



# **GLOBAL SOLUTIONS ECOSYSTEM**

**Prospectus 1.2**

22.12.2020

A top-down view of several people's hands and forearms reaching towards the center and clasping each other in a circle. The individuals have various skin tones and are wearing light-colored, long-sleeved shirts. The background is a plain, light gray.

**AN INVITATION TO THE “WORLD’S LARGEST  
CO-CREATION PARTNERSHIP”**

**WE UNITE THE WORLD COMMUNITY TO SHAPE A  
“GOOD LIFE FOR ALL”**

# SUMMARY

## Welcome to CoCreate, the world's largest co-creation partnership!

*This prospectus offers an introduction to our project “CoCreate - Global Solutions Ecosystem”. Please be aware that it doesn't contain any information regarding our campaign “Global Co-Creation Challenge”, which starts on the 1st of January, 2021. You can find all information online at [www.cocreate.network](http://www.cocreate.network)*

Our vision is to bring the global community together to bring about a far-reaching social transformation towards a **“good life for all”**. This work falls within the field of **“social impact”**, which covers the three pillars of sustainability (social, economic and environmental) and is further elaborated by the **UN Sustainable Development Goals**.

In order to address the numerous challenges faced by modern society, we are supporting the everyday work of **people, organisations and networks who are already active in this area**. According to a long-term study from the US<sup>1</sup>, more than 20% of the population already belongs to a progressive subculture

known as the **“Cultural Creatives”**. This group includes change-makers, social entrepreneurs, intrapreneurs, activists and do-it-yourselfers, as well as sustainability-minded consumers, researchers and civil servants.

We support them through strategic networking, giving them **easy access to knowledge, resources and infrastructures** in order to increase their individual and collective impact. In this context, the CoCreate team develops and supports **“transformative ecosystems”** in which Cultural Creatives solve problems mutually as **“peers”** from a **local to a global level**. Our main products for making this possible include a **fundamentals book**, the **Ecosystem Design Toolbox** and an **online platform**.

The uniqueness of our approach comes from the **Ecosystem Model** on which all of our work and products are based. This model describes the process and structure of the **“world's largest co-creation partnership”**,



<sup>1</sup> See: Ray/Anderson 2001

<sup>5</sup> See: Hanna/Rohm/Crittenden 2011, p. 265-273.

<sup>6</sup> See: [https://www2.deloitte.com/content/dam/insights/us/articles/platform-strategy-new-level-business-trends/DUP\\_1048-Business-ecosystems-come-of-age\\_MASTER\\_FINAL.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/platform-strategy-new-level-business-trends/DUP_1048-Business-ecosystems-come-of-age_MASTER_FINAL.pdf)

# SUMMARY

inviting a wider audience to share in the development of infrastructure, services and solutions. As a result, we conserve resources by connecting **existing potentials instead of inventing new ones**. The CoCreate Ecosystem Model is an innovation for cooperative service-delivery processes, making it **our unique selling proposition (USP)**.

Ultimately, CoCreate is whatever we, as a group, make of it! As the nucleus and focal point, we see our role primarily as hosts and guides for this dynamic, solution-oriented movement! **We are facilitators**.

## **We make change easy!**

In order to make all of this possible, we are now looking for the first supporters who, as **philanthropists**

**(donations) or impact investors (favourable loans)** will help finance individual subpackages of the start-up phase of our cooperative. In future, all expenses will be covered by our Fund, which will be financed through a mix of **our own revenues** (membership fees, sales, services), **donations/grants** and **forms of investment** (crowdfunding & impact investing).

We are living in the **age of VUCA** (volatility, uncertainty, complexity and ambiguity)<sup>2</sup>. This applies to not only societal trends, but also project developments, particularly with input from numerous cooperation partners. Therefore, we choose to accept the lack of long-term planning certainty and, instead, address the uncertainty using **dynamic, entrepreneurial approaches, like effectuation**<sup>3</sup> or **Scrum planning sprints**<sup>4</sup>.

This will apply in particular starting with the piloting phase, as well as the actual operation that follows, because prognoses are simply impossible owing to the high degree of co-creation.

One thing is certain: As human beings, we will always be dependent on **cooperation and even better**

**approaches to finding solutions**. This is why, as we embark on our journey, we are not only fully present but also highly committed to navigating through this uncertainty. And now we are inviting you to join us on this cooperative adventure!

**This invitation addresses anyone who shares our longing for a better world, and our certainty that it is possible! Join us and become part of the “world’s largest co-creation partnership” with CoCreate!**

**Hansi Herzog for the team of CoCreate**  
*and millions of people who have hope for a “good life for all”*

**[www.cocreate.network](http://www.cocreate.network)**

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<sup>2</sup> See: <https://www.vuca-world.org/>

<sup>3</sup> See: <https://www.effectuation.at/ueber-effectuation/prinzipien-und-prozess/>,

<sup>4</sup> See: [https://scrum-master.de/Was\\_ist\\_Scrum/Scrum\\_auf\\_einer\\_Seite\\_erklaert](https://scrum-master.de/Was_ist_Scrum/Scrum_auf_einer_Seite_erklaert)

*In this document, the terms “community”, “network” and “platform” (on- and offline) are used as synonyms and always refer to our definition of ecosystem. The word “facilitation” is used in this document as a synonym for (group-) process support.*



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*Please be aware that this document doesn't contain any information regarding our campaign "Global Co-Creation Challenge", which starts on the 1st of January, 2021. You can find all information online at [www.cocreate.network](http://www.cocreate.network)*



**“We could rebuild our society from scratch. We already have all the solutions.**

**What we still need to do: coordinate our actions as a changing society.”**

**Hansi Herzog**

Chief Visionary Officer of CoCreate



# 1. VISION



## We unite the world community

Our vision is to unite the world community to co-create a “good life for all”.

