



**The Spirit**  
*of*  
**The World Reimagined**



# Mission

The World Reimagined is committed to that essential idea that we should build a society in which every person, with their own hopes and dreams, is equally valuable and precious.

Racial injustice and racism is not preordained fate. We can choose, in our decisions and actions every day, to be ambitious for a society and a country that speaks to the best of its people - our generosity; compassion and decency.

We believe we can build a Britain in which racial justice is a reality, but if we're going to do so, we have to recognise a fundamental truth:

What we understand about the world, drives who we are, what we do, and how we treat each other every day.

As a society, we don't have a good understanding of our shared history.

The Transatlantic Trade in Enslaved Africans and all of its consequences, is a good example of that. Its history has been untold, unheard, mis-taught or misrepresented. In the UK, we rightly celebrate with pride the Trade's abolition - but the people who were enslaved and their descendants; Britain's role in the Trade's creation; and the devastating legacy is usually missing from how history is told.

**It's not "Black History" - it's all of our history.**

Not speaking the truth about our shared history prevents us from properly acknowledging one another and limits our ability to make racial equality a reality.

We believe that the UK at its best is strong enough, good enough, decent enough to have that conversation. We believe that to acknowledge the complexity and sometimes challenging nature of our history is necessary. Revisiting the past is an essential reframing for our future. It doesn't diminish who we are, but in its courage enhances our collective identity.

If we're going to make racial justice a reality for all, it calls on people of every colour, creed and culture, to courageously face our history with honesty, empathy and grace.

Together, we're building The World Reimagined as a vibrant project that will help us better understand - and build a deeper sense of pride in - what it means to be British.

It begins with facing, considering and processing our shared history together. If we do that, we have the opportunity to truly see each other and to acknowledge the pain; to honour those who lived; to celebrate those that inspire; to become comfortable with the complexity of our history; and to act from love, compassion and respect for one another.

**Because our future is what we choose to make it. So let us reimagine what is possible and make it a future worthy of the best in us, where every person can say: I am seen.**



# Values



Do the best you can until you know better.  
Then when you know better, do better.

Maya Angelou

## **Collaboration with Respect**

We know we're stronger together, but only if we acknowledge each other's expertise and experience; connect around a shared purpose; live our values and act to build trust in one another.

## **Curiosity with Compassion**

Progress depends on learning and growth. As we are curious and encourage curiosity in each other to grow, mistakes will be made - so we extend compassion and grace to ourselves and each other so we have the confidence to go on this journey towards progress.

## **Care with Joy**

To maintain our own wellbeing and support collective healing, we acknowledge the presence of trauma and prioritise a culture of repair, healing and care for all. We work to create space for the fullness of that process, from reflection and acknowledgement to expressing joy and sharing inspiration, so we can connect in our full humanity.

## **Action with Openness**

The work of making racial equity a reality belongs to us all, every day. There is no one way to do it. It is up to all of us to contribute, in our own way, place and time. In all that we do, we invite and create opportunities for everyone to act and take part in any way they can, with openness to how they choose to do so.

