

# Zukunft—Fabrik.<sup>2050</sup>

+Powered by HSG Alumni

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

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January 2023



# What are our purpose and vision?

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## 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?

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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 driver of the transformation**

Value-driven businesses thrive if and when we provide the right environment for them.

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

# What is our theory of change?

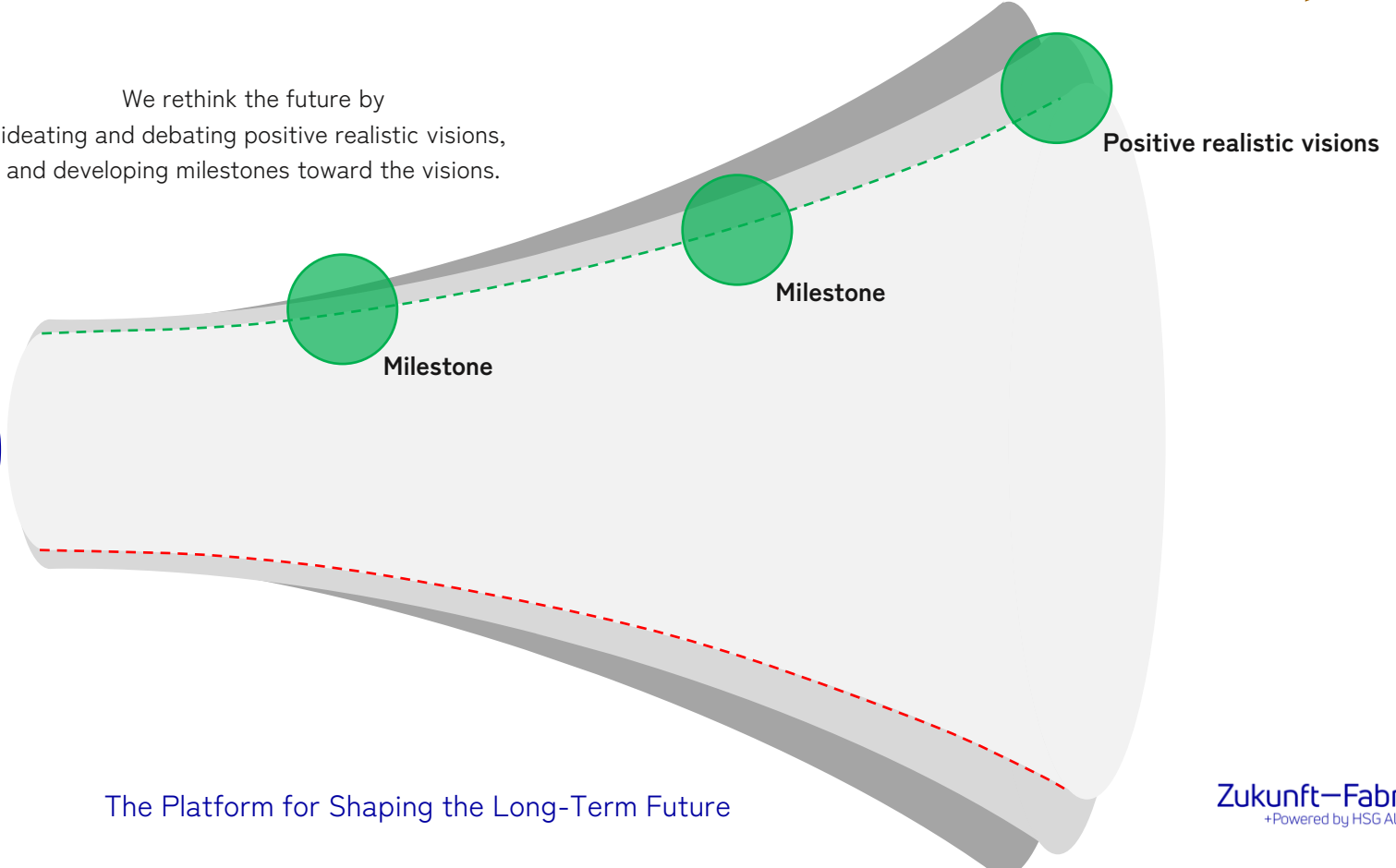


We can learn from the past.  
Yet, linear extrapolation  
does not lead us to think  
beyond known boundaries.

We rethink the future by  
ideating and debating positive realistic visions,  
and developing milestones toward the visions.



