

21st – 29th June 2021

MUNICH URBAN COLAB

**summer
of purpose**

Agenda Day 1: Monday, June 21



21st – 29th June 2021

MUNICH URBAN COLAB

summer of purpose

Agenda Day 1: Monday, June 21

Summer Opening “LEARNOVATION”

In German Language, Translated to English

TIME (CEST)	CONTENT
09:51	CHECK-IN Activation & Get-together
10:00	PURPOSE IN MUSIC Greetings from Beethoven House Bonn Violinist & President Daniel Hope & Director Malte Boecker
10:05	OFFICIAL START & WELCOME Introduction by Host Nicola Wucher & Hans Reitz
10:10	USE THE MOMENTUM Peter Schwarzenbauer (UnternehmerTUM), Katharina Inselkammer (KunstWerkKüche) & Hans Reitz about the New Beginning & the Perspective 2024
10:25	WHO IS WITH US Video Messages & Live Greetings from Notable Contributors e.g. Dr. Ricarda Engelmeier (Entrepreneur), & Dr. Norbert Rollinger, CEO of R+V Versicherung AG)
10:32	FROM NEW to NOW Across All Disciplines: Roles & Responsibilities in a Time of Change Prof. Dr. Claudia Peus (TUM), Prof. Dr. Dieter Frey (LMU), Tamara Dietl (Publicist & Coach) & Hans Reitz
10:55	HOW TO MAKE A NEW START? Nobel Peace Laureate Prof. Muhammad Yunus Makes Curious About the Social Business Days 2021

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Summer Opening “LEARNOVATION”

In German Language, Translated to English

TIME (CEST)	CONTENT
11:05	LIFELONG LEARNING Skills & Competencies for the New Challenges Ahead, Impulses from Emmanuel Faber (Former CEO)
11:20	EDUCATION & QUALIFICATION FOR DIGNIFIED CARE For a New Training of People in Care, Impulse from Friedrich Kiesinger (Pegasus GmbH)
11:30	FROM MUNICH INTO THE WORLD No Exitus Band & Host Nicola Wucher
11:35	END OF OPENING SESSION

Participating Contributors:

- Daniel Hope, Star-Violinist & President of the Beethoven Society
- Nicola Wucher, Associate Director GOP
- Hans Reitz, Social Entrepreneur & Initiator of ‘Summer of Purpose’
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Katharina Inselkammer, Dedicated Gastronome for People with Disabilities
- Dr. Norbert Rollinger, CEO of R+V Versicherung AG
- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Prof. Dr. Dieter Frey, Head of Center for Leadership & People Management, Ludwig-Maximilians-Universität München
- Tamara Dietl, Author, Publicist & Business Consultant
- Dr. Ricarda Engelmeier, CEO & Founder of MyCollective
- Emmanuel Faber, Former CEO Danone SE
- Prof. Mohammed Yunus, Nobel Peace Laureate
- Thies Puttnins-von Trotha, Mayor Ginsheim-Gustavsburg
- Friedrich Kiesinger, Psychologist & Social Entrepreneur (Pegasus GmbH, Albatros gGmbH)
- Malte Boecker, Managing Director Beethoven Haus Bonn

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Agenda Day 1:
Monday, June 21

High Noon Talk: Portraits of Pioneers of Change

In German Language, Translated to English

TIME (CEST)

CONTENT

12:00

'FEMORIAL'

Roundtable to Launch New Diversity

Hans Reitz in Conversation with Female Role Models

- Beatrixe Klein & Kim Engels (Women's Museum Wiesbaden)
- Margit Dittrich (Entrepreneur)

13:00

END OF SESSION

Participating Contributors:

- Margit Dittrich, Entrepreneur and Owner of a Personnel Consultancy
- Beatrixe Klein, Founder & Director Women's Museum Wiesbaden
- Kim Engels, Founder & Associate Director Women's Museum Wiesbaden

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Agenda Day 1:
Monday, June 21

Science Gate: Scientific Projects for Sustainable Change

In English Language, Translated to German

TIME (CEST)

CONTENT

17:00

SCIENCE GATE I: VALUES OF OUR BIOSPHERE

Roundtable Talk

Leonhard Nima in Conversation with

Prof. Dr. Frank-Martin Belz (TUM SEED Center)

18:00

END OF SESSION

Participating Contributors:

- Leonhard Nima, Moderator & Social Entrepreneur
- Prof. Dr. Frank-Martin Belz, Founder & Professor at TUM SEED Center
- Prof. Dr. Hana Milanov, Professor at TUM SEED Center
- Michelle Zorombory, Assistant Project Coordinator at TUM SEED Center
- Johannes Winklmaier, Project & Doctoral Program Coordinator at TUM SEED Center

