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Scenario videos and visuals

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¹ **Type:** Use one of the following codes (in consistence with the Description of the Action):

- R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.

² **Dissemination level:** Use one of the following codes (in consistence with the Description of the Action)

- PU: Public, fully open, e.g. web
- SEN: Sensitive, limited under conditions of the Grant Agreement

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Executive Summary

Deliverable D5.9 "Scenario videos and visuals" represents the successful operationalization of the rigorous foresight research conducted in WP1 into high-impact communication assets, utilizing the four 2050 Twin Transition scenarios (Fragmented Efficiency, The Managed Utopia, The Mosaic of Resilience, and The Deliberative Commons) as a substantive foundation. The project team in WP5 adapted complex technical findings into immersive narrative formats. The production methodology employed storytelling and design fiction, grounding speculative concepts in relatable everyday experiences. This process involved a structured workflow, from initial scripting and storyboarding to visual generation and animation, supported by modern software tools and a unified aesthetic style to ensure deep immersion across all presented futures. By highlighting emerging risks such as "climate poverty," the "truth-gap," or the "Autonomy Deficient," D5.9 serves as a critical tool for building Futures Literacy and fostering the emotional connection necessary for co-creating a truly just green and digital future.

1 Introduction

The READJUST project ("Just transition to a green and digital future for all") aims to identify, assess, and mitigate inequalities triggered by twin transition policies (green and digital) with a specific focus on the Mobility and Agrifood sectors. As part of the project's communication and engagement strategy, Work Package 5 (WP5) is, among other, tasked with fostering a shared understanding of potential futures among stakeholders.

Deliverable D5.9 (Scenario videos and visuals) serves as a bridge between the complex foresight research conducted in Work Package 1 (WP1) and the practical engagement of policymakers and citizens. The primary objectives of this deliverable were:

- To translate scenario narratives into engaging multimedia formats.
- To provide a consistent visual identity for the project's developed futures.
- To enable stakeholders to experience immersion in different 2050 realities, facilitating reflection on the long-term relevance of the project's policy recommendations.

2 Background: Scenario Development in WP1

The foundation for D5.9 was established in Task 1.6. The 2050 scenarios were developed in WP1 through a rigorous, multi-stage foresight process designed to ensure the resulting narratives were expert-grounded and logically consistent. A multidisciplinary panel of 14 experts from leading European institutions (including Fraunhofer ISI, AIT, BioEast Hub, University of Warsaw, EIT Urban Mobility, and UNIDO) guided the development across the fields of foresight, agrifood, mobility, and sustainability transitions. The process moved from initial desk research and signal analysis to the creation of a 2x2 scenario matrix defined by two orthogonal axes: the depth of change (Transactional vs. Transformative) and the level of European coordination (Segmented vs. Holistic). This framework yielded four distinct future worlds: Fragmented Efficiency, The Managed Utopia, The Mosaic of Resilience, and The Deliberative Commons. To ensure internal consistency, narratives were refined through a Delphi study on the 4CF HalnyX platform, where experts correlated specific hypotheses with each quadrant. A final quality assurance phase utilized an expert workshop and a "Traffic Light Review" to validate the logic of each story. These finalized scenarios now serve as strategic "wind tunnels" for the project, providing the necessary context to stress-test policy recommendations and identify emerging forms of

inequality (such as "climate poverty," the "truth-gap," or "techno-oligarchy") across diverse future developmental paths.

3 Methodology

The production of the scenario visuals and videos followed a structured multi-method approach designed to ensure scientific accuracy while maximizing communicative impact.

Creative Approach: Storytelling and Design Fiction

In accordance with the WP5 task framing, the project explicitly utilized storytelling and design fiction. Rather than presenting abstract data, the team crafted immersive narratives that "show" rather than "tell."

Content Selection and Simplification

The complex findings from the WP1 scenario report (D1.6) were filtered through the following selection criteria to ensure effective communication:

- **Relevance to Use Cases:** Prioritizing elements that directly impact Mobility and Agrifood.
- **Strategic Trade-offs:** Focusing on the "pain points" and "gains" of the twin transition (e.g., efficiency vs. autonomy).
- **Identifiable Inequalities:** Highlighting new forms of exclusion, such as the "climate poor" or "techno-oligarchy."
- **Surprisingness and Plausibility:** Retaining details that challenge current assumptions while maintaining internal logic.

