

Zukunft—Fabrik.²⁰⁵⁰

+Powered by HSG Alumni

**The Platform for Shaping
the Long-Term Future**

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Media Presentation



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:

➤ **Democratic values and a social market economy**

We achieve an accelerated transformation best in a living democracy with a social and at the same time free 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.

➤ **Entrepreneurship as driver of the transformation**

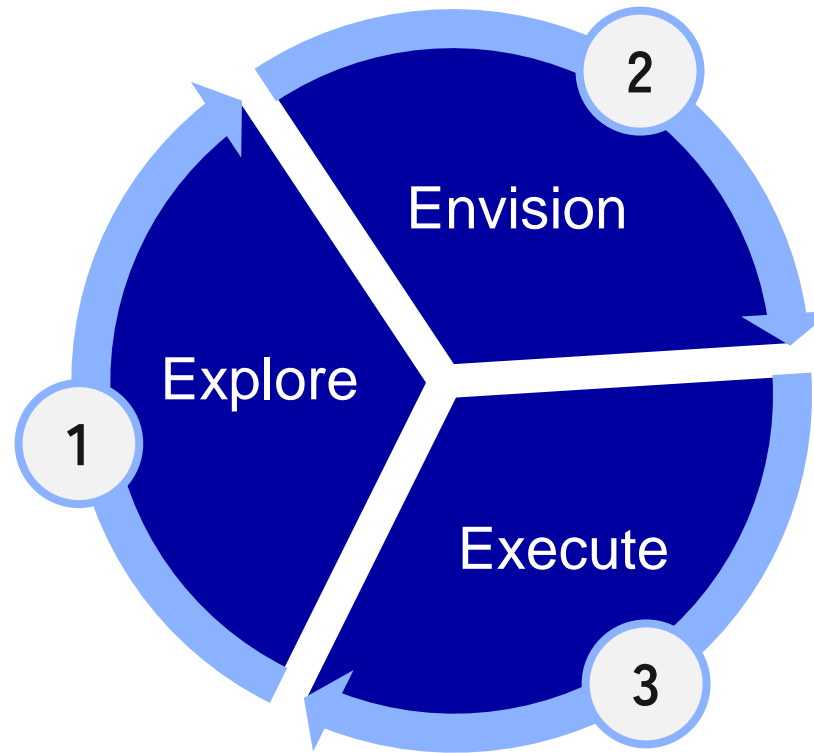
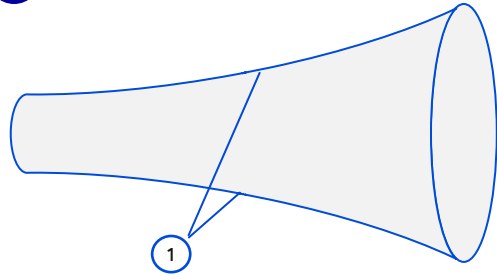
Transformation succeeds when innovative entrepreneurship meets the right policy settings.

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

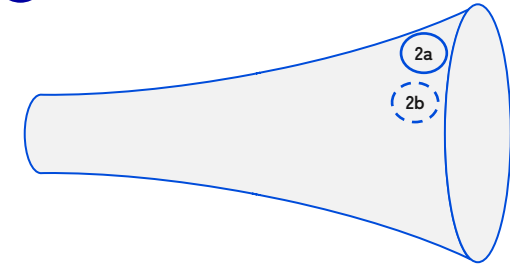
What is our theory of change?