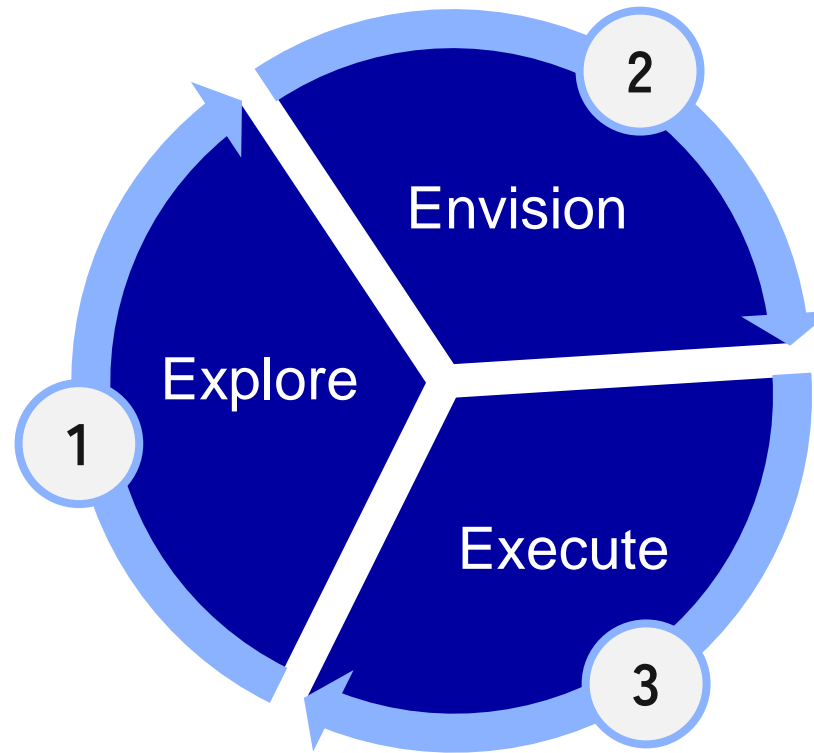
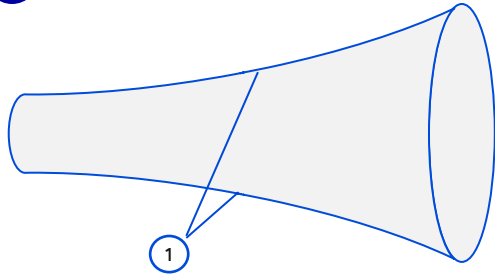
Acknowledging  
ecological,  
technological,  
and social  
tipping points



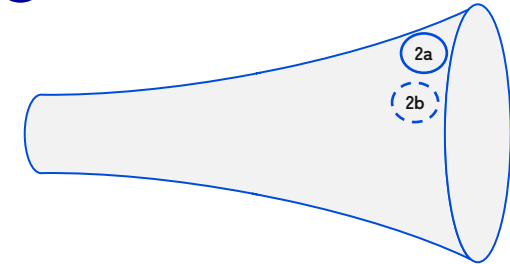
# What is our theory of change?

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

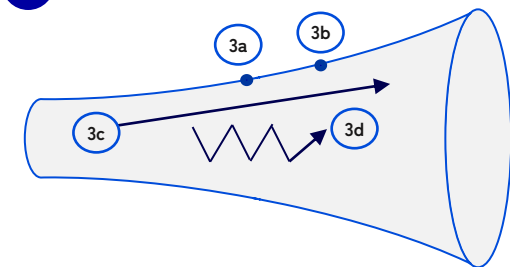
## 1 Exploring future developments



## 2 Developing positive realistic visions



## 3 Executing milestones



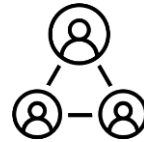
# How do we translate our ambition into action?

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.