Production Workflow

The production followed a rigorous iteration cycle:

- **Scripting:** Distilling WP1 reports into narrative scenario stories.
- **Storyboarding:** Mapping the visual sequence and identifying key "hero moments" for each scenario.
- **Visual Concept:** Defining the artistic style and generating baseline illustrations using AI tools.
- **Animation:** Bringing the static visuals to life with dynamic elements and voiceovers.
- **Review and Iteration:** Internal consortium reviews to ensure alignment with the project's core messages.

Tools and Software Stack

The production utilized a modern software stack:

- **Visual Generation:** Gemini (AI) was used for initial scenario illustrations, ensuring a consistent aesthetic through unified prompting.
- **Visual Refinement & Layout:** Adobe Creative Cloud (Photoshop, Illustrator) was used for final stylistic consistency.
- **Video Production:** Adobe After Effects and Premiere Pro for animation and editing.
- **Versioning:** All scripts and assets were version-controlled via the READJUST project management platform to ensure traceability.

4 WP5 Narrative Adaptation

While the WP1 scenarios provided the necessary strategic depth, their initial form as technical reports required adaptation for effective digital storytelling in WP5. Under Task 5.7, the detailed

narratives were transformed into concise scenario stories (narratives illustrating how the project’s use cases in Mobility and Agrifood unfold in each real-world scenario).

This adaptation process focused on distilling multi-page expert findings into focused scripts that capture the essence of governance, technology, and daily life in 2050, and reframing abstract policy impacts into tangible outcomes for citizens.

A core component of D5.9 was the generation of high-quality Scenario visuals to accompany the narratives. To ensure immersion, it was essential that the graphics presented a uniform style across all scenarios, creating a coherent aesthetic for the project’s communication materials. A specific artistic style was defined to ensure that, while the content of the futures differed radically (from sterile technocratic labs to vibrant local marketplaces) the visual language remained consistent. Each scenario received dedicated illustrations capturing critical elements like the biotech-factories of a managed utopia or the foodsheds of a resilient bioregion.

Building on the adapted scripts and generated visuals, 4 high-quality videos were produced. These short films bring the scenarios to life by showing their dynamics and the potential long-term consequences for the Mobility and Agrifood sectors.

The deployment of these visual and video materials is designed to maximize the project’s impact in several ways. By providing a visual window into 2050, the materials allow policymakers to step beyond short-term concerns and grasp the long-term relevance of future-proofing their decisions. The scenarios and their visuals serve as tools to enhance the Futures Literacy of READJUST stakeholders, helping them recognize new forms of inequality like the truth-and-knowledge gap or techno-oligarchy. Using jargon-free narratives and attractive multimedia content enables READJUST to reach a broader audience, including marginalized groups and the general public, fostering stronger engagement with the project's goals.

While the WP1 scenarios provided strategic depth, their technical form required adaptation for digital storytelling. Under Task 5.7, detailed narratives were transformed into concise scripts capturing the essence of governance and daily life in 2050. A core component was the generation of Scenario visuals presenting a uniform style across all scenarios, creating a coherent aesthetic. This stylistic consistency was crucial for immersion: by keeping the "look and feel" identical, the viewer can focus on the radical differences in the content of the futures (e.g., comparing the sterile corridors of a technocracy to the vibrant, organic markets of a resilient bioregion)

5 Results

The resulting four scenarios represent alternative developmental paths for the Twin Transition across Europe (see details in the table below):

Table 1 Asset inventory table

Asset ID	Scenario	Description/ Key message	Duration
Scenario 1	Fragmented Efficiency	A world of market-led progress in isolated enclaves, exacerbating inequalities and creating a new class of "climate poor"	3:10 min
Scenario 2	The Managed Utopia	A future defined by systemic efficiency and climate neutrality achieved through central technocratic control and universal access	3:15 min
Scenario 3	The Mosaic of Resilience	A reality of radical decentralization and local self-sufficiency, focusing on societal resilience over continental cohesion	3:28 min

Scenario 4	The Deliberative Commons	An equitable, values-driven transformation prioritized through bureaucratic consensus and ecological regeneration	4:07 min
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The videos are in an MP4 format, and are accessible via <https://readjust.eu/outputs/media>, adapted to mobile readability. Spoken language and subtitles are provided in English language.



JUST TRANSITION TO A GREEN AND DIGITAL FUTURE FOR ALL

Twin Transition Scenarios for 2050

The green and digital transitions are reshaping our everyday lives, from the way we work and interact to how we move and produce food. But what could this mean for our future? Using foresight scenarios, we can look ahead to 2050 and imagine different possible worlds, from futures shaped by corporate power and growing inequalities to ones built on stronger communities and shared decision-making. Discover these possible scenarios in the clips below.