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**Agenda Day 2:
Tuesday, June 22**

DAY 2



**EAST AFRICA
IMPACT DAYS**

21st – 29th June 2021

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EAST AFRICA
IMPACT DAYS

Agenda Day 2: Tuesday, June 22

East African Impact Days: Lift Me Up Mornings

In English Language Only

TIME (CEST)	CONTENT
09:51	CHECK-IN Activation & Get-together
10:00	OPENING CEREMONY Elizabeth Maloba & Hans Reitz Take Us to the Young Continent & Its Spirit With Lamiya Morshed, Robert Akoko, Walter Link and Pape Samb
10:30	THE POWER OF YOUNG CHANGEMAKERS IN EAST AFRICA Inspiring Conversations With Bryan Chesoli & Flavia Murugi
10:55	VOICES MEET MUSIC No Exitus Ensemble
11:00	SOCIAL ENTREPRENEURSHIP JOURNEYS IN EAST AFRICA Focus on Special Projects With Tafadzwa Kalisto Munzwa, Michael Waiyaki, Hadeel Osman & Many More
11:45	END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Moderator, Speaker, Entrepreneur at Nahari
- Lamiya Morshed, Managing Director Yunus Centre
- Robert Akoko, Project & Communication Manager 'Yunus + You' Foundation
- Walter Link, Cofounder NOW Partners, United for Regeneration, formerly BGrimm industrial group
- Pape Samb, NOW Partners, Global Vice President Ashoka and Executive Director Ashoka Africa
- Bryan Chesoli, Transforming Child & Youth Years, Lead, Ashoka East Africa, East Africa
- Flavia Murugi, SME Founder Association, Kenya
- Tafadzwa Kalisto Munzwa, Dawa, Zambia & Zimbabwe
- Michael Waiyaki, Miti Alliance, Kenya
- Hadeel Osman, Creative Director Davu Studio, Sudan
- Sunday Silunge (Goodnature, Zambia)

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Agenda Day 2:
Tuesday, June 22

High Noon Talk: Portraits of Pioneers of Change

In English Language Only

TIME (CEST)

CONTENT

12:00

BOREAL LIGHT

Roundtable Interview

Pape Samb & Hans Reitz in Conversation with
Dr. Hamed Beheshti from Boreal Light

13:00

END OF SESSION

Participating Contributors:

- Pape Samb, NOW Partners, Global Vice President Ashoka and Executive Director Ashoka Africa
- Dr. Hamed Beheshti, Founder & CEO at Boreal Light

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EAST AFRICA
IMPACT DAYS

Agenda Day 2: Tuesday, June 22

East African Impact Days: Learnovation Journeys

In English Language Only

TIME (CEST)	CONTENT
13:51	CHECK-IN Activation & Get-together
14:00	HOW TO ACHIEVE BOTH – PROFIT & IMPACT? Elizabeth Maloba & Shazeeb Islam Demystify Social Impact Businesses With Their Guests Ngwing Kimani, Dennis Ngure & Chris Odongo
15:15	ARTISTIC BREAK No Exitus Ensemble
15:25	HOW CAN THE “VILLAGE” HELP SOCIAL ENTREPRENEURS? Elizabeth Maloba & Guests Clarify the Role of the Ecosystem in Supporting Social Business Joram Mwinamo, Caroline Gertsch, Arnold Otieno
15:45	END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Moderator, Speaker, Entrepreneur at Nahari
- Shazeeb Islam, Managing Director YY Ventures
- Ngwing Kimani, Executive Director B Lab East Africa
- Chris Odongo, CEO Wylde International
- Dennis Ngure, Investment Manager Yunus Social Business Kenya
- Joram Mwinamo, SNDBX, Kenya
- Caroline Gertsch, Amani Institute, Kenya
- Arnold Otieno, Knowledge Management, Lead Ashoka East Africa

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EAST AFRICA
IMPACT DAYS

Agenda Day 2: Tuesday, June 22

Science Gate: Scientific Projects for Sustainable Change In English Language, Translated

TIME (CEST)	CONTENT
17:00	SCIENCE GATE 2: ENTREPRENEURSHIP & DEVELOPMENT Roundtable Talk Leonhard Nima in Conversation with Prof. Dr. Miranda Schreurs (TUM School of Governance) & Dr. Andreas Sichert & Andreas Schuster (Orcan Energy)
18:00	END OF SESSION

Participating Contributors:

- Leonhard Nima, Moderator & Social Entrepreneur
- Prof. Miranda Schreurs, TUM School of Governance
- Dr. Andreas Sichert, Founder & CEO of Orcan Energy
- Andreas Schuster, Founder & Chief Developer of Orcan Energy
- Prof. Alexander Hübner, TUM Professor for Supply & Value Chain Management

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EAST AFRICA
IMPACT DAYS

Agenda Day 2:
Tuesday, June 22

East African Impact Days: Homage to Wangari Maathai
In English Language Only

TIME (CEST)

CONTENT

18:00

CHECK-IN

Activation & Get-together
Elizabeth Maloba & Hans Reitz

18:10

AFRICA AND ITS POTENTIAL UNDER RESPONSIBLE LEADERSHIP

Streaming of one of Wangari Maathai last videos
Stories about Wangari Maathai from Guests
Walter Link & Thais Corral

18:40

AFRICA AND ITS POTENTIAL UNDER RESPONSIBLE LEADERSHIP

18:50

END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Moderator, Speaker, Entrepreneur at Nahari, Kenya
- Walter Link, Cofounder NOW Partners, United for Regeneration, formerly BGrimm industrial group
- Thais Corral, Co-Founder of WEDO and Founder and Director of Sinal do Vale

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**Agenda Day 3:
Wednesday, June 23**

DAY 3



**EAST AFRICA
IMPACT DAYS**

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EAST AFRICA
IMPACT DAYS

Agenda Day 3: Wednesday, June 23

East African Impact Days: Coffee Invitation

In English Language Only

TIME (CEST)

CONTENT

09:51

CHECK-IN

Activation & Get-together

10:00

MORNING INVITATION

with Wanijra Mathai & Elizabeth Wathuti

A talk about community empowerment and environment preservation

Little Sun at 10:30

10:45

A COFFEE IN ETHIOPIA

Introduction on Coffee by Hans Reitz and Julian Neuhauser
Coffee Makes a Difference, Ethiopian Conversations
With Amani Kiflemariam & Wubetu Shimelash

11:30

COFFEE MEETS MUSIC

No Exitus Ensemble

11:45

END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Speaker, Moderator, Entrepreneur at Nahari, Kenya
- Wanijra Maathai, The Green Belt Movement
- Elizabeth Wathuti, Head of Campaigns and Daima Consortium Coordinator at Wangari Maathai Foundation
- Amani Kiflemariam, Founder and CEO of Amatte
- Wubetu Shimelash, Founder and CEO of Simien Ecotrek Ethiopia

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EAST AFRICA
IMPACT DAYS

Agenda Day 3:
Wednesday, June 23

High Noon Talk: Portraits of Pioneers of Change

In English Language Only

TIME (CEST)

CONTENT

12:00

MENSCHEN FÜR MENSCHEN

Roundtable Interview

Hans Reitz and Rebecca Batwala Banoba in Conversation with Yilma Taye & Dr. Sebastian Brandis from 'Menschen für Menschen'

13:00

END OF SESSION

Participating Contributors:

- Dr. Sebastian Brandis Board Member of Menschen für Menschen
- Yilma Taye, Senior Head Manager from Menschen für Menschen
- Rebecca Batwala Banoba, Senior Project Manager at GoSmile Uganda

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EAST AFRICA
IMPACT DAYS

Agenda Day 3: Wednesday, June 23

East African Impact Days: Learnovation Journeys

In English Language Only

TIME (CEST)	CONTENT
14:20 CEST	CHECK-IN & INTRO INTO LEARNOVATION SESSIONS Activation & Get-together Elizabeth Maloba Explains the Different Options
14:30	STRENGTHENING THE AGRICULTURE SECTOR How to create sustainable food systems with Rebecca Batwala Banoba, Dr. Louis Amprako, Lia Mayka and many more
14:30	PARALLEL SESSIONS – Social Impact Programs – Workshops – Sector Panels
16:00 16:15	Get Together with Hans Reitz and Walter Link EAST AFRICA AS A ROLE MODEL #NOGOINGBACK Inspiration Speech by Nobel Peace Laureate Prof. Muhammad Yunus, Moderated by Hans Reitz & Walter Link
16:45	CLOSING REMARKS & BRIDGE TO SOCIAL BUSINESS DAY Elizabeth Maloba & Hans Reitz
16:55	END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Consultant, Business Coach & Social Entrepreneur, Kenya
- Rebecca Batwala Banoba, Project Consultant at GoSmile Uganda
- Prof. Mohammed Yunus, Nobel Peace Laureate
- Dr. Louis Amprako, Project Lead Sustainable Agriculture, GoSmile Uganda
- Lia Mayka, Innovation Advisor at World Food Program accelerator, East Africa
- Kiriinya Kithinji, General Manager and Director of Strategy, Wylde International, Kenya
- Dioscore Shikama, Founder&CEO at ICT4Ag, Rwanda

