

The Future We Want

[Visit the website](#)



November 2011 - The Future We Want is a global initiative to move beyond negative visions of the future and focus on the sustainability solutions that are ready to be implemented.

The campaign was launched in November 2011 by UN Secretary-General Ban Ki-moon and Rio+20 Secretary-General Sha Zukang to promote the [United Nations Conference on Sustainable Development](#), in Rio de Janeiro, Brazil, which took place in June 2012.

The campaign aims to engage people around the world in an exercise to envision how societies in all parts of the world can build a future that promotes prosperity, equity and improves people's quality of life within the Earth's life support systems.

The UN brought the world together in Rio de Janeiro, Brazil, to discuss and decide how to accelerate action for a healthier, more equitable and more prosperous world for all.

Government leaders, business CEOs, farmers, scientists, academics and community activists met in Rio, along with leaders of women's groups, indigenous peoples organizations, trade unions and youth movements.

The UN Conference on Sustainable Development in Rio ("Rio+20") was a major step forward in achieving the future we want.

You can also be part of the global conversation about the world you want to live in 20 years from now.

To participate, please visit [The Future We Want](#) , where you can contribute your ideas on what a sustainable future might look like – for you, your family and your community.

Or share your vision for the future on Twitter using [#futurewewant](#) .

[<< Back to Campaigns](#)