



# ACTIVITY REPORT

YEARS 2023 - 2024

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[www.heroicimagination.org](http://www.heroicimagination.org)

# Executive Summary

**The Heroic Imagination Project hosted global events, trainings, and publications in 2023-2024, promoting heroism education and awareness.**

## Overview

Key events included conferences and summits in Portugal, the U.S., and France. Trainings were held globally, from Turkey to Australia, while new publications enriched heroism studies. These initiatives aimed to advance heroism education and inspire community engagement worldwide.



**Dr. Zeynep Aycan**  
Koç University

**Mauro Cozzolino**  
University of Salerno

“*Matt gave concrete examples of how creativity and persistent education can prolong heroism in people.*”

“*We think it is so useful to know all that happens around the world and helps to create the HIP community all of us want.*”

# Goals and Objectives

In 2023-2024, the Heroic Imagination Project aimed to expand heroism education globally, foster community engagement through programs like the HIP Hero Club, and deliver culturally relevant training. By hosting international events, increasing awareness through publications, and fundraising, HIP sought to advance heroism as a personal and social concept worldwide.



## Brand Awareness

Global events, conferences, publications, and training sessions promoted heroism, enhancing the Heroic Imagination Project's visibility.



## Thought Leadership

Keynote lectures, academic publications, and international summits positioned HIP as a thought leader in heroism education.



## Strengthening Networks

Conferences, collaborative summits, and global partnerships strengthened HIP's networks with educators, psychologists, and community leaders worldwide.





# Events & Talks

## Catholic University Porto



## February 2023

Board Secretary, Ari Kohen, gave a lecture to a large audience of students and faculty at the Catholic University of Portugal, organized by Mariana Barbosa.

## March 2023

HIP organized two events to celebrate the 90th birthday of its founder, Dr. Phillip Zimbardo. People from around the world came to celebrate. Money was raised for HIP at the event.

On the second day, the second HIP Summit was held.

## April 2023

Vice President, Thomas Sartor, went to Pontiac High School in Michigan to present the HIP Hero Club to students.

## Zimbardo 90th Birthday



## October 2023

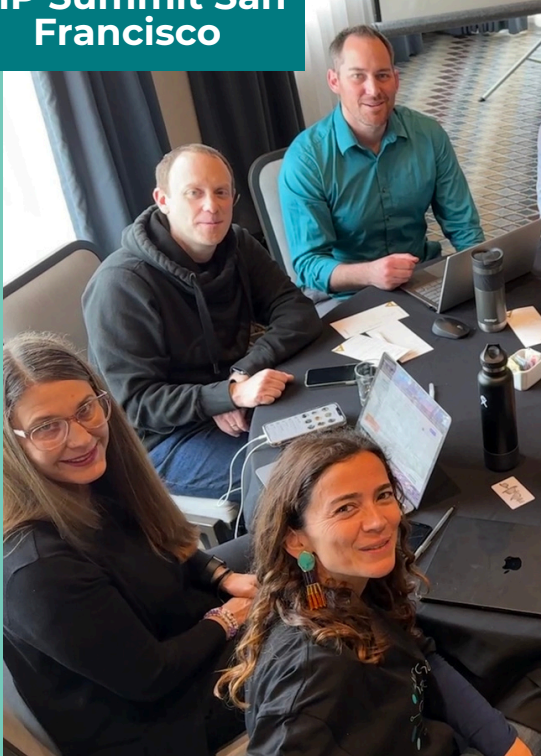
HIP hosted the two-day conference, the Hero Round Table (HRT), at the Emagine Theater in Hartland, Michigan. 26 speakers including two of HIP's board of directors presented short talks to communicate their core message around heroism and heroic actions. In addition, the conference was complemented by workshops where participants could choose in which topics they wanted to delve further.

[youtube.com/@HeroRoundTable/videos](https://youtube.com/@HeroRoundTable/videos)



# Events & Talks

## HIP Summit San Francisco



## HIP Summit San Francisco



## March 2024

Board members, Allison Evans and Zoë Huml presented, “Remembering Kitty Genovese”, at Fordham University public forum.

HIP was in Paris hosting its annual summit. Matt Langdon and Thomas Sartor met with colleagues from Brazil, Portugal, Ireland, Italy and Germany. They shared work done over the past year, as well as brainstorming, problem solving, and planning for the future.

## April 2024

Allison and Zoë gave a presentation titled, “Interventions of the Heroic Imagination Project”, to the Western Psychological Association.

## September 2024

Board member, Ellie Jacques, gave a lecture to the Humanists of Greater Portland demonstrating how HIP uses the hero’s journey model to teach heroic action and personal transformation.

## November 2024

President, Matt Langdon, and Ari Kohen were invited to Rome, Italy by the Società Italiana di Psicoterapia Integrata e Strategica (SIPIS). Ari spoke on “Ethical Considerations of Heroism Training”, while Matt spoke on “The Making of a Hero”.

# Trainings & Workshops

## Porto Portugal



## January 2023

Matt Langdon filmed over an hour of new material for the online Level 1 Hero Training course

## February 2023

Matt Langdon and Ari Kohen delivered a training in Porto, Portugal, at the Catholic University of Porto, to staff and volunteers from Associação Look Around, led by Mafalda Santos.