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EAST AFRICA
IMPACT DAYS

Agenda Day 3: Wednesday, June 23

Science Gate: Scientific Projects for Sustainable Change In English Language, Translated

TIME (CEST)

CONTENT

17:00

Science Gate 3: Renew the Mindset

Roundtable Talk

Leonhard Nima in Conversation with
Prof. Ruth Müller, Prof. Alexander Hübner &
Marcus Bischoff

18:00

END OF SESSION

Participating Contributors:

- Leonhard Nima, Moderator & Social Entrepreneur
- Prof. Ruth Müller, Professor at TUM School of Life Science
- Prof. Alexander Hübner, TUM Professor for Supply & Value Chain Management
- Marcus Bischoff, Entrepreneurial Masterclass Student & Initiator of 'Cargo Kite'

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EAST AFRICA
IMPACT DAYS

Agenda Day 3: Wednesday, June 23

East African Impact Days: Closing Ceremony

In English Language Only

TIME (CEST)	CONTENT
18:00 CEST	CHECK-IN Activation & Get-together Elizabeth Maloba & Hans Reitz
18:05	NEXT STEPS FROM THE YUNUS FAMILY Our Journey in East Africa continues
18:25	CLOSING REMARKS & BRIDGE TO SOCIAL BUSINESS DAY Elizabeth Maloba, Hans Reitz & Guests
18:30	END OF SESSION

Participating Contributors:

- Elisabeth Maloba, Consultant, Business Coach & Social Entrepreneur, Kenya
- Hans Reitz, CEO at The Grameen Creative Lab
- Zeenat Islam, Manager Relations, Accademia Network
- Shihab Quader, International Project Manager at Yunus Centre
- Christina Jäger, Co-Founder and Managing Director Yunus Environment Hub
- Katerin Carrillo, Program Manager Yunus Environment Hub
- Robert Akoko, Project Coordinator at Yunus + You Foundation
- Daniel Wasswa, Communication Expert at Yunus + You Foundation
- Dominique Dunster, Managing Director at Yunus + You Foundation
- Lorelei Logel-Demoulin, TitoloPartnerships Manager – Philanthropic Venture Funds Yunus Social Business

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Agenda Day 4: Thursday, June 24

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Agenda Day 4: Thursday, June 24

PURPOSE²⁴: From Sustainability to Regeneration

In English Language, Translated to German

TIME (CEST)

CONTENT

09:51

CHECK-IN

Activation & Get-together

10:00

JUST LISTEN

Auditive Morning Exercise

10:05

OFFICIAL START & INTRODUCTION

Introduction by Peter Schwarzenbauer

10:15

REGENERATIVE LEADERSHIP FOR A REGENERATIVE ECONOMY & B CORP BUSINESS

Roundtable Interview

Hans Reitz in Conversation with Marcello Palazzi,
Walter Link & Emmanuel Faber

11:15

PANDEMIC FROM A MEDICAL PERSPECTIVE

Hans Reitz in Conversation with Anne Paschen
(Intensive Care Specialist)

11:30

END OF SESSION

Participating Contributors:

- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Marcello Palazzi, Founder President of Progressio Foundation for Human Progression & Co-Founder & Board Member of B lab Europe
- Walter Link, Founding CEO of NOW Partners
- Emmanuel Faber, Former CEO Danone SE
- Anne Paschen (Intensive Care Specialist, St. Josefs-Hospital, Wiesbaden)
- Maria
- Coco
- Katharina

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Agenda Day 4: Thursday, June 24

High Noon Talk: Portraits of Pioneers of Change

In German Language, Translated to English

TIME (CEST)

CONTENT

12:00

HEALTHY PLANET – HEALTHY PEOPLE

Keynote Session with Dr. Eckart von Hirschhausen
(Founder of Healthy Planet - Healthy People)

Roundtable Interview

Prof. Dr. Dieter Frey (LMU), Isabelle Polenz &
Fernanda Gräfin Wolff Metternich in Conversation with
Dr. Eckart von Hirschhausen

13:00

END OF SESSION

Participating Contributors:

- Prof. Dr. Dieter Frey, Head of Center for Leadership & People Management, Ludwig-Maximilians-Universität München
- Dr. Eckart von Hirschhausen, Physician, Entertainer & Founder of Healthy Planet - Healthy People Foundation
- Fernanda Gräfin Wolff Metternich, Project Officer at Healthy Planet - Healthy People Foundation
- Isabelle Polenz, Y-Meds, Committed Group of Young Doctors & Medical Students

