

Now here's a job for you – become a futurist for Edinburgh

Marketing Edinburgh have just launched a search for three inquisitive explorers to become official futurists for the city, on behalf of the 2050 Edinburgh City Vision campaign.

Job applications open today for Edinburgh locals aged 18 and over, with the lucky candidates securing what might be one of the most exciting, and unusual research jobs in Edinburgh.

Successful applicants will take an all-expenses paid trip to Helsinki, Copenhagen or Dublin to explore, to capture content, working with Marketing Edinburgh to recommend what they learn from each pioneering city relevant to the 2050 Edinburgh City Vision. The winners will help shape the final City Vision, as part of this exciting project.

Three lucky entrants will be selected to go on the research trip to the cities to investigate what Edinburgh can learn from each of the cities who are excelling with their own initiatives.

Dublin began their City Development Plan which will run to 2022 two years ago, setting out an integrated framework to ensure the city is developed in an inclusive way which improves quality of life for its residents.

Copenhagen produced a 'Guide to Copenhagen 2025' by which time they plan to be carbon neutral. The guide features 14 key principles, including that all citizens should live within a 5-10 minute walk of a green space.

Finland pioneers health and environmental technology and research, and as such the capital Helsinki is the ideal place

for our winners to research.



Photo Chris Watt

This unique short term opportunity is exclusive to Edinburgh residents and is a crucial part of the 2050 Edinburgh City Vision campaign. Marketing Edinburgh suggest it might look good on your CV!

The futurists will visit their allocated city, taking the opportunity to meet with inspiring local people who are affecting change, to discover what each location is doing well and how their plans will impact their hometown.

The job role requires the successful applicant to:

- Travel (with a plus one) to either Helsinki, Copenhagen or Dublin
- Vlog about their journey, and findings – what can Edinburgh learn from the city they visited?
- Be over the age of 18, have a valid passport and able to travel to the relevant destination for a minimum of 2 days, between 12-26 November 2018.

It's simple to apply and there are four ways of doing so.

Futurists in the making must capture a video pitch of a minimum of 60 seconds and either upload to their personal Instagram channel tagging @thisisedinburgh and using the hashtag #Edinburgh2050, tweet @Edinburgh using #Edinburgh2050, upload to YouTube using 'Edinburgh 2050' in the title, or email their video submission to edinburgh2050@wearewire.co.

All submissions must have high quality video and audio and include:

- the entrant holding their written City Vision – their hopes for Edinburgh in 32 years'
- a short explanation of why this is their vision for Edinburgh in 2050
- a short pitch as to why they should be chosen as one of our three futurists

With findings to be announced next year, the 2050 Edinburgh City Vision will combine the views of Edinburgh residents – creating a blueprint for the future that every person, business and organisation can take inspiration from when planning for the next 32 years.

The campaign has been launched so that everyone in the Capital can work together to achieve the city's goals – and is an opportunity for citizens to positively influence their city's future development and policy-makers' plans.

For those who may be a little camera shy but still want to be part of the City Vision campaign, visions can be submitted via the website – www.edinburgh2050.com

John Donnelly, Chief Executive, Marketing Edinburgh, said: "This truly is a unique job opportunity and one which is so important to the wider 2050 Edinburgh City Vision campaign. I'd urge anyone who is interested in the future of the city,

and learning more about others, to have a think about their vision, switch to selfie-mode and apply.”

“The futurists’ findings will be considered carefully, and the successful applicants will be involved with helping to shape the completed City Vision that will be announced next year.”

“Edinburgh is a diverse hub of creative, interesting and like-minded people, so I’m looking forward to seeing the mix of entries and anticipate a tough choice ahead.”