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

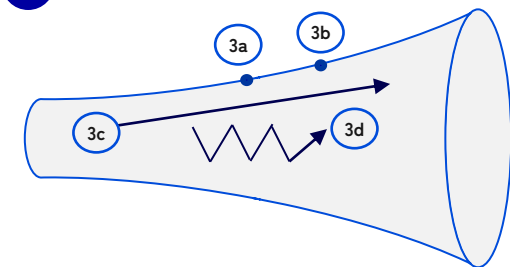
1 Exploring future developments



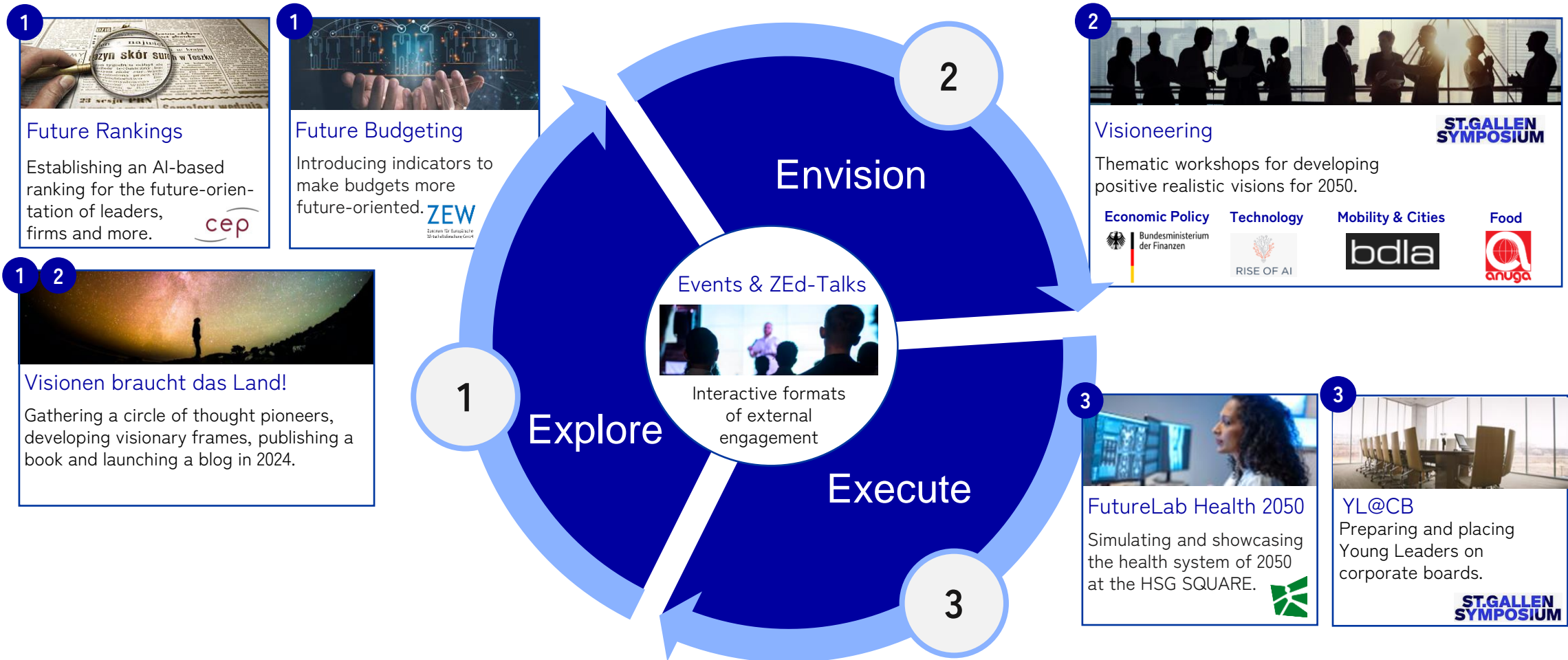
2 Developing positive realistic visions



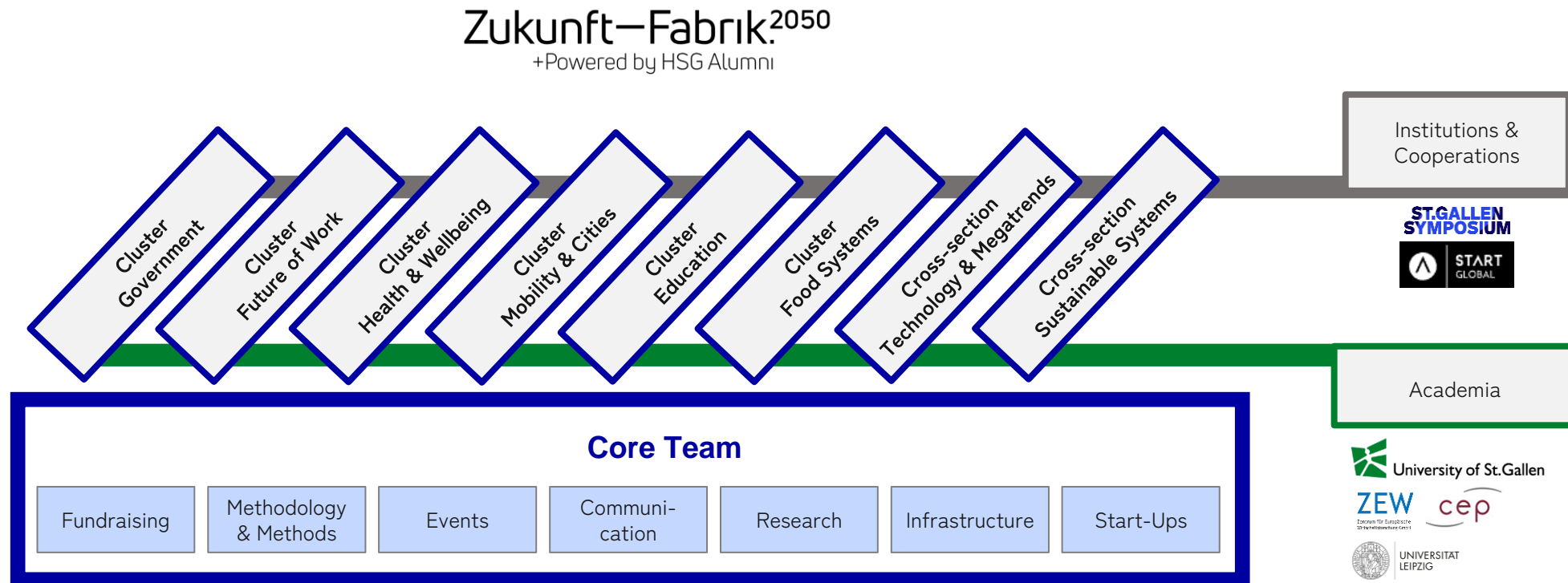
3 Executing milestones



What are some of our projects?



How are we structured?



Who are speakers at our events?



Prof. Dr. Paul Achleitner

Formerly Deutsche Bank AG
Chair of the Supervisory Board

SQUARE, 22 Feb 22



Gabriele Fischer

brand eins Medien AG
Chief Editor, publisher

ZF.2050 Academy, 16 Mar 22



Dr. Guntram Wolff

Bruegel, Director

ZF.2050 Academy, 13 Apr 22



Dr. Wolfgang Schäuble MdB

Former president of the German
parliament and federal minister

ZF.2050 Academy, 11 Mai 22



Rafael Laguna de la Vera

Founding Director, Bundesagentur
für Sprunginnovationen

ZF.2050 Academy, 27 Jul 22



Prof. Dr. Maja Göpel

Transformation researcher, author,
advisor

ZF.2050 Academy, 24 Aug 22



Prof. Dr. Michael Hüther

Institut der deutschen Wirtschaft,
Director

ZF.2050 Academy, 5 Oct 22



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

Universität Freiburg,
Advisor to the finance minister

ZF.2050 Academy, 16 Nov 22



Klaus Regling

Formerly European Stability
Mechanism, Managing Director

ZF.2050 Academy, 1 Mar 23



Andréa Maechler PhD

Swiss National Bank,
Member of the Governing Board

ZF.2050 Academy, tbd

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?

