Dear whomever receives this,

Below you will find the nomination from the Swedish Red Cross Youth to the AI competition. Thank you for considering our nomination.

Sincerely,

Li Nester

President of the Swedish Red Cross Youth

1. **What problem you are addressing:**

"Forced to Flee" is a reality based interactive video designed to immerse participants in the difficult choices faced by those forced to leave their homes. Drawing from the real-life experiences of refugees, the game aims to humanize the statistics and shed light on the personal stories behind them.

With this interactive video, participants engage in a text-based role-play where emotions and experiences take center stage. Divided into families fleeing Sweden for an uncertain future, participants must grapple with decisions such as what belongings to bring, which mode of transportation to choose, and even who to leave behind. Through these choices, the game offers a glimpse into the harsh realities experienced by refugees, both past and present.

"Forced to Flee" is a continuation of an interactive workshop we mostly do in schools. It was first created by a colleague who themselves had experience of fleeing their home country. It serves as a valuable educational tool, suitable to use in schools and broader educational community settings. Developed collaboratively, the project was a joint effort between three parties: The Swedish Red Cross Youth was responsible for crafting the story and dialogue, along with the companies Ducktape Media which created the visual and audio elements and Blue Billywig which ensured the technical functionality of the game.

1. **What you are doing: what is the project, how was it conceived and built, what does it do. What type of data was used, precautions you have taken in avoiding bias and in checking the reliability of the data sources.**

When developing “Forced to Flee”, we envisioned a dynamic approach for our video design, transitioning from real-life elements to animated illustrations during gameplay, before circling back to reality towards the conclusion. This strategy aimed to strike a balance between fantasy and reality, ensuring an engaging and immersive experience. During this brainstorming phase, we also explored the concept of integrating AI-generated art, a new tool and approach for all involved in the project.

After extensive research into various AI tools, Blue Billywig settled on the Midjourney program. Operating through a dedicated server on Discord, Midjourney utilizes written text to generate images, offering flexibility in style and content descriptions. However, we encountered challenges in ensuring the generated artwork felt lively and authentic, given Midjourney's limitation of producing still images.

To overcome this hurdle, we infused the scenes with movement, animating characters, weather effects, and other elements to enhance the overall atmosphere. Additionally, we grappled with the unpredictable outcomes of Midjourney's algorithms, which often resulted in unnatural features and composition flaws. To address this, we meticulously curated and combined different elements from multiple AI-generated works to achieve the desired aesthetic, even in depictions of specific places like Stockholm. The story and the script worked as a tool for developing all of these aspects.

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1. **How you’ve addressed ethical concerns: for example, risk assessment, data privacy, inclusiveness, transparency and human centricity**

We knew that we would never fully come close to conveying the feeling of being forced to flee. For us, it was important to get three aspects of our work right: an introduction with a high tempo and a strong focus on the seriousness of the story, a visual style that feels familiar to the participant but new at the same time, and a soundscape that reminds the participant of the ever-present danger.

The interactive video could potentially be triggering for people, especially those that have experienced being forced to flee. This was considered when creating the game. In the beginning of the interactive video, a disclaimer for all participants is presented. It explains what the video is about and that it might evoke strong emotions and that the participants could choose to stop the video whenever they feel like doing so. The ethical aspects of Forcee to Flee is a continuous discussion and we evaluate these factors by involving the participants and by having internal discussions.

Everyone that engages in the interactive video is anonymous. In some scenarios of the interactive video, you are asked to write down names, however you can choose whatever name you want.

For evaluation purposes we trace some of the participants choices in the scenarios of the game. You must also accept cookies on our website, RKUF.se, to engage with the interactive video, otherwise no other data is saved for the specific user.

1. **What have been the impacts: including if relevant be able to demonstrate the value in terms of improved outcomes with communities or quantified in financial savings amount or time saving, or other benefits**

By implementing the interactive video, we have had the possibility to have both physical and digital interactive workshops. By doing this we could also use this interactive video as a part of an educational lecture. This has saved the organisation the cost of travel and we can do the workshop with more participants.

It has also contributed to the fact that we can do more innovative advocacy work and spread knowledge about the right to asylum and the Convention on the Rights of the Child. For example, we used the video for a campaign on LinkedIn. The campaign's objective was to enhance comprehension of the right to asylum and migration issues by motivating individuals to engage with Forced to Flee. The target audience comprised of influential professionals holding manager positions in Sweden. Among the most prominent companies and organizations reached were Volvo, AFRY, Saab, IKEA, Scania, PwC, KPMG and Sweden's largest university. The campaign attracted considerable attention from individuals in the technology/IT and business development sectors. An analysis suggests a strong interest in AI and its applications. The advertisement emphasized VF's AI development, likely contributing to heightened interest within these industries.

During the spring of 2024 we are launching an English version of Forced To Flee. On an international scale, since the video is digital, that means that we can share Forced to Flee with other Red Cross and Red Cresent Societies and with volunteers around the globe.

Some numbers and feedback:
During 2023, 2079 people clicked on the interactive video and 84,1% gave Forced to Flee positive feedback.

Here is some of the quotes on what the participants learned from the workshop:

"That these things are actually happening around the world, and we should all try to help as much as possible" - High school student

"To think of refugees not as numbers and statistics, rather as human beings." – University student

1. **What you have learned and where do you see it going in the future**

We have learned the value and effectiveness of working with AI generated art and the impact it can have on the receiver of those visuals. AI not only has the potential to decrease costs and enhance productivity across various processes. It also holds a crucial role in shaping the future of media and communication. Something that we at the Swedish Red Cross Youth will take advantage of even more moving forward.

As part of our commitment to supporting young people and recognizing that the video may be difficult to watch, we will shortly include links to our own support chat 'Jourhavande Kompis' and to 'Bris – Children's Rights in Society', an independent organization dedicated to listening to, supporting, and strengthening children and young adults' rights in society. Additionally, we will provide links to the Swedish Red Cross’ support hub for physical health and well-being. By taking these steps, we aim to both educate and support young people while raising awareness on migration.

We are also in the progress of translating Forced to Flee to English and by doing this we will be able to create international collaborations and share this interactive video. We will also continue to use it in our advocacy work and to engage young people to get involved in the Swedish Red Cross Youth.

The Swedish version of Forced to Flee is to be found here: [Verklighetens flykt digital spel | Röda Korsets Ungdomsförbund (rkuf.se)](https://www.rkuf.se/vad-vi-gor/Pa-Flykt/Verklighetens-flykt/)

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Formulärets överkant