Zukunft—Fabrik.2050

+Powered by HSG Alumni

The Platform for Shaping the Long-Term Future

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What are our purpose and vision?

Purpose

“We make **long-term thinking** the basis for action in politics, business, and society.”

Mission

“We promote **system thinking on long-term issues**, foster dialogue on **positive realistic visions** for the future and carry out impact projects to **accelerate transformation through entrepreneurship and innovation**.”

What are our premises?

We address decisionmakers and multipliers in business and politics. The premises of our work are:

Liberal democratic values

Accelerated transformation is best achieved by practicing democracy amid a socially responsible yet liberal market order.

- With our open platform, we emphasize ideation and co-creation through debate.

Leapfrogging through system thinking

Linear development does not deliver a sufficiently deep and fast transformation. Only re-thinking systems does.

- Our starting point are visions for how systems for the future need to be reimagined.

Value-driven business as key changemaker

We need to enable value-driven businesses by improving the environment for them to thrive.

- In our activities, we engage visionary companies and value-driven start-ups.

Why Zukunft-Fabrik.2050?

Rooted in business & politics

We are experts in our respective fields. We are neither facilitators for strategic foresight agnostic to the substance, nor single-issue campaigners.

- We speak the language of decisionmakers and multipliers in business and politics.

System view

Following the tradition of the St. Gallen Management model, we approach issues with a holistic, system-oriented view.

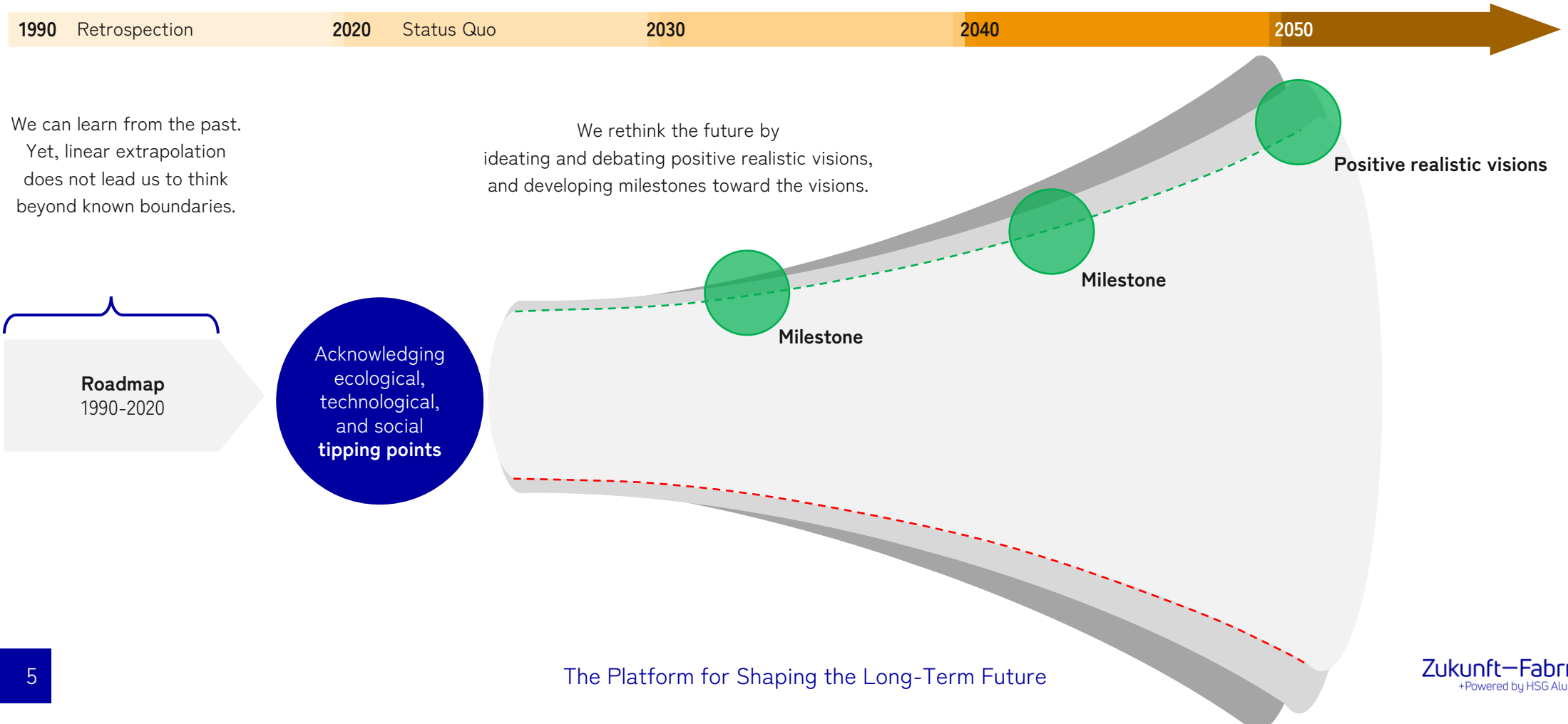
- We thrive in combining a wide area of topics, disciplines and experiences.