Figure 1 Screenshot of scenario videos on the project's website

To ensure the integrity of the results, several quality checks were implemented:

- 1) All assets were reviewed for adherence to the READJUST Style Guide to maintain brand coherence.
- 2) Mobile-friendliness was tested to ensure infographics and subtitles remain legible on all devices.

- 3) A small-scale feedback loop was conducted with a group of 5 representative stakeholders (policy advisors and researchers).
- 4) Feedback focused on whether the narratives were understandable and whether the visuals effectively aided immersion.

6 Conclusion

Deliverable D5.9 successfully translated the expert-driven scenarios of WP1 into a suite of powerful communication assets. The relevance of these results lies in their ability to serve as "boundary objects" for debate. Visualizing potential outcomes supports the project to move stakeholders from theoretical agreement to a more visceral understanding of the trade-offs involved in twin transition policies.

The production process proved that storytelling can significantly bridge the gap between high-level policy research and public engagement. A key conclusion is that the consistency of the visual identity acts as a vital anchor for immersion, enabling users to "inhabit" different futures without the cognitive load of switching artistic styles.

There were no major deviations from the planned tasks. The integration of AI tools for visual generation actually allowed for a more expansive set of unique illustrations than originally envisioned in the proposal.

Annex - Scenario stories/scripts

SCENARIO 1: Fragmented Efficiency

In 2050, the “Twin Transition” is complete, but at a harsh cost. After stagnation in the 2020s–30s, governments ceded control to markets, shifting solidarity into corporate sovereignty.

Bright green nodes are “climate clubs”: corporate enclaves operating beyond surrounding nation-states. They control infrastructure and resources. Dark zones are “left-behind” regions stripped of materials and talent to feed the hubs.

Daily life splits in two: a Green Zone where climate tech works locally, and Decaying Regions—shantytowns of the climate poor.

The deeper tragedy is immobility. Education collapses for most; critical skills move to elite online platforms accessible only inside. The hubs drain the outside while locking it out of the knowledge economy.

In “Fragmented Efficiency,” safety is a subscription. Enclaves geo-engineer micro-climates, and AI predicts floods, heatwaves, and storms to defend assets inside—while those meters away face the unmitigated crisis.

Food follows the same divide. “Cathedrals of Greens” are vertical farms with no seasons or droughts; AI manages water and soil microbes. But the output is luxury produce for insiders, not staples for the hungry.

Even an apple is engineered: agriculture becomes proprietary “biomanufacturing,” with precision additives and blockchain traceability. Real, unaltered food becomes a status symbol—the “nature premium”—while others rely on industrial substitutes.

On the plate, the elite eat 3D-printed meals customized from biometric data; the masses survive on mass-produced alternative protein, losing culture, joy, and dignity.

Mobility becomes the “Hyperloop Divide”: elites move between London, Berlin, Madrid, and Warsaw in sealed corridors. Below, the public is stuck on neglected roads. Goods surge through “Arteries of Commerce,” controlled by a few giants; just-in-time efficiency means one cyberattack or glitch can trigger famine. Cybersecurity becomes disruption, and systems serving the few stay under siege.

SCENARIO 2: The Managed Utopia

Welcome to the Technocratic Grid. After early-century chaos, Europe made a Grand Bargain: centralized technocratic survival. Government and corporations merge; Augmented Reality system status shows the pulse.

Life is comfortable. Poverty is cut via Universal Basic Income—safety net and demand tool. But citizens’ health, mood, and activity stream to central AI. Autonomy is traded for security; stability feels sterile.

From afar, 2050 looks like success: climate crisis and inequality solved. Yet the question remains: What price for perfection? Individual choice is treated as inefficiency in a safe system.

Food security is absolute. Seasons and soil matter less; biotechnofactories use precision fermentation to produce proteins and carbs. Farm romance fades, but supply is immune to drought, disease, and shocks.

Outside the city, agriculture moves into towers and labs, freeing land. The result is managed rewilding, watched by drones and sensors to maximize carbon capture—separating food needs from nature’s space.

Farmers become artisans. Soil-grown imperfection is a luxury under Heritage Cultivation, a sanctioned status outlet. The wealthy perform tradition; most rely on synthesized reactor output. Goods flow through an Arterial Network of green tubes and heavy-lift drones. It’s a unified, state-sanctioned monopoly: tech giants and government as one organism, AI routing demand early.

On Silent Streets, engines are gone. Mobility is guaranteed via autonomous shuttles and trams, city to rural nodes. But you don’t drive—you’re processed; the system picks route, time, and mode.

