



MEDIA INFORMATION

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"Summer of Purpose" from 26-28 June 2020 in Munich International Colloquium 51 kicks off creative thinking process: How do we put humanity at the centre of our business activities?

The corona pandemic has shown us that we cannot continue as before: there is no going back. Rather, we need a creative thinking process. After a spring of isolation, leading thinkers and decision-makers will meet in the "Summer of Purpose" from 26-28 June 2020 in Munich. The aim is to find ways out of the global crisis in a creative way of doing business. The "Summer of purpose" consists of the popular **Social Business Day** celebrating its 10th anniversary and the **Colloquium 51**, an innovative format for creative dialogues to solve our global problems. 51 personalities from politics, business, science, sports and culture will come together physically in the Colloquium 51 in strict compliance with infection control measures, guided by the key question "What have we learned in the last 100 days?" In addition, more than 300 top-class dialogue partners with proven expertise from all over the world are connected live or take part in the hybrid communication platform as digitally networked online participants. The form of the colloquium allows perspectives from all disciplines to be included. It provides space for a creative dialogue that ranges from the theory of science to entrepreneurial action. The virtual participation is open to all interested parties after free registration at www.summerofpurpose.com.

The first day of the event marks the anniversary of the signing of the UN Charter. Exactly 75 years ago, on 26 June 1945, 51 nations declared their commitment to human rights and the peaceful coexistence of all peoples. That is why the Colloquium is called "Colloquium 51". Then as now, it is all about humanity. In this tradition, economy should be rethought. Why in Germany? Only a few days later, on 1 July 2020, the German Presidency of the Council of the European Union begins. Since Germany also provides the President of the European Commission, Germany's responsibility has never been greater than it is now.

Over three days there will be five major sessions, which can be transmitted online and experienced free of charge. In between there is plenty of room for creative dialogues, workshops, lectures, hackathons and discussion forums - some of them are also transmitted online. After an analysis of the status quo on the first day, new solutions are worked out together on the second day. The third day is dedicated to the results and will be marked by a conclusion. During these three days, new alliances and partnerships will be forged and multidisciplinary teams will be woven together. On 28 June also the 10th Social Business Day will take place with the "Golden Hour" as a highlight. It is also the 80th birthday of the economist and **Nobel Peace Prize Laureate Professor Muhammad Yunus**. He will be connected live

from Bangladesh throughout the event. With his manifesto "No going back", Yunus calls for a radical rethinking of social and environmental consciousness.

Other contributors include **Dr. Wolfgang Schäuble**, President of the German Bundestag, **Prof. Dr. Mary Robinson**, former President of Ireland and former UN High Commissioner for Human Rights, **Michael Møller**, 12th Director General of the United Nations Office, **Judith Gerlach**, Bavarian Minister of State for Digital Affairs, **Dr. Eckart von Hirschhausen**, cabaret artist, physician and Scientists for Future activist, **Prof. Dr. Maja Göpel**, Secretary General German Advisory Council on Global Change, **Gunnar Kilian**, Member of the Board of Management of Volkswagen, **Peter Schwarzenbauer**, former Member of the Board of Management of BMW, Sara Nuru, co-founder of nuruCoffee, **Angela Gallenz**, Human Resources Manager H& M, **Gabriele Hässig**, Managing Director Communication and Sustainability Procter & Gamble, **Lamiya Morshed**, Executive Director of Yunus Centre, **Klaus Dittrich**, CEO Messe München, **Antoine Sire**, Director Company Engagement BNP Paribas, **Benny Folkmann**, Managing Director FC Bayern Munich, **Prof. Dr. Dieter Frey**, Director Center for Leadership and Human Resource Management Ludwig-Maximilian-University Munich, **Prof. Dr. Claudia Peus**, Vice President Technical University Munich, **Maria Teresa, Grand Duchess of Luxembourg**, **Dr. Kate Robertson**, Co-Founder One Young World, **Prof. Dr. Anita Nowak**, McGill University Montreal, **Nishith Desai**, Founder Nishith Desai Associates, **Dr. Kerry Kennedy**, Founder Robert F. Kennedy Center for Human Rights, **Dr. Sebastian Brandis**, Managing Director Menschen für Menschen, **Christian Heller**, CEO Value Balancing Alliance, **Dr. Mandeep Rai**, author of The Values Compasses, **Felix Wegeler**, Chairman of the Beethoven-Haus Foundation Bonn, **Maha Alusi**, author, **Peter Shub**, clown, **Jochen Färber**, Olympic Channel Services, **Ron Garan**, former NASA astronaut, **Tobias Gröber**, Business Unit Manager Messe München, **Tamara Dietl**, Leadership Consultant and author, **Fritz Lietsch**, Editor-in-Chief of Forum Nachhaltig Wirtschaften, **Peter Spiegel**, Head of GENESIS Institute and Terra Institute, **Peter Balleis**, President of Jesuit Worldwide Learning, and many others. **ADDA Simfonica** under the direction of star conductor **Josep Vicent** and opera singer **Monica Yunus**, co-founder of Sing For Hope, will also be live on the air. Among the many other organisations involved are **ISPO**, the **Value Balancing Alliance**, **BIOTOPIA**, **Yunus Sports Hub**, **Yunus Environment Hub** and the **WeQ Institute**.

The "Summer of Purpose" is organized by the **Grameen Creative Lab** in partnership with the **Yunus Centre**, **circ** and **Messe München**. Organizer **Hans Reitz**, Co-Founder of the Grameen Creative Lab in Wiesbaden and Creative Director of the Yunus Centre in Dhaka, says: "A unique dynamic arises from the current situation and the inspiring constellation of the historical context. We are determined to send a powerful signal of humanity and a new spirit of cooperation in all areas of our society from Messe München. The more people participate online, the greater the social creativity will be. And that will increase our scope for action and change."

Further information is available at www.summerofpurpose.com

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