Prof. Dr. Zeynep Aycan, faculty member of Psychology and Business Administration at Koç University, and famous Turkish Chef Refika Birgöl together invited Matt Langdon to Istanbul. Following the devastating earthquakes that affected Turkey and Syria, this seminar provided hope and sparked a conversation that needed to be had even before the earthquakes hit. The audience was comprised of undergraduate and graduate level students, professors, and important names from the corporate world.

## Koç University Istanbul



Matt Winkler delivered a training in Senegal, in Cap Skirring. Over a number of days community leaders (mayor, department of education, and more) were introduced to HIP and its work. Teachers across many schools were taught how to teach HIP lessons and then watched as Matt delivered them. Finally, more than 100 student leaders (academic and sport) were taught directly by Matt.



# Trainings & Workshops

## HIP Summit Paris



## Cap Skirring Senegal



## 2023-2024

In 2023/2024, three cohorts of the Level 2 Hero Training course were implemented. The Level 2 consists of a 6 week virtual class held via Zoom with readings, videos, and reflection question distributed in advance.

## March 2023

Thomas Sartor conducted a training in Paris, incorporating elements from the Level 1 and Level 2 courses to adapt to the level and needs of the participants. Following this training they received a certification delivered by HIP.

## September 2024

Matt Langdon delivered an online training to 40 Iranian students with Zahra Mousavi.

## October 2024

Matt Langdon delivered a training at Wulgunggo Ngalu Learning place in Australia. This culturally appropriate learning place houses and supports up to 18 indigenous Australia men who are undertaking Community Correction Orders.

## November 2024

Matt Langdon, Thomas Sartor, and Ari Kohen delivered a training planned with SIPIS in Rome, Italy. Each attendee received a certificate of participation.



# Publications

## **Board members continued publishing research in the field, often collaborating with others.**

Zimbardo, P.G., Kohen, A. (2023). Heroic Imagination Project (HIP). In: Encyclopedia of Heroism Studies. Springer, Cham.  
**[https://doi.org/10.1007/978-3-031-17125-3\\_275-1](https://doi.org/10.1007/978-3-031-17125-3_275-1)**

Riches, Brian R. (2023) Hero Training Programs. In: Encyclopedia of Heroism Studies. Springer, Cham.  
**[https://doi.org/10.1007/978-3-031-17125-3\\_275-1](https://doi.org/10.1007/978-3-031-17125-3_275-1)**

Riches, Brian R. (2023) Measuring Heroism. In: Encyclopedia of Heroism Studies. Springer, Cham.  
**[https://doi.org/10.1007/978-3-031-17125-3\\_275-1](https://doi.org/10.1007/978-3-031-17125-3_275-1)**

Kohen, A., Riches, B., & Sóló, A. (2024). I Am Not a Hero: How Heroic Action Divorces the Hero from the Political Community. Journal of Humanistic Psychology, 0(0).  
**<https://doi.org/10.1177/00221678241242506>**

Riches, B. Springer Nature. (2024). Hero Training Programs. In S. T. Allison (Ed.), Encyclopedia of Heroism Studies  
**[https://doi.org/10.1007/978-3-031-17125-3\\_268-1](https://doi.org/10.1007/978-3-031-17125-3_268-1)**

Riches, B. Springer Nature. (2024). Measuring Heroism. In S. T. Allison (Ed.), Encyclopedia of Heroism Studies  
**[https://doi.org/10.1007/978-3-031-48129-1\\_322](https://doi.org/10.1007/978-3-031-48129-1_322)**

Kohen, Ari. "TONY STARK AND THE CLASSICAL HEROISM OF THE MARVEL CINEMATIC UNIVERSE." The Politics of the Marvel Cinematic Universe (2023), pp. 36–51.  
**<https://doi.org/10.2307/j.ctv36tpjtk.7>**

A. Kohen & B. Riches. (2024) Vigilantes or Heroes: Hawkeye, She-Hulk, and the MCU's Portrayal of Vigilantes. In N. Carnes & L. J. Goren (Eds.), The Politics of the Marvel Cinematic Universe: Phase 4 (2021 - 2022)



# Conclusion

The Heroic Imagination Project's global outreach advanced heroism education, strengthened partnerships, showcased adaptable training, and solidified its thought leadership—demonstrating a broad reach and future potential in heroism studies.

## Importance of Heroism Education

The report reveals strong interest in heroism education globally, with successful trainings and events demonstrating its value. Participants were engaged, suggesting that heroism can be widely taught and cultivated.

## Building Global Connections

Through international conferences and summits, HIP strengthened partnerships with diverse leaders, highlighting the importance of global collaboration in advancing heroism and enriching the program's influence and outreach.

## Innovative Approaches in Training

By adapting training to cultural contexts, HIP demonstrated flexibility and effectiveness in its approach. This adaptability underscores the potential for heroism education to address varied community needs worldwide.

## Establishing Thought Leadership

Publications and presentations positioned HIP as a thought leader, contributing to academic heroism studies. This engagement promotes HIP's mission while encouraging scholarly and practical exploration of heroism.



**The opposite of a hero is not a villain; it's a bystander.**