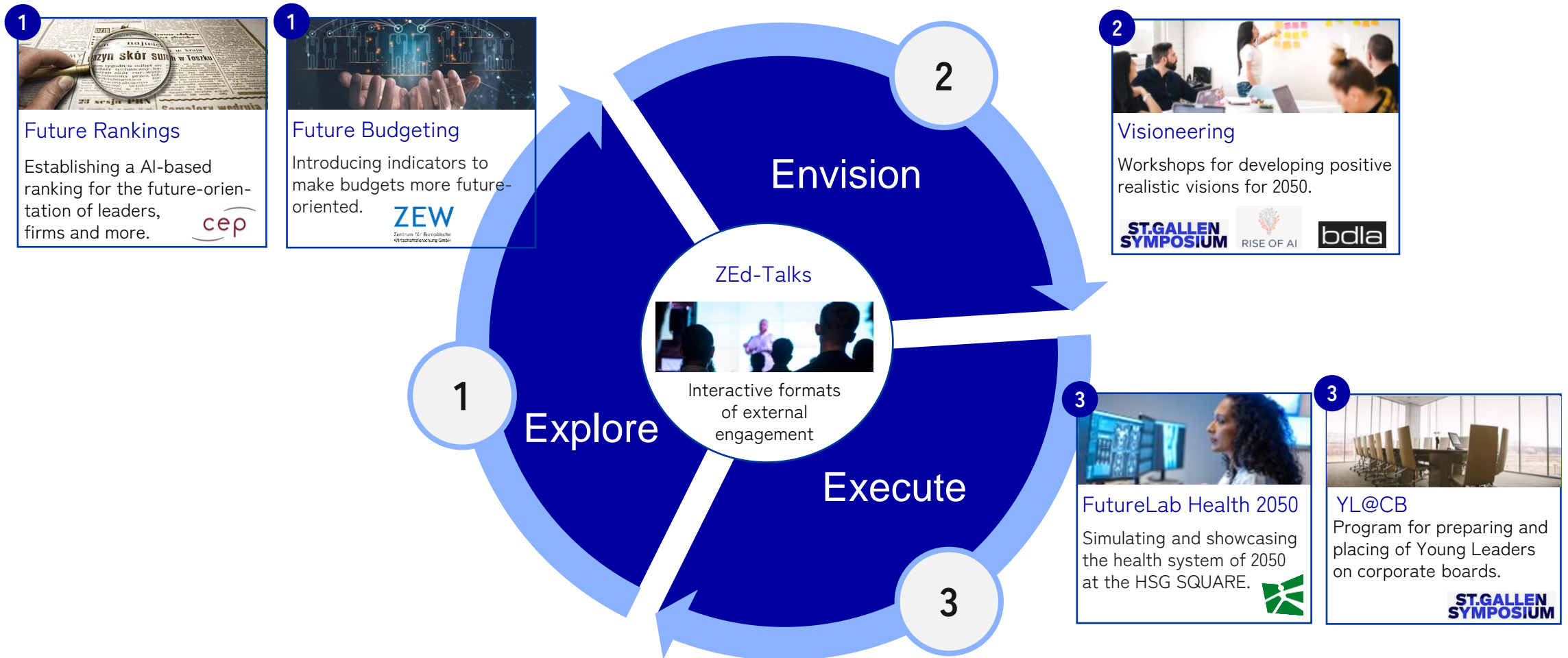


## Implementation

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 some of our projects?



# 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*



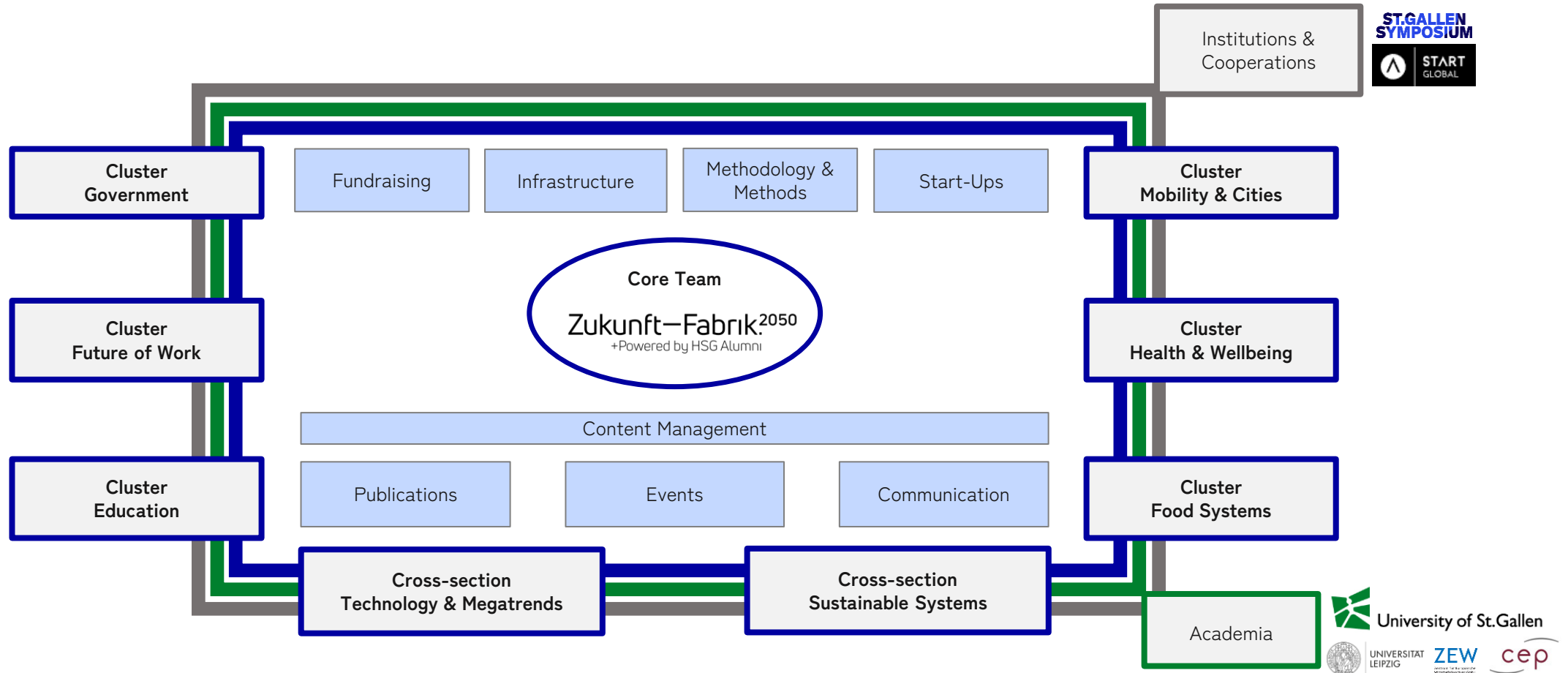
**Andréa Maechler PhD**

Swiss National Bank,  
Member of the Governing Board

*ZF.2050 Academy, tbd*



# How are we structured?



# Who is the core team?

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## 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?