Powered by HSG Alumni

For the first time in the 125-year history of the University of St. Gallen, Zukunft-Fabrik.2050 leverages the knowledge, experience, and entrepreneurial drive of its 30.000 alumnae and alumni.

- While open to all, we can exclusively tap the resources of one of the leading business schools and its alumni in Europe.

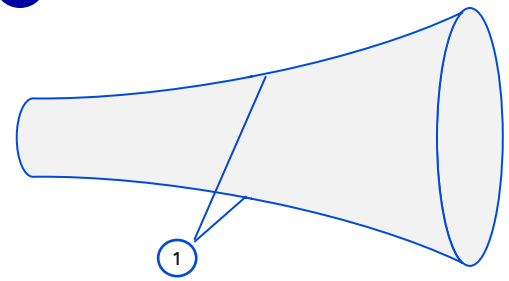
What is our theory of change?

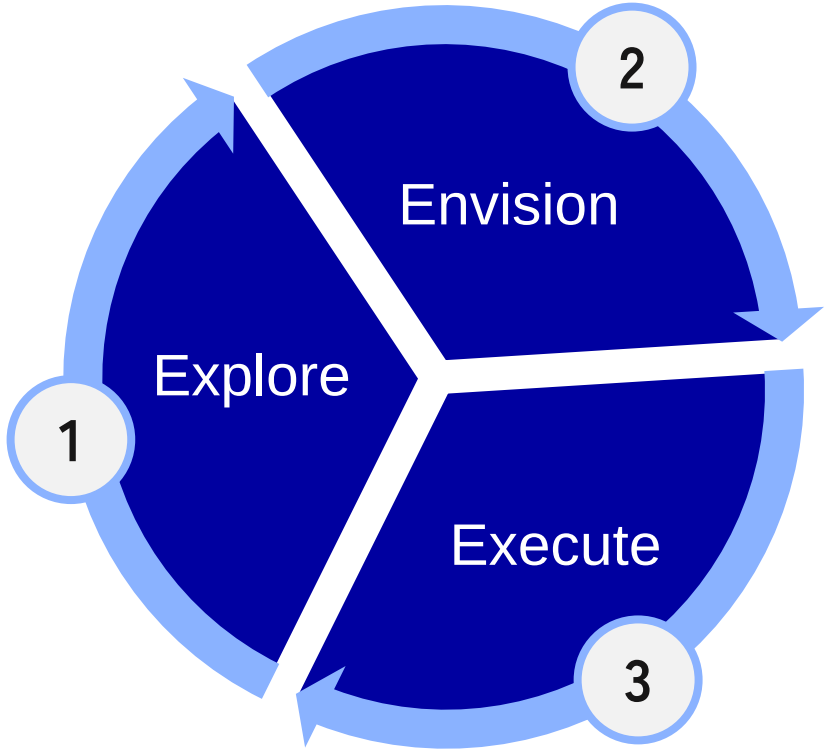


How do we implement our e³.“Theory of Change“?

