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# DO WHAT YOU MUST

Making decisions  
in a time of uncertainty -  
what would you do?



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**AN INTRODUCTION TO THE IMMERSIVE DECISION-  
MAKING EXPERIENCE CREATED BY  
UCL CLIMATE ACTION UNIT & FAST FAMILIAR**

# Overview

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Do What You Must (DWYM) is a scenario-based interactive performance to foster better decision-making in the face of the impending risks and uncertainty of climate change.

Drawing on neuroscience and social psychology, it uses immersive narrative and interactivity to equip participants with the tools for collaborative decision-making to arrive at sustainable, scalable solutions.

It was created by digital story studio Fast Familiar in collaboration with neuroscientist Kris De Meyer from University College London's Climate Action Unit.

Do What You  
Must premiered  
in the Green  
Zone at COP26



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY

# What happens?

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In the experience, a small group of participants, each equipped with an iPad, take on the role of an advisory board to a North American ski conglomerate.

Carefully crafted video 'testimonies' draw the audience into the scenario, equipping them with knowledge about the company - which, like all winter leisure providers, is severely affected by our changing climate.

The participants review information and make decisions to safeguard the future of their fictional company. The activity's bespoke control system alters the trajectory of the scenario in real time, in response to participant decisions.



# Logistics

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Do What You Must can be experienced by up to 12 people in one room or up to 24 across two rooms.

The whole experience, including the debrief, takes 2 hours. Set up time (90 mins) and pack down time (90 mins) is also required.

To run the experience we require:

- An indoor or covered space, e.g. marquee
- Access to mains power
- A single table/a number of tables pushed together for the participants to sit around
- A separate table for our technicians.
- 14 chairs

We do not require WiFi to run the experience.



# The science of collaboration

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Do What You Must is an engaging and entertaining experience that provides essential learnings on how groups work together and how the challenge of climate change requires us to collaborate differently.

In a debrief after the narrative part of the experience, facilitated by an expert from UCL's Climate Action Unit, participants reflect and extrapolate their experience of decision-making during the scenario to their own context.

# The team

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The project is a collaboration between critically-acclaimed digital studio Fast Familiar and neuroscientist Dr Kris De Meyer from University College London's Climate Action Unit. Together they form a team that combines sector-leading expertise in narrative design, facilitation and creative coding, with a solid foundation in science.

The format – a blend of interactive discussion and digital narrative – is novel and engaging and has resulted in articles in The Observer and The New York Times. As a proof of concept, this format has been used in projects with clients as diverse as NESTA, the Cabinet Office Civil Contingency Secretariat and Chatham House.



# Contact

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**We're online:**

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