We are working towards this vision by making it easier for the Cultural Creatives to connect and coordinate their projects and transformative processes so that they can mutually

enhance their impact. Attempts at defining the “good life for all” can be found in various online publications, e.g. “3 Dimensionen der Nachhaltigkeit” (German only)<sup>7</sup>, the UN Sustainable Development Goals<sup>8</sup> and the Universal Declaration of Human Rights<sup>9</sup>.

However, it is not up to us to decide what a “good life for all” could look like. Instead, its definition should be understood as a part of this co-creation partnership.

The urgency of accomplishing our vision can be seen from two different perspectives:

**Reactive:** If we are to be resilient as a society<sup>10</sup>, we have to prepare for crises and catastrophes like droughts, floods and famine, which continue

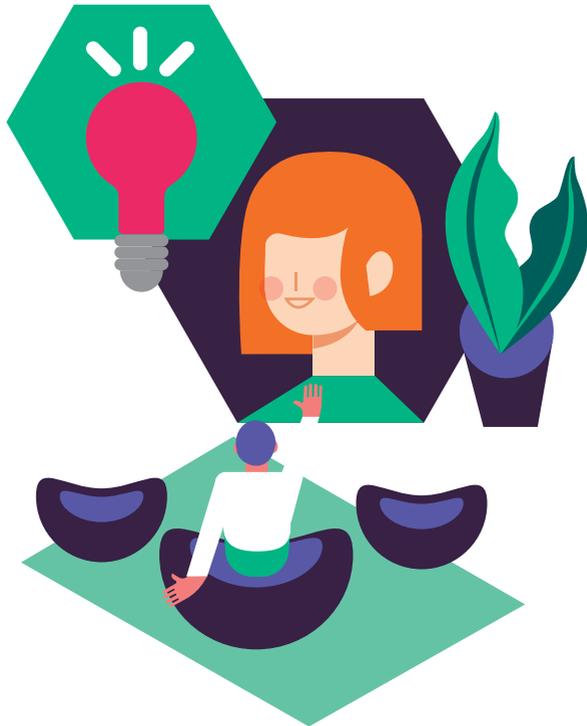
to increase in number and intensity, and, in this context, for the greatest challenges facing the world today<sup>11</sup>, and to find ways of addressing them.

**Proactive:** The creative and entrepreneurial activism of numerous individuals offers the potential for not only creating the life we want for ourselves, but also reducing inequalities and improving the global quality of life.



<sup>7</sup> See: <https://thesustainablepeople.com/das-drei-saeulen-modell-der-nachhaltigkeit/>  
<sup>8</sup> See: [http://www.unis.unvienna.org/unis/en/topics/sustainable\\_development\\_goals.html](http://www.unis.unvienna.org/unis/en/topics/sustainable_development_goals.html)  
<sup>9</sup> See: <https://www.amnesty.org/en/what-we-do/universal-declaration-of-human-rights/>  
<sup>10</sup> See: Enderlin, <https://resilienz.at/definition-resilienz/>  
<sup>11</sup> See: <https://www.toreallife.com/en/10-pressing-global-problems-time-can/>

## 2. CHALLENGE



As a global society, we are currently facing challenges that are particularly daunting and, above all, closely interlinked. Several scholars have already drawn attention to this specific problem, including Meadows (1972)<sup>12</sup> and Randers (2016)<sup>13</sup>. These problems can no longer be addressed and solved separately. The multiple “tragedy of the commons”<sup>14</sup> was, and is still being, caused by policymakers, as well as the impacts of rampant economic growth and a population that is groomed to consume. They place emphasis on short-term financial benefits to the long-term detriment of the general public and themselves.

This trend can be clearly seen in the debates on refugees, global warming and the widening gap in wealth distribution.

At the same time, we are also seeing a growing sense of helplessness among the people and groups who are working for social change. There is not enough awareness of their work. And, more than anything, they lack the resources, know-how and strategic vision necessary for bringing about far-reaching changes in society. The following is needed in order to create a positive balance between the efforts being made and their social impact:

## Preserving individuality in the collective

- **Resources** or easy access to them. The lack of resources poses an obstacle to professionalisation and the development of high-quality solutions.
- Efficient approaches to **knowledge transfer and scaling processes** of existing solutions, as well as their implementation.
- An **infrastructure** that lowers transaction costs so that sustainable activities, sustainable consumption and other forms of social impact are easier to implement.

In this context, the studies and models of game theory offer solutions “that are based on strategies of cooperation and self-regulation”<sup>15</sup> and make it clear that cooperation is beneficial to everyone in the long term.

There are now numerous networks and platforms, as well as providers of support services, for sustainable projects. However, in many cases

they are also suffering from a lack of resources, inefficient approaches to knowledge management and inadequate infrastructure. What is needed is a vibrant ecosystem, a functional “market” that makes it possible for Cultural Creatives to develop their social enterprises efficiently and, thereby, move their social impact effectively from niches to mainstream.

Imagine the impact of a network that succeeds in connecting the global community of both active and not-yet-active individuals, organisations and even existing networks in accordance with the motto “preserving individuality in the collective”! This is exactly what we are creating and inviting you to help us develop! Join us on our journey into a world full of solutions!

<sup>12</sup> See: Meadows 1972

<sup>13</sup> See: Randers 2016

<sup>14</sup> See: <https://www.nzz.ch/international/schwerpunkt-allgemeingut-die-wahre-tragik-der-allmende-ld.1296135>

<sup>15</sup> See: <http://www.science-blog.at/2012/05/die-tragoedie-des-gemeinguts/>

### 3. SOLUTION APPROACH



In order to find efficient solutions for these systematically interconnected challenges (of an individual and collective nature), we have to identify and understand these challenges and then confront them with strategically interconnected solutions.