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Agenda Day 4: Thursday, June 24

Purpose²⁴ | Path to 2024: Value to Society to Business

In English Language, Translated to German

TIME (CEST)	CONTENT
13:51	CHECK-IN Activation & Get-together
14:00	START & WELCOME Introduction by Hans Reitz & Leonhard Nima
14:15	INTRODUCTION THESES Corporations & Economy in Tune with the Times Lea Reitmeier (Value Balancing Alliance)
14:25	OPENING STATEMENTS Short Statement on Sustainable Transformation – Luka Mucic (Chairman SAP) – Tamara Dietl (Publicist & Business Coach) – Dr. Andreas Rickert (Impact Investor & Founder of PHINEO) – Lutz Roschker (Chairman PWC Foundation) – Peter Schwarzenbauer (UnternehmerTUM)
14:40	PANEL DISCUSSION About Challenges & Responsibilities of Today's Corporations Luka Mucic, Tamara Dietl, Dr. Andreas Rickert, Lutz Roschker, Lea Reitmeier & Peter Schwarzenbauer

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Agenda Day 4: Thursday, June 24

Purpose²⁴ | Path to 2024: Value to Society to Business In English Language, Translated to German

TIME (CEST)

CONTENT

15:20

Q&A

With Online & Present Audience

15.30

WRAP-UP & OUTLOOK

Perspective 2024: What Do We Take With Us?
Christian Heller (Chairman of the VBA) & Hans Reitz

15:45

THE VALUE OF VALUES

Conversation Between Prof. Dr. Claudia Peus & Sven H.
Korndörffer (Chairman of the Value Commission)

15:50

END OF SESSION

Participating Contributors:

- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Leonhard Nima, Social Entrepreneur
- Lea Reitmeier Corporate Responsibility Specialist at Deutsche Bank & Value Balancing Alliance
- Luka Mucic, Chief Financial Officer at SAP SE
- Lutz Roschker, Chairman PWC Foundation
- Prof. Dr. Dr. Johannes Wallacher, Professor for Social Sciences and Business Ethics
- Dr. Andreas Ricker, Impact Investor & Founder of PHINEO (Civil Society Engagement)
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Christian Heller, Chairman of the Value Balancing Alliance
- Sven H. Korndörffer, Chairman of the Values Commission - Initiative 'Werte Bewusste Führung e. V.' and Divisional Board Member and Head of Group Communications at Commerzbank AG

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Agenda Day 4:
Thursday, June 24

Learnovation Journey PURPOSE²⁴: Future Scenario

Language tbd.,

TIME (CEST)

CONTENT

16:00

SUSTAINABLE ENTERPRISE 2030

SAP Curated, Interactive Session

The Concrete Steps Towards a Sustainable Enterprise:

- Mindset & Work Ethics
- Diversity & Inclusion
- Digitalisation & Automation
- Collaboration & Leadership
- Lifelong Learning & Corporate Culture
- Products & Services
- Work Environment & Work Places
- Work Tools & Processes

18:00

END OF SESSION

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Agenda Day 4:
Thursday, June 24

Science Gate: Scientific Projects for Sustainable Change

In English Language, Translated to German

TIME (CEST)

CONTENT

17:00

Science Gate 4: TURNING PROBLEMS INTO PROCESSES

Roundtable Talk

Leonhard Nima in Conversation with Prof. Dr. Thomas Brück &
Dr. Tobias Engelmeier

18:00

END OF SESSION

Participating Contributors:

- Leonhard Nima, Moderator & Social Entrepreneur
- Prof. Dr. Thomas Brück, Werner Siemens Chair for Synthetic Biotechnology, TU Munich
- Dr. Tobias Engelmeier, Consultant, Entrepreneur, Author & Managing Director of TFE Consulting GmbH

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MUNICH URBAN COLAB

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Agenda Day 5: Friday, June 25

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Agenda Day 5: Friday, June 25

Colloquium 51 – Where are we heading?

