VISION

In 2040, hip-hop will be over 65 years old. Words, Beats and Life will be approaching 40 years. We believe that by 2040, hip-hop will have evolved itself again from an aspirational culture and set of values to an outcome-driven, design-centered cultural practice that lives in communities across the globe and ensures justice and equality for all that encounter it.
ARTS EDUCATION IN 2040

- Youth and educators will be the center of our communities.
- Freedom and Liberation will be foundational to our pedagogy for youth and adults.
- Narratives and histories taught in schools and homes will be complex and nuanced.
- Advanced degrees will be available from institutes of higher education for Hip-hop artists specifically.
- Educational systems and practices will heal the trauma of the past and present.
CREATIVE ECONOMY IN 2040

- Small businesses and social enterprises will make the majority of the business economy and economic power in major cities.
- Grants and funding will be available specifically for Hip-hop organizations; awards with monetary prizes to be given to global Hip-hop pioneers, artists and leaders.
- Access to technology will be a human right with a youth-first approach.
- A new cooperative model will ensure equal and fair compensation for those working to create change and more just distribution of wealth and resources, especially for those that are most marginalized.
- Our communities will support and invest in each other first and foremost.
CENTERING MARGINALIZED VOICES

- Sustainable Careers
- Dismantling Crony Capitalism
- Elders Wisdom and Youth Action
- Intentional Inclusivity
- Free Higher Education
- Challenging White Supremacy
OUR VOICES IN 2040

- A restorative justice model will replace the criminalization of our communities.
- Voices of the marginalized will speak for themselves and lead in positions of ownership and decision making.
- Young people will lead with wisdom from the elders and ancestors.
- We will directly implement lessons from our collective histories by learning from each other and turning lessons into solutions for the present and the future.
- We will design systems, platforms and spaces that are truly accessible to everyone.
CULTURAL DIPLOMACY

POC Leaders

Effortless exchange of knowledge, culture and art

Hip Hop Art Institutions

Transformative power of Hip Hop: Community

Covening government, large institutions, and local leaders

Person to person cultural diplomacy
COLLABORATION IN 2040

▸ Government agencies, large institutions, community organizations and individuals will work together in collaborative hubs.

▸ We will balance our priorities between technology and nature, individual identity and community inclusion while promoting and advancing progressive policies, collective planning and human centered design.

▸ Our individual health and wellness in all forms will be a community-wide priority including open access and sharing of resources.

▸ We will invest in institutions that promote collaboration and cooperation over competition.

▸ We will build liberatory systems that ensure our collective freedom without relying on exclusion or scarcity.
WBL’S COMMITMENT

We believe WBL will be an integral part of this evolution and over the next twenty years, we commit to centering marginalized voices, advancing arts education, promoting creative employment and strengthening global connections.
WBL COMMITS TO...

- Incorporating the collective vision and values from our Think Tanks into our mission and strategic planning process.
- Formalizing our work in connecting Hip Hop communities across the globe.
- Establishing an Institute for Hip Hop Education.
- Advocating for and building our own tools and mechanisms to directly increase the resources distributed to our community of organizations and individuals.
- Convening this community and its networks on a regular basis.
- Growing an inclusive squad of well compensated interns, contractors and staff to grow this work locally, nationally and globally.
- Publishing, broadcasting, and hosting gatherings connected to our priorities to educate the general public about the impact of our work and the needs of our communities.