In this context, the relevance of the solution varies for each stakeholder. For an NGO, it can be the identification of cooperation partners or resources (funding, online tools, rooms etc.), whereas for a family it can be easy access to sustainable consumer goods or

## “Generating, disseminating and preserving knowledge”

Motto of MIT

services, and for a municipality, best practice for regional development. In other words, solutions consist of not only knowledge or information on where, or through whom, a need can be met, but also guidance in the form of patterns\* that can be used by a stakeholder for solving the problem.

This is why we have made it our mission to simplify the daily process

of solving challenges. To this end, we are developing concepts like Peer2Peer<sup>16</sup> and “ProSumers” (both producer and consumer at the same time) and making it possible for Cultural Creatives, as members of a community, to solve problems for each other.

In addition, we are establishing the “CoCreate - Global Solutions Ecosystem” as a solution network

**\*Patterns**  
are a systematic method of identifying best practice and the experience of experts, and then documenting this knowledge in a manner that is easily accessible to one’s peers. This is why patterns play a central role as solution modules in the “world’s largest co-creation partnership”.

**Co-creation**  
can be defined in the narrower sense as the inclusion of customers in the product-design process, and in the broader sense as cooperation or collaboration between the stakeholders involved in a project. In our view, it is also the self-empowered shaping of your own life and reality.

<sup>16</sup> See: <https://p2pfoundation.net/>

### 3. Solution Approach

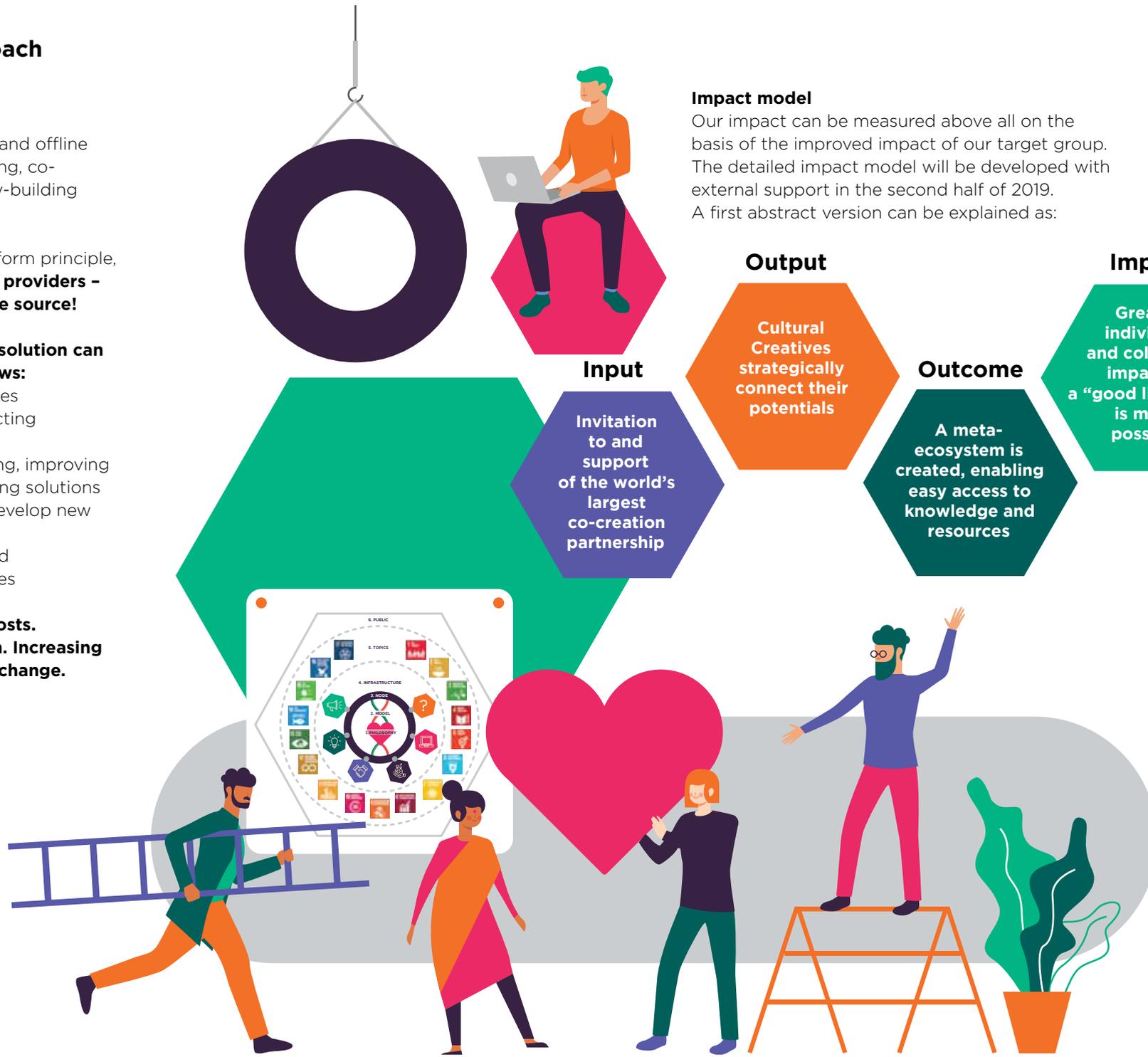
in the form of an online and offline platform for matchmaking, co-creation and community-building processes.