In German Language, Translated to English

TIME (CEST)	CONTENT
09:51	CHECK-IN Activation & Get-together
10:00	OUVERTURE & WELCOME Host Nicola Wucher, Tamara Dietl & Hans Reitz Connect the Current SoP-Community & Start the New Beginning, Including: Birgit Heraeus-Roggendorf (Life Hamburg)
10:10	LEARNING FROM THE PANDEMIC Impulse Talk of Prof. Dr. Claudia Peus & Prof. Dr. Dieter Frey
10:25	MORE COMMON GOOD AFTER THE CRISIS? Nicola Wucher in Conversation About the Leap Ahead with Christian Felber, Economic Reformer
10:40	FACTFULNESS – TRANSFORMATION BY NUMBERS Saori Dubourg & the ‘Value Balancing Alliance’ Team Demonstrate the Cost of Sustainable Transformation
10:55	PLAYFUL NUMBERS – ARTISTIC INTERJECTION The No Exitus Band ‘Plays’
10:58	TRANSFORMATION & MINDSET 1: COLLECTIVE DEPARTURE Lecture Dr. Ricarda Engelmeier (MyCollective)
11:08	TRANSFORMATION & MINDSET 2: HOW DO WE QUALIFY THE TRANSFORMATION Hans Reitz in Conversation with Sabine Bendiek (SAP)

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Agenda Day 5: Friday, June 25

Colloquium 51 – Where are we heading?

In German Language, Translated to English

TIME (CEST)

CONTENT

11:20

FROM CURIOSITY TO DIVERSITY

Hans Reitz & Maren Gräf (ŠKODA) Discuss the Future Skill Curiosity & How It Shapes Diversity

11:35

WHERE DO WE STAND?

Host Nicola Wucher Takes a Look at the Next 1.000 Days

11:40

END OF SESSION

Participating Contributors:

- Nicola Wucher, Associate Director GOP
- Birgit Heraeus-Roggendorf, Managing Director at LIFE Hamburg (Campus for LLL)
- Saorí Dubourg, Board Member BASF SE
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Prof. Dr. Dieter Frey, Head of Center for Leadership & People Management, LMU
- Dr. Ricarda Engelmeier, CEO & Founder of MyCollective
- Christian Felber, Economic Reformer & initiator of the Common Good Economy
- Katharina Inselkammer, Dedicated Gastronome for People with Disabilities
- Christian Heller, Chairman of the Value Balancing Alliance (+Team)
- Sabine Bendiek, Chief Human Resources Officer at SAP SE
- Maren Gräf, Member of the Board, Human Resources at ŠKODA AUTO

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Agenda Day 5:
Friday, June 25

High Noon Talk: Portraits of Pioneers of Change

In German Language, Translated to English

TIME (CEST)

CONTENT

12:00

FROM SUSTAINABILITY TO REGENERATION

Roundtable Interview

Hans Reitz in Conversation with Dr. Michael Otto, Otto Group, Joined by Dr. Eckart von Hirschhausen & Fernanda Gräfin Wolff Metternich

13:00

END OF SESSION

Participating Contributors:

- Dr. Michael Otto, Chairman of the Supervisory Board at Otto Group Gmbh & Co. KG
- Dr. Eckart von Hirschhausen, Physician, Entertainer & Founder of Healthy Planet - Healthy People Foundation
- Fernanda Gräfin Wolff Metternich, Project Officer at Healthy Planet - Healthy People Foundation

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Agenda Day 5: Friday, June 25

Colloquium 51 – Where are we heading?

In German Language, Translated to English

TIME (CEST)

CONTENT

14:51

CHECK-IN

Activation & Get-together

15:00

WELCOME TO THE ARENA OF PROBLEMS

Hans Reitz Opens the Arena

Central Dimensions of Transformation:

1. Social
2. Regulative
3. Sustainable

15:17

THE ARENA OF PROBLEMS 1 : SOCIAL

Multi-View on the Question:

Is Our Common Good a Care Case?

The City of Berlin & Burkhard Kieker (visitBerlin) Meet
Munich & Katharina Inselkammer (Gastronome)

15:37

THE ARENA OF PROBLEMS 2: REGULATIVE

Hans Reitz in Conversation about Regulatory Pressure &
a Sense of Community With Dr. Ludwig Fazel, Head of
Strategy Volkswagen

15:50

CULTURE IN TRANSFORMATION

Hans Reitz in Conversation with Malte Boecker,
Director Beethoven Haus Bonn

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Agenda Day 5: Friday, June 25

Colloquium 51 – Where are we heading?

In German Language, Translated to English

TIME (CEST)	CONTENT
15:55	SYSTEM MAPPING/ARENA 3: SUSTAINABLE Multi-View on the Question: How Do We Succeed in Circular Thinking? Hans Reitz & Guests (Gabriela Savova & Christina Jäger) Check Our Sustainable Thinking Models
16:15	3 DIMENSIONS – ONE SYSTEMATIC Host Nicola Wucher Sums Up the Session Very Last Words: Werner Buss (GOP Entertainment Group)
16:25	MUSIC (W)RAP-UP Mobile Care Service by the ‚No Exitus Band‘
16:45	END OF SESSION

Participating Contributors:

- Christian Felber, Initiator of Bank for the Common Good Project & Common Good Economy
- Nicola Wucher, Associate Director GOP
- Saori Dubourg, Board Member BASF SE
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Prof. Dr. Dieter Frey, Head of Center for Leadership & People Management, Ludwig-Maximilians-Universität München
- Gabriela Hristova Savova, Co-Founder & Program Designer at Impact Hub Sofia
- Christina Jäger, Co-Founder & Managing Director Yunus Environmental Hub
- Burkhard Kieker, Managing Director, visitBerlin (City Marketing)
- Katharina Inselkammer, Dedicated Gastronome for People with Disabilities
- Dr. Ludwig Fazel, Head of Strategy (VP), Volkswagen Group Components, Volkswagen AG
- Malte Boecker, Managing Director Beethoven Haus Bonn
- Werner Buss, Artistic Director, GOP Entertainment Group

21st – 29th June 2021

MUNICH URBAN COLAB

**summer
of purpose**

**Agenda Day 6:
Saturday, June 26**

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MUNICH URBAN COLAB

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Agenda Day 6: Saturday, June 26

Colloquium 51 – How Do We Accelerate Transformation? In German Language, Translated to English

TIME (CEST)	CONTENT
09:51	CHECK-IN Activation & Get-together
10:00	MUSICAL OVERTURE Maestro Josep Vincent & ADDA Simfonica Tune in
10:10	WELCOME & OPENING IMPULSE Introduction by Host Nicola Wucher & Hans Reitz
10:20	FROM PERSONAL PURPOSE TO PERSONAL ENERGY Prof. Dr. Claudia Peus in Conversation with Dr. Victoria Ossadnik (E.ON)
10:40	REGULATIVE & PERSONAL PURPOSE Hans Reitz in Conversation with Klaus Dittrich (Messe München)
10:55	READINESS TO CHANGE: TRANSFORMATION QUIZ Playful and Interactive Proof of Change With the Audience
11:05	THE YOUNG SPIRIT OF REGENERATION Hans Reitz Traces the Next Generation with Ella Robertson McKay (One Young World) & Peter Schwarzenbauer (UnternehmerTUM)

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Colloquium 51 – How Do We Accelerate Transformation?

In German Language, Translated to English

TIME (CEST)	CONTENT
11:20	REGENERATION AHEAD? Host Nicola Wucher & Hans Reitz Discuss the Path to 2024 with the Audience
11:25	ARTISTIC CONCLUSION The 'No Exitus Band' (R)Wraps Up
11:30	END OF SESSION

Participating Contributors:

- Josep Vincent, Maestro and Conductor of the ADDA Simfonica Orchestra
- Nicola Wucher, Associate Director GOP
- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Dr. Victoria Ossadnik, Member of the Board of Management of E.ON SE, Digitalisation
- Klaus Dittrich, Chairman of the Management Board at Messe München
- Dr. Antonella Mei-Pochtler, Head of the Staff Office for Strategy, Analysis and Planning in the Austrian Federal Chancellery
- Ella Robertson McKay, Managing Director, One Young World
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM

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High Noon Talk: Portraits of Pioneers of Change

In German Language, Translated to English

TIME (CEST)

CONTENT

12:00

FROM SUSTAINABILITY TO REGENERATION

Roundtable Interview

Hans Reitz in Conversation with

Hiltrud Werner (Volkswagen) & Prof. Dr. Timo Meynhardt

12:45

COMMITTED TO THE COMMON GOOD

Announcement of the Kofi Annan Prize for Social Business

Dr. Antonella Mei-Pochtler (Austrian Government) Joined by

Bernhard Kowatsch (United Nations World Food Programme)

13:00

END OF SESSION

Participating Contributors:

- Hiltrud Dorothea Werner, Member of the Board of Volkswagen AG, Integrity and Law Division
- Prof. Dr. Timo Meynhardt, Holder of the Arend Oetker Chair of Business Psychology and Leadership Leipzig Graduate School of Management and Managing Director of the Center for Leadership and Values in Society at the University of St. Gallen
- Dr. Antonella Mei-Pochtler, Head of the Staff Office for Strategy, Analysis and Planning in the Austrian Federal Chancellery
- Bernhard Kowatsch, Head of the Innovation Accelerator at the United Nations World Food Programme (WFP), Founder of WFP

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Agenda Day 6:
Saturday, June 26

Colloquium 51: Deep Dive Session A | Sustainable Finance

Language tbd.

TIME (CEST)

CONTENT

14:30

SUSTAINABLE FINANCE

SAP Curated, Interactive Session

- What is sustainable finance and what international developments are emerging? What are the motives and logic behind the EU taxonomy?
- Discussion Around a List of Challenges About the EU Taxonomy
- Elaboration of General Solution Strategies

16:30

END OF SESSION

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**Agenda Day 6:
Saturday, June 26**

Colloquium 51: Deep Dive Session B: Big Data

Language tbd.

TIME (CEST)

CONTENT

14:30

HOW DOES BIG DATA IMPACT ENVIRONMENT & SOCIAL-ECONOMIC INDUSTRY COLLABORATION?

SAP Curated, Interactive Session

- Interactive Exchange About Data Strategy & Current Initiatives
- Ideation Session & Elaboration of Strategy Processes
- Generating a Roadmap for Implementation

16:30

END OF SESSION

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**Agenda Day 6:
Saturday, June 26**

Colloquium 51: Deep Dive Session C: Care Evolution

German Language | Session Complete, On Request Only

TIME (CEST)

CONTENT

14:30

**THE CARE EVOLUTION OR HOW TO ACHIEVE THE
QUALITY LEAP IN PUBLIC MANAGEMENT**

Interactive Session

Creative Session on Improving Healthcare & Embedding It in
the Common Good on the Principle of Equity

16:30

END OF SESSION

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Agenda Day 6:
Saturday, June 26

Colloquium 51: Deep Dive Session D: Cooperatives
German Language

TIME (CEST)

CONTENT

14:30

**GENOSSENSCHAFTEN SIND ZUKUNFTSGESTALTER.
WIR BRAUCHEN MEHR DAVON.**

Interaktive Session mit André Dörfler
Innovationsmanager, R+V Versicherung AG

Immer mehr Menschen suchen nach Lösungen für ein neues und nachhaltiges Wirtschaften. Dabei entdecken sie Genossenschaften neu. Aus gutem Grund, denn Genossenschaften liefern Lösungen zu den Themen Energie, Wohnen, Mobilität, Gesundheit, Bildung und Digitalisierung – die gesellschaftlichen Herausforderungen unserer Zeit.

In dieser Session kannst Du Genossenschaften neu entdecken und mehr über die einzigartige genossenschaftliche DNA erfahren. Außerdem kannst Du Informationen über die Gründung und Finanzierung von Genossenschaften erhalten. Vielleicht wirst Du inspiriert, selbst ein sinn- und wertorientiertes Gemeinschaftsunternehmen zu gründen, das das Leben von Menschen verbessert.

16:30

END OF SESSION

Participating Contributor:

- André Dörfler, Innovation Manager, R+V Versicherung AG and Initiator of MakerCamp Genossenschaften

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Agenda Day 6: Saturday, June 26

The Sustainable Future of Coming Together

In German & English Language, Translated

TIME (CEST)

CONTENT

17:00

HOW DO WE NEED TO RETHINK COMING TOGETHER?

Final Highlight Session

Host Nicola Wucher & Hans Reitz in Conversation with

- Jochen Färber (IOC)
- Jürgen Muth (Allianz Arena)
- Marion Schöne (Olympia Park Munich)
- Benny Folkmann (FC Bayern München)

17:50

FROM ANOTHER POINT OF VIEW

Last Words as a Conversation of Astronaut Ron Garan and Optimist Peter Schwarzenbauer

18:00

END OF SESSION

Participating Contributors:

- Marion Schöne, General Manager, Olympiapark München GmbH
- Jürgen Muth, Managing Director, Allianz Arena München Stadion GmbH
- Benny Folkmann, Managing Director, FC Bayern München e.V.
- Ella Robertson McKay, Managing Director, One Young World
- Ron Garan, Astronaut & Social Entrepreneur
- Peter Schwarzenbauer, Supervisory Board Member UnternehmerTUM
- Jochen Färber, Head of Olympic Channel Services SA

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**Agenda Day 7:
Sunday, June 27**

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Agenda Day 7:
Sunday, June 27

High Noon Talk: Portraits of Pioneers of Change

In German Language, Translated to English

TIME (CEST)

CONTENT

12:00

VALUE BASED CHANGE

Roundtable Interview

Prof. Dr. Claudia Peus in Conversation with

Sven H. Korndörffer, Chairman of the Values Commission

13:00

END OF SESSION

Participating Contributors:

- Prof. Dr. Claudia Peus, Founding Director TUM Institute for LifeLong Learning, Technische Universität München
- Sven H. Korndörffer, Chairman of the Values Commission - Initiative 'Werte Bewusste Führung e. V.' and Divisional Board Member and Head of Group Communications at Commerzbank AG