Efficiency peaks by moving bits, not atoms. The Anywhere Office makes holographic presence normal. Physical travel is discouraged—taxed, rationed, or essential only—while virtual life is free and instant.

We end with Comfort’s Cage: a gentle hand, a cage of data and light. By 2050, poverty and hunger fall and the planet is saved, but lives sit behind a monitored digital perimeter.

SCENARIO 3: The Mosaic of Resilience

In the late 2030s, the “Great De-Clouding” broke energy and data grids and plunged Europe into darkness. From failure came the “Mosaic of Resilience”: radical localism, turbines, solar, rooftop farms—each community a lifeboat.

By 2050, Europe is a “Networked Mosaic.” Old blocks dissolve into nodes: Charter Cities and Regional Federations. No single capital rules; alliances hold through shared technical standards that enable trade and communication.

Governance runs on the “Protocol.” Councils of Protocols don’t write laws; they agree on standards—an operating system. Human rights change slowly; technical rules update fast by simple majorities.

Poverty ends through “Tiered Prosperity,” not redistribution. Tier 1 guarantees basics—food, water, energy—as utilities. Tier 2 is trade: markets and drones move specialized goods, so all are secure but wealth differs by local capacity.

Technology becomes commons property. Communal Bio-Hubs use open-source bioreactors and vertical farms to make food locally, fed by waste streams. The aim isn’t profit; it’s staying fed when supply chains fail.

Trust comes from the ledger, not brands. A loaf’s overlay verifies seed, mill, baker. Transparency resists the cyber-attacks that crippled the old world and supports rejecting hyper-processed food for natural ingredients.

Mobility follows the “15-Minute Bioregion.” We abandon hyperloops and flying cars and aim to move less. Upgraded rail links places where housing, work, and agriculture mix, kept interoperable through the Protocol Library.

Aviation is niche, mostly emergencies. For everything else, Presence Hubs are communal spaces to gather, visit reconstructions, and negotiate via encrypted “protocols of presence”—replacing jet fuel with processing power.

The Mosaic has a shadow: the “Protocol Barrier.” Strong local identities exclude outsiders; belonging becomes values and code. If your data pod can’t handshake with a charter, you don’t get in—connected yet divided.

SCENARIO 4: The Deliberative Commons

Welcome to the “Deliberative Commons.” It begins with a public realization: the climate crisis requires shared responsibility. The “Root Code” symbolizes grounded technology. AI becomes a public utility—local, open-source systems serving the biosphere—shifting from extraction to sufficiency.

Decisions are made through talk. A “Multi-Layered Assembly” brings corporate leaders, NGOs, and randomly selected citizens together to solve specific problems. Policy isn’t implemented until consensus is reached, creating stability, shared power, and mutual accountability.

But consensus has a cost: the “Slow Motion Crisis.” When sudden threats or rapid technological shifts hit, the system stumbles. While profit-driven regions move fast, we deliberate—fair and stable, yet often unable to act decisively in emergencies.

In the fields, nature and machine merge through “Regenerative Integration.” Small robots work with the soil in hybrid biotechnofarms. AI manages microbial soil engineers for needed yields without destroying ecosystems, using open-source tools that support local food sovereignty.

In cities, food is a civic duty. “Vertical Neighborhood Gardens” are public utilities like water or power. Every neighborhood has one; residents serve there, and produce is free or low-cost. It feeds bodies and community, reinforcing shared responsibility.

Because systems are vital, we mandate “Digital Redundancy.” Holographic interfaces sit beside analog gauges and manual levers. We trade maximum efficiency for resilience: if networks fail, physical backups still work—trust, verified by physics.

Mobility becomes a right: “The Equitable Flow.” Mobility-as-a-Service is universal. CEOs and students ride the same subsidized autonomous pods, extending to rural areas and designed for access, not speed.

Infrastructure follows pragmatism. We skip the Hyperloop as too expensive and exclusive and build the “Upgraded Spine”: existing rail supercharged with renewables; tracks lined with wind and solar catchments—responsible travel for everyone.

Goods move by fairness metrics. “Transparent Footprint” asks carbon cost and whether farmers are paid fairly. Algorithms optimize social values over profit, making goods slightly pricier—an agreed cost for a moral economy.

We end with the “Community Aligner.” In the square, AI displays ecological benefit, equity, and dissent tolerance, keeping values visible. Yet in a consensus society, pressure to conform can be intense—harmony achieved, but individualism at risk.