traumatic episode...I was pulled into the sea by strong currents"	"Now, the sea is too crowded, and too noisy"	"My hope for the future is that the sea remains accessible to all and is not grabbed for commercial use"	"The sea remains ... is not grabbed for commercial use"
"I had gone scuba diving lessons with my father"	"The sea makes me feel calm, it relaxes me from a busy life"	"I hope we can find better connection with the sea and with the nature"	More clean ups is what we need
The sea brings back memories of my youth, it was a joyful time	"In the olden days, we were freer ..we could stop with the boat wherever we wanted"	"My hope is that marine habitats are restored"	I think we need to learn more about wildlife to respect this.

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RELATED LITERATURE

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