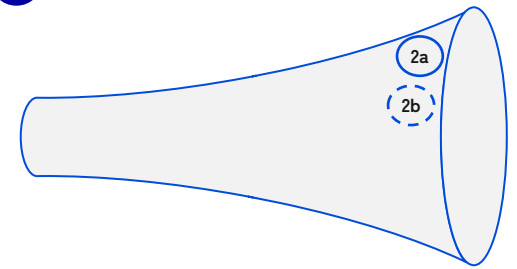
To trigger change, we engage our target group throughout an evolutionary cycle with three phases.

1 Exploring future developments

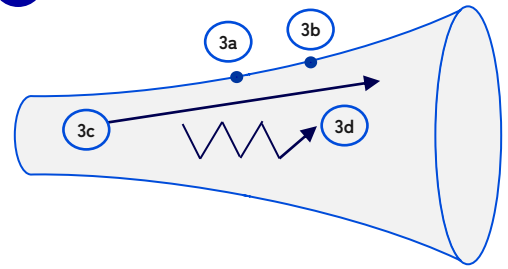




2 Developing positive realistic visions



3 Executing milestones



How do we translate our ambition into action?

We work towards **mainstreaming long-term thinking** through...

Research

We co-create and disseminate knowledge about trends and possibilities towards the year 2050 through desk research, expert discussions, and events.

Dialogue

We engage decision makers and experts through interactive formats to shape a vision for 2050 and trigger debate about trade-offs.

Implementation

We implement projects that pilot or showcase a vision or a milestone towards that vision.

In all our actions, we involve visionary companies and start-ups.

What are our flagship projects?