In keeping with the platform principle, our motto is: **Numerous providers – everything from a single source!**

**The advantages of our solution can be summarised as follows:**

- easy access to resources
- identifying and connecting potentials
- systematically collecting, improving and disseminating existing solutions
- working together to develop new solutions
- strengthening local and international communities

**Lowering transaction costs. Deepening cooperation. Increasing effectiveness. Shaping change.**



#### Impact model

Our impact can be measured above all on the basis of the improved impact of our target group. The detailed impact model will be developed with external support in the second half of 2019. A first abstract version can be explained as:



## 4. THE MODEL



**The CoCreate Ecosystem Model is based on the concept of systematically seeking and strategically combining that which already exists.**

The foundation for this project is our CoCreate Ecosystem Model. It describes both the process and the structure for the “world’s largest co-creation partnership”, while at the same time serving as an invitation to become part of this process. The model is based on the concept of systematically seeking and strategically combining that which already exists. Thus it becomes evident that we are already able to meet the majority of our needs for resources, structures and solutions. In order to strategically connect the various user groups, the model describes a structure in which the functions of network members are

differentiated into sectors. In addition, their actions are viewed at various geographical levels in order to support the philosophy of thinking globally and acting locally.



## 4. The Model



### Ecosystem sectors as a circular model

**1. Philosophy:** The soul of CoCreate represent the vision of an “good life for all” and further contains our values and principles.

**2. Model:** DNA and system architecture of the Ecosystem

**3. “Node”:** Central network hub for the initiation, coordination and support of the networking process

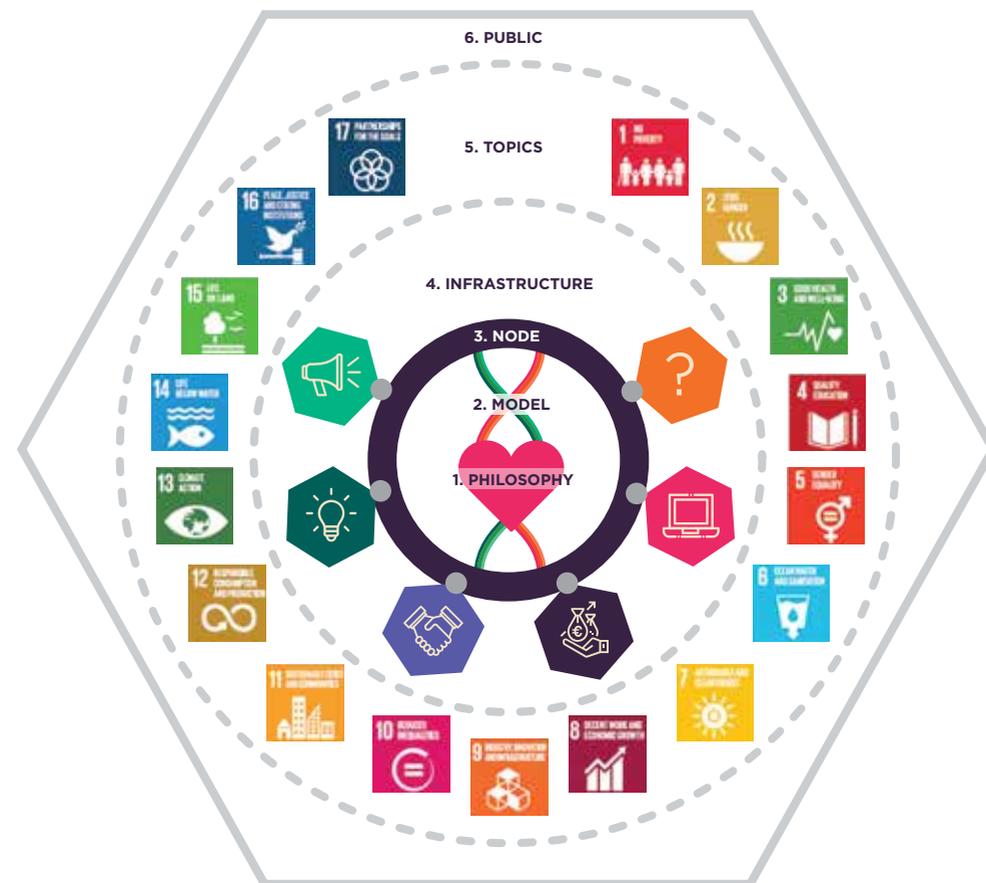
**4. Infrastructure:** Support services for issue stakeholders (IT tools, financial resources, facilitators, media, knowledge, research etc.)

**5. Topics:** Knowledge holders and solution developers for the “good life for all”

**6. General public:** Target group of Topics

The sectors build upon each other in their development and are the target group for each other’s products and services.

For example: The central node connects the infrastructure providers and the infrastructure creates value for the topic stakeholders, who in turn initiate social movements and offer their products and services to the general public.



## 4. The Model

### Geographical backbone structure

While the meta-ecosystem has the aim of connecting us individuals as a global community, the exchange and co-creation partnership starts at grassroots level. For example, in a neighbourhood, a part of town or a region. Change is conceived and experienced at all levels. Therefore, the above-described roles are also found at all of these relevant levels<sup>17</sup>.

#### Meta-Ecosystems

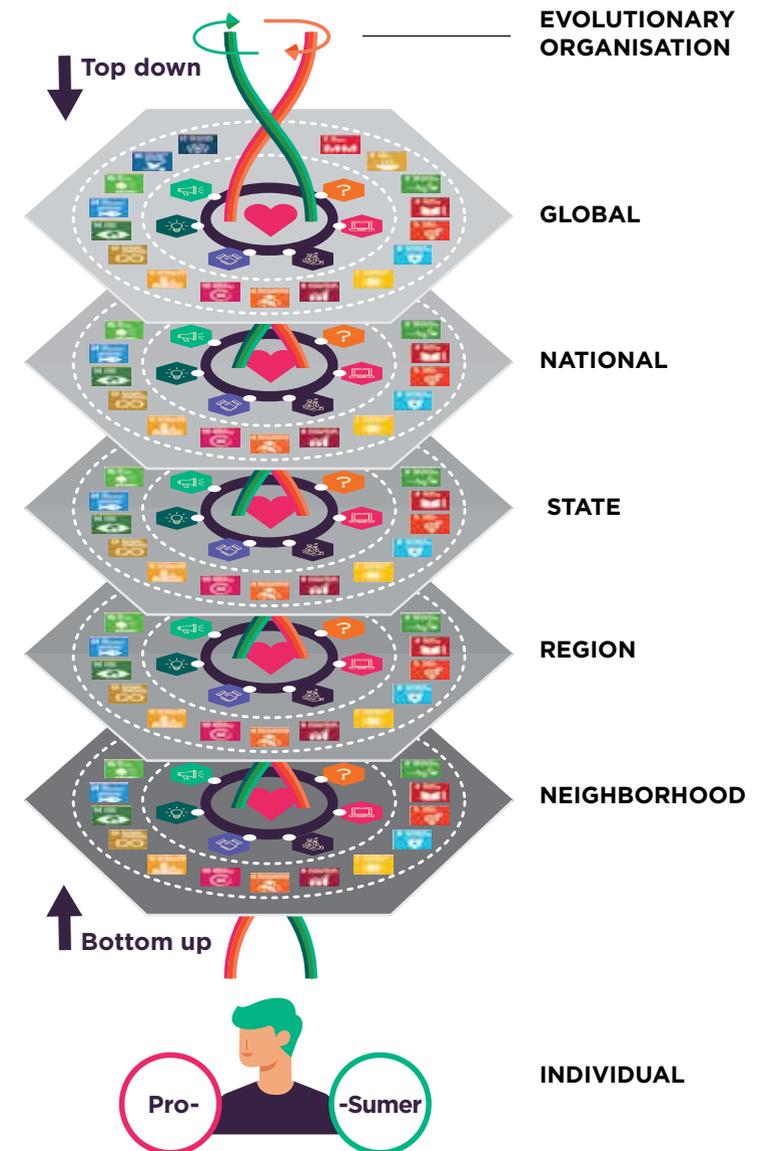
The world's largest co-creation partnership culminates at the global level in a meta-ecosystem or meta-network that combines various sub-ecosystems and subnetworks. It is here that collective vision, knowledge, resources and potentials come together at a global level. This is how we create easy access to a wide range of services.

This level represents the aspects of online, top-down and standardised network architecture

#### Local Ecosystems

Deep human connection, sustainable cycles and practical action occur in locally anchored ecosystems. Local communities connect people, households, municipalities and regions. They are issue experts with practical experience, as well as well-versed architects of change who share their expertise with the community. And they profit from the easier access to resources, infrastructure and global best-practice knowledge. Regional and cultural requirements and individual needs are experienced – and supported with digital efficiency – through sub-ecosystems and issue-focussed subnetworks.

This level represents the aspects of offline, bottom-up and self-empowered decision-making – creation – action.



<sup>17</sup> See: P.M. 2012

## 4. The Model

# The structure and process model provides security for the start and, like the ecosystem that results, is subject to continuous development with and by the community.

### Process

At the centre of the model is the concept of co-creation or cooperation between stakeholders. In this context, all substeps are in an ongoing process of “proposing – testing – adapting”. This is why the model and the lived ecosystem are developing continuously in a dynamic process based on the experience and needs of the network members and, as a result, become increasingly complex (see Evolutionary Organisation, “There are three essential elements that are characteristic of evolutionary organisations – **self-management, wholeness and evolutionary purpose** [...]”).<sup>18</sup>

### Infrastructure and topic collectives

In order to combine the strengths of individual stakeholders in an organisationally sustainable manner, the initially scattered community is invited to join together to form collectives (e.g. organised as cooperatives). These serve as

incubators for peer-learning and peer-innovation.

First of all, they are a virtual company that offers its products and services as a joint portfolio both within and outside of the ecosystem. Through the linking of various subspecialists, it is possible to offer a wider range of products and services with higher quality, which is also easy for interested parties to find.

Second of all, it is primarily the infrastructure that co-develops the central services (key platform components) of the ecosystem (e.g. IT -> online platform; media -> PR campaign; funds -> financing of the start-up processes; facilitation -> community building; knowledge -> pattern database; vision -> awareness raising).

CoCreate provides assistance for these strategic co-creation and organisational development processes with the support of external experts. One of the first steps in this context will be



to develop the node's internal departments into infrastructure collectives in order to create an effective network basis for later target groups (topics & general public).

### Scientific & technological elements

Through the integration of various scientific and technological approaches, the system architecture of the model allows for a complex meta-connection of strong, autonomous systems. Various concepts, such as the principle of holons,<sup>19</sup> pattern theory and the principle of interfaces from the field of IT (APIs), are used in this context. In addition, the planning process is supported by impact analysis and system modelling.

Approaches based on natural principles, such as biomimicry,<sup>20</sup> social permaculture<sup>21</sup> and emergence,<sup>22</sup> also represent an important basis for the development of the model.