1

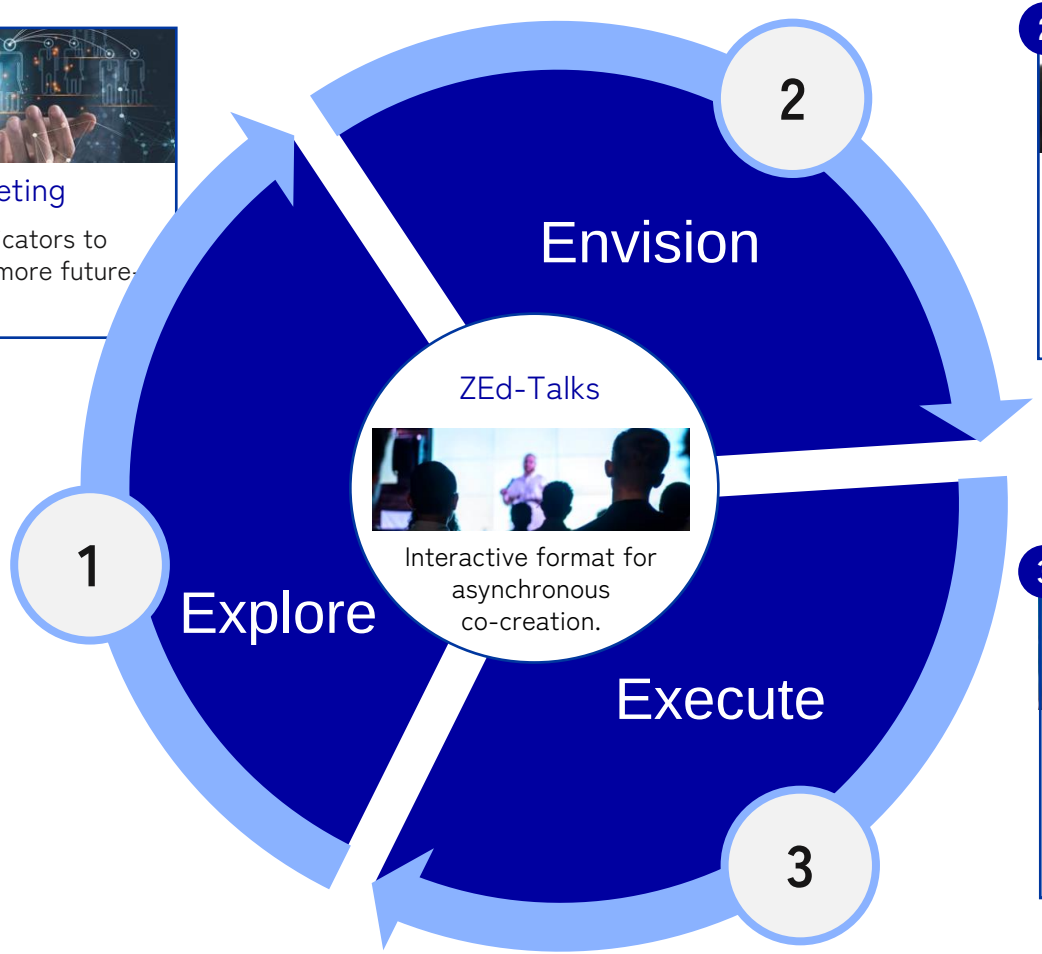
Sustainable value creation of firms

Establishing a measure for the future impact of firms.

1

Future Budgeting

Introducing indicators to make budgets more future-oriented.



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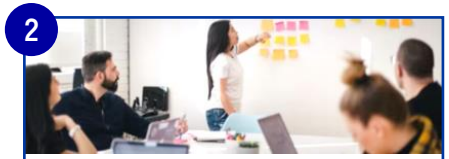


Visioneering

Workshops for developing positive realistic visions for 2050.

ST.GALLEN SYMPOSIUM

RISE OF AI

3

FutureLab Health 2050

Simulating and showcasing the health system of 2050 at the HSG SQUARE.

Who are speakers at our events?

Prof. Dr. Paul Achleitner

Chairman
Deutsche Bank AG

SQUARE, 22 Feb 22

Dr. Wolf Reuter

Secretary general, German Council of Economic Experts

Neue Weltordnung, 11 Mar 22

Gabriele Fischer

CEO
brand eins Medien AG

ZF.2050 Academy, 16 Mar 22

Dr. Guntram Wolff

Director
Bruegel

ZF.2050 Academy, 13 Apr 22

Dr. Wolfgang Schäuble MdB

Former speaker of the German Parliament and minister

ZF.2050 Academy, 11 May 22

Rafael Laguna de la Vera

Founder and Director
Bundesagentur für Sprunginnovationen

ZF.2050 Academy, 27 Jul 22

Prof. Dr. Maja Göpel

Professor for Transformation, Author, Advisor

ZF.2050 Academy, 24 Aug 22

Prof. Dr. Michael Hüther

Director
Institut der deutschen Wirtschaft

ZF.2050 Academy, 5 Oct 22

Prof. Dr. Dr. h. c. Lars Feld

Universität Freiburg,
Advisor to the German Minister of Finance

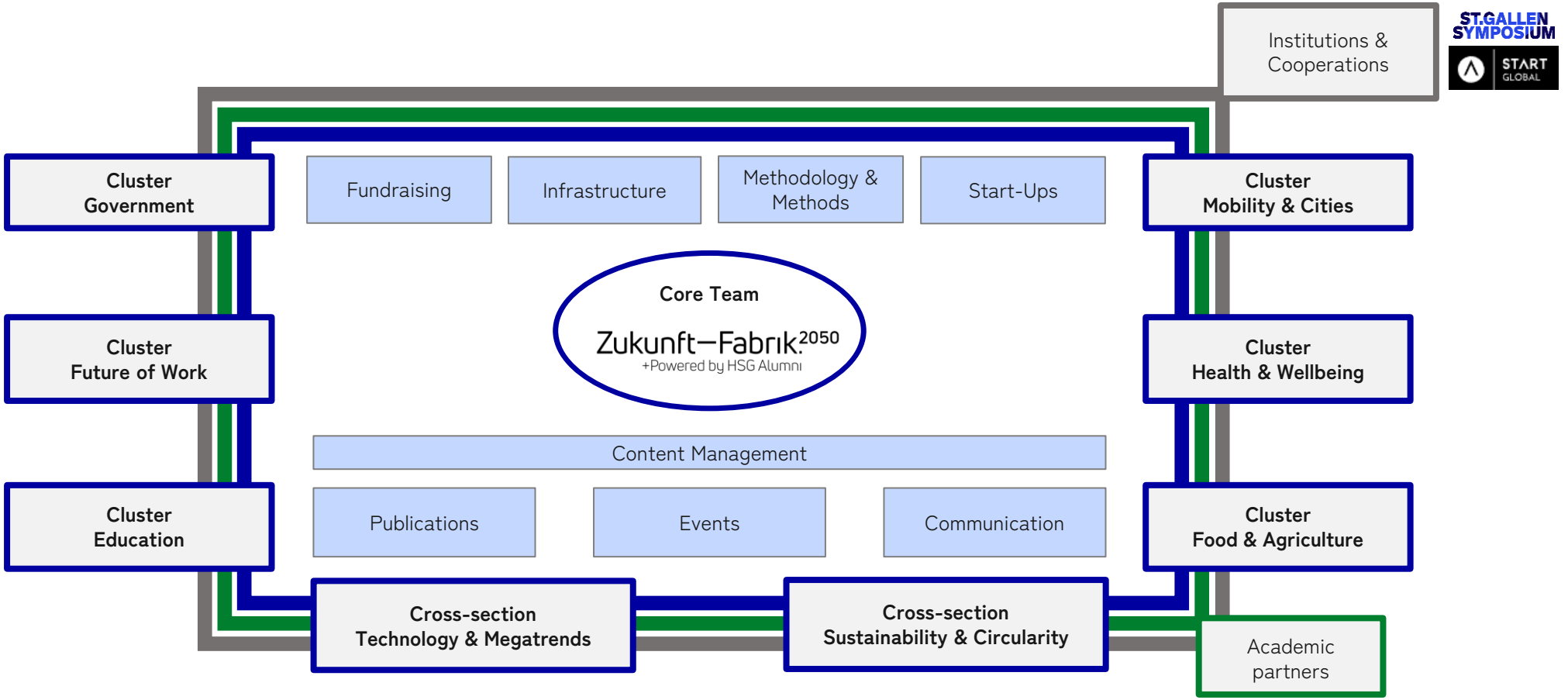
ZF.2050 Academy, 16 Nov 22

Prof. Dr. Christoph Heusgen

Chairman
Munich Security Conference

Neue Weltordnung, tbd

Wie sind wir organisiert?



Who is the core team?

Dr. Jochen Andritzky

Jochen is co-initiator and full-time director of Zukunft-Fabrik.2050. Jochen contributes his experience and network from advising policymakers while at Bruegel, the International Monetary Fund, and the German Council of Economic Experts where he served as secretary general. He is a member of the New Bretton Woods Group of the Petersen Institute PIIE and the Next Green Macro Group of Bruegel.

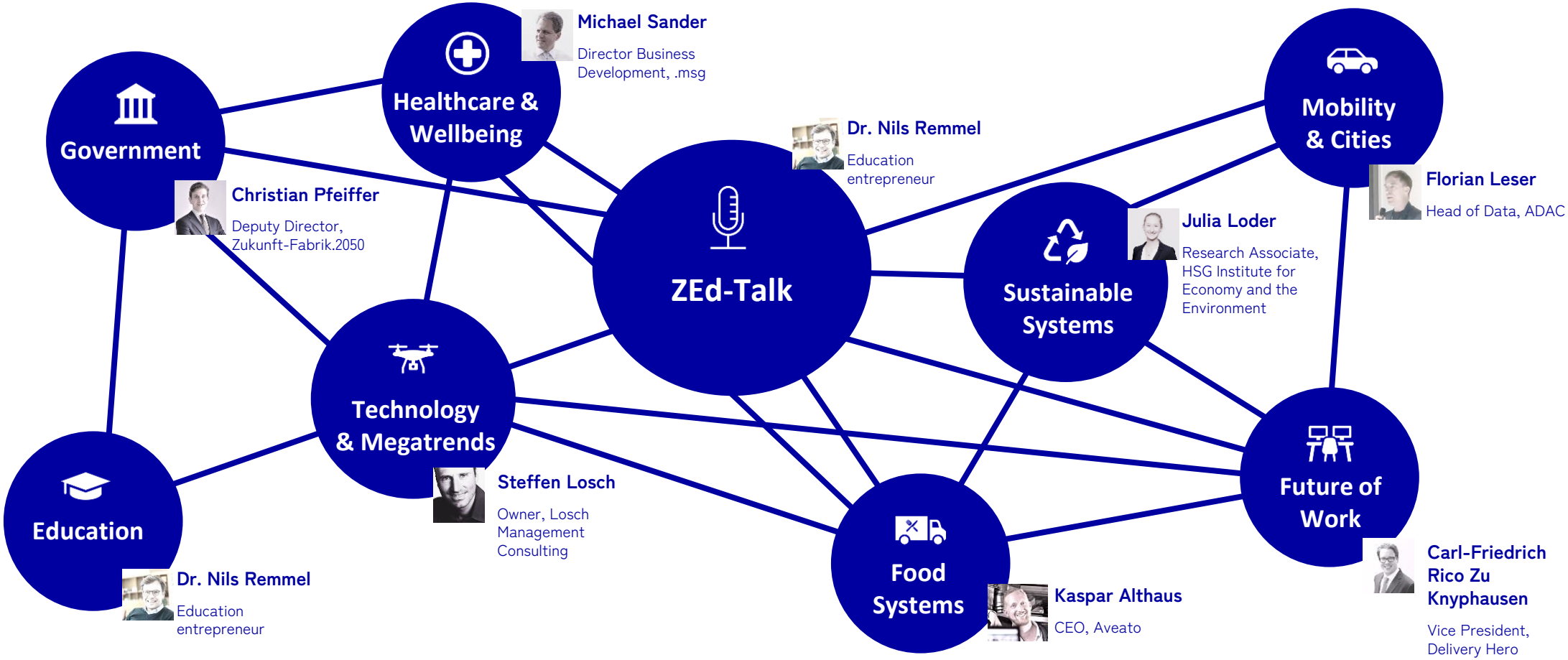
Dr. Christian Pfeiffer

Christian is the full-time deputy director of Zukunft-Fabrik.2050. After studies in Moscow, Maastricht and at SAIS, he completed his PhD thesis on geoeconomics at the University of St. Gallen. His main contributions are developing the ZF.2050 methodology and leading our work on foreign policy, GovTech and Smart Government.

Dr. Rainer Lampe

Rainer is co-initiator of Zukunft-Fabrik.2050. He dedicates part of his time to the strategic positioning of ZF.2050. At his company Transformation Partner, Rainer serves as senior partner during transformations, mainly in the health and automotive industries. A generous supporter of HSG alumni activities, Rainer has been organizing the German HSG Alumni Conference for more than ten years.

Dr. Larissa Karthaus

Larissa dedicates part of her time to ZF.2050 while currently serving as advisor at the German Ministry for Economic Affairs and Climate Action. Previously, she completed her doctorate in corporate finance and corporate governance at the University of St. Gallen and the New York University. At Zukunft-Fabrik.2050, she is responsible for event and product management.

Who are the cluster leads?