### Summary

As a **label**, CoCreate enables various independent elements to be recognised internally and externally as a shared **ecosystem** (network and community). This is described by the **model**, organised as a **cooperative** and coordinated through nodes. The CoCreate Ecosystem Model is unique in that it combines various fields of knowledge, i.e. has an interdisciplinary structure. It already combines modern business development (platform business modelling) with intuitive design, value-based action, scientific and technological considerations and social innovations. At the same time, it observes online and offline processes for global and local action and integrates a consideration of processes and structures. This is how it overcomes a purely descriptive nature and allows for the transformation from utopia to reality.

<sup>18</sup> See: <https://www.hrweb.at/2017/03/die-neuerschaffung-von-organisationen/>

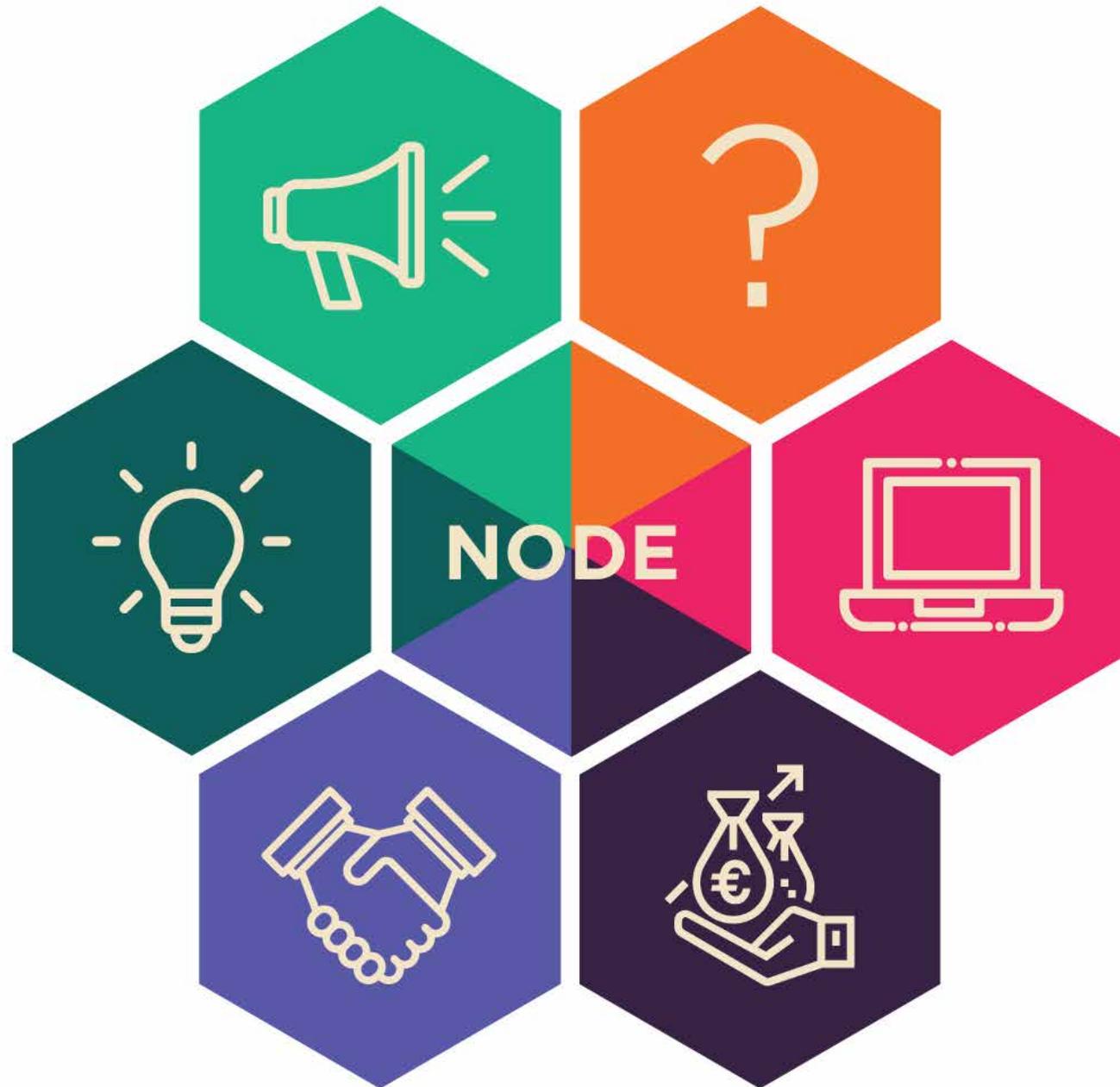
<sup>19</sup> See: <https://mack.partners/wissen/was-ist-integral-aqal/holon-und-holarchie-aqal>

<sup>20</sup> See: <https://biomimicry.org/what-is-biomimicry/>

<sup>21</sup> See: <https://therapiegarten.at/permakultur/was-ist-permakultur/>

<sup>22</sup> See: <https://www.spektrum.de/lexikon/psychologie/emergenz/4021>

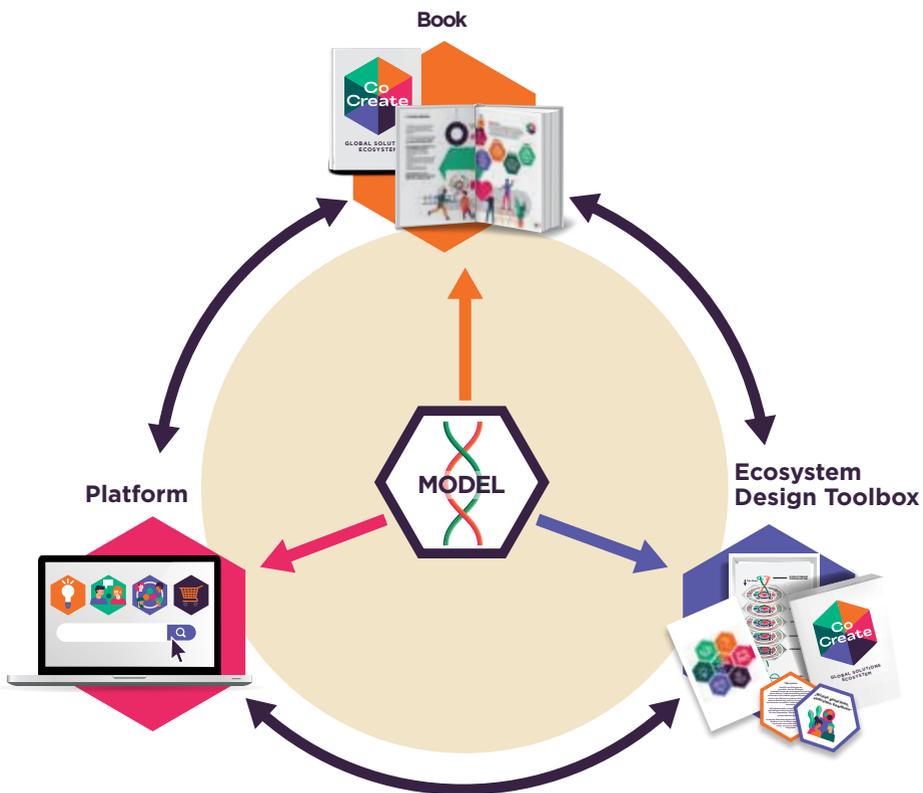
# INFRASTRUCTURE



## 5. PRODUCTS

At the heart of our offering is our model, which describes the “world’s largest co-creation partnership” and the meta-ecosystem that results from it.

The model will manifest itself in the form of three specific products:



### Book

The CoCreate BOOK invites readers to share the dream of a “good life for all” and describes how the MODEL can be used for transforming this apparent utopia into reality. In addition, it combines theoretical approaches, visual storytelling and an attitude of respectful interaction to create a guide for profound social transformation.

movement full of joy and possibilities, it also serves as the basis for a common understanding and a common direction in which individuality is preserved in the collective.

A poster of the Ecosystem MODEL is even included as the book cover.

As an impetus for an interdisciplinary, cross-regional and multisectoral



## Online-Platform

Our Online-PLATFORM offers the following main functions, providing access to a wide spectrum of solutions and services offered by the community itself:

- **Pattern database:** Collection and dissemination of solution knowledge in a standardised format
- **Community & communication area:** Open or issue-oriented exchange with facilitation
- **Co-creation area:** Interactive and supported linking of existing solutions and development of new solutions
- **Marketplace (in the future):** Exchange of goods and services

In this context, the combination of a sophisticated semantic data model with interactive UX (user experience design) and accompanying processes has the potential to revolutionise the way in which we collect and correlate information to acquire knowledge. This is the only way the strategic integration of stakeholders, knowledge and offerings can succeed.

In future stages of development, the integration of additional technologies, like AI, machine learning, blockchain, cryptocurrency, gamification and VR/AR, will play an important role.

## Ecosystem Design Toolbox (EDT)

The “EDT” describes the CoCreate Ecosystem MODELL as a set of Pattern Cards<sup>23</sup> and serves as a facilitation instrument for the local development and networking processes of communities, municipalities and regions. It is broken down into individual knowledge modules to help describe the most important elements of the model in a simple manner and make it possible to customise and assemble them as needed for various areas of application.

security, the self-organisation of educational programmes, assembly instructions for wind turbines etc.). Through the playful structure, it is possible for groups to learn about and design their own ecosystem. Furthermore, the facilitators of the infrastructure collective “Facilitation” will be trained for its usage through online and offline trainings, to provide them with an intuitive tool for their work. This is also an important strategy to scale our solution approach.

The Toolbox combines method descriptions for use in analysis, system mapping, impact modelling, campaign planning, group facilitation, decision-making processes and much more (e.g. Theory U, Art of Hosting, sociocracy, non-violent communication etc.).

In addition, it is possible to download and print out solutions for thematic content based on the UN Sustainable Development Goals via the pattern database of our PLATFORM (e.g.: permaculture planning for food



<sup>23</sup> See: <https://www.sce.de/en/realtimeinnovation.html>

## 6. BUSINESS & FINANCIAL PLANNING



**The financial resources in the shared pot of money will be made available as loans within the network structure based on strategic criteria.**



### **Current status & next steps**

During the initial investment phases Start-Up Financing I “Seed” and Start-Up Financing II “Start-Up & Proof of Concept”, the project will be financially dependent on **idealistic supporters**. We see ourselves as a social business whose establishment and financial independence will develop over the course of multiple stages. The financing requirements of the project are planned in a progressive and dynamic manner. This means that the rate of growth will be kept in line with the available funds in order to ensure that the project remains sustainably viable at all times.

The outline of the business and financial planning shown here will be carried out by the **managing director to be hired for the founding of the cooperative**. In an additional step, the business processes will also be illustrated through system modelling in order to make them more transparent and easier to plan.

### **Legal structure**

As a legal structure for the ecosystem, a cooperative will be founded. It will also serve as the legal structure for the “global node” headquartered. This first node represents the **nucleus of the ecosystem**, whose departments develop the “platform key components” and serve as focal points for the co-creation of the first infrastructure collectives.

This legal structure allows for the **incorporation of various types of members** (employees, partners, network members, supporting members etc.) while preserving their respective legal forms (private individual, association, company etc.). This approach is in line with our principle of striving to preserve “individuality in the collective”. Furthermore, it promotes **self-organisation and flat-hierarchical cooperation** in the spirit of “Teal organisations” and “NewWork”<sup>25</sup>.

<sup>25</sup> See: Laloux 2014

## 6. Business & Financial Planning



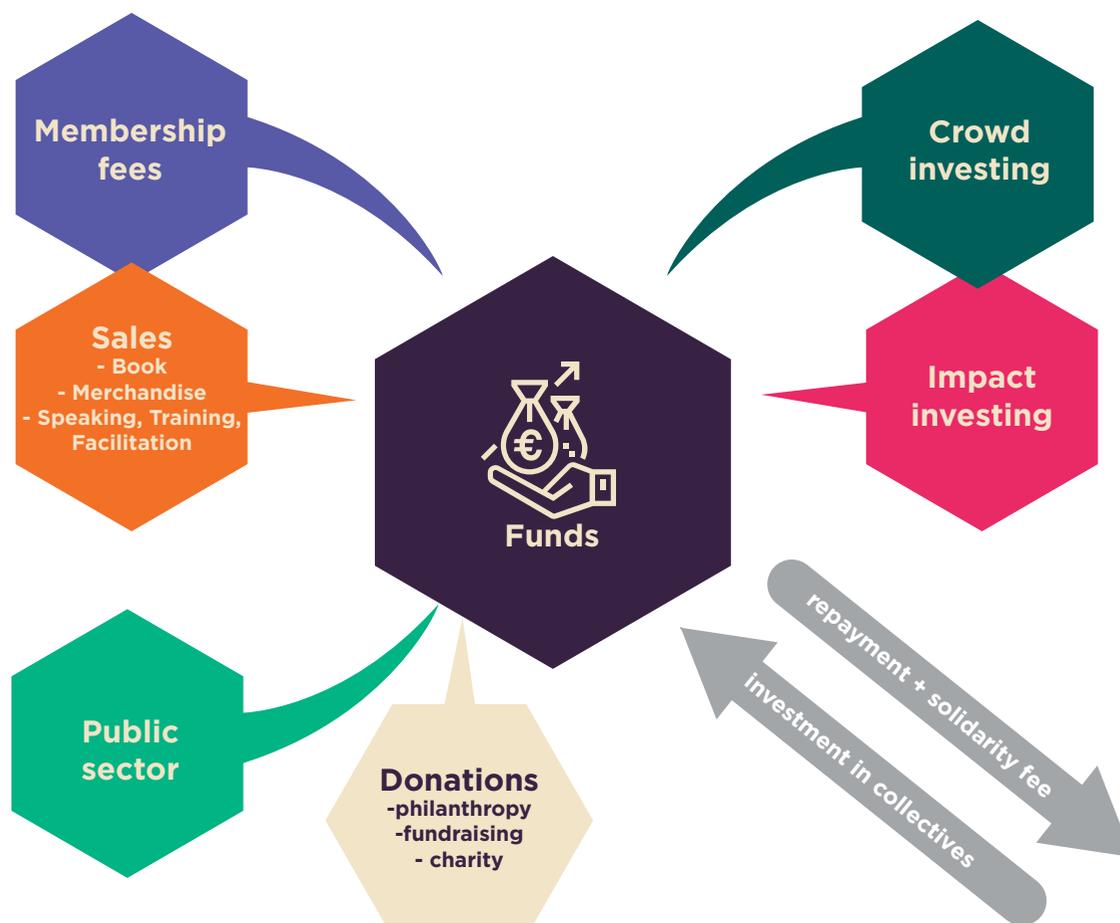
### Business model: Fund

The CoCreate business model will rely on multiple revenue sources in order to minimise the default risk and maximise independence. These sources can be grouped broadly into three types of revenue: **our own income** (membership fees, sales, services), **donations and grants** and **forms of investment** (crowdfunding & impact investing). All income will flow into a shared pot of money, the infrastructure component “Fund”.

The shared funds will be used for covering the basic costs of the global node and made available as loans within the network structure based on strategic criteria. The aim is to make it possible – initially for the infrastructure collectives and later for the issue collectives – to establish a sustainable social business. Loans will be granted on the condition that, after the business has been successfully established and the loan repaid, the collective will pay a portion of its profits into the Fund as a solidarity contribution<sup>26</sup>.

As a result, the Fund will grow, and the system will strengthen itself as more and more projects are given the opportunity to establish sustainable business models.

The explicit revenue model will be further elaborated during the next phases of business-plan development. The Fund will be set up in cooperation with experts.



For the next phases of development, we are looking for start-up financing in two stages for covering the individual subpackages. In addition, we will also use crowdfunding, and later crowdinvesting and impact investing, to create a broader base of support. Our founder Hansi Herzog has been financing the development work to date through a private investment.

In future, 100% of the financial resources required for normal operation and the further development of the ecosystem will be provided through the Fund principle. Through VUCA circumstances (volatility, uncertainty, complexity and ambiguity) no accurate predictions can be made on the basis of a 5-year plan, because the subsequent stages of development will be organised in a completely progressive and dynamic manner. These stages will be managed through clearly defined, service bundles. They will be either published independently by the collectives and crowdfunded on the shared platform or supported directly by the Fund. In this context, so-called gamification approaches<sup>27</sup> will help us create a “fan base” that is highly motivated to be part of and benefit from the development of the next version number of the ecosystem and its subsections.

<sup>26</sup> See: [https://www.syndikat.org/en/solidarity\\_transfer/](https://www.syndikat.org/en/solidarity_transfer/)

<sup>27</sup> See: <https://wirtschaftslexikon.gabler.de/definition/gamification-53874>

# 7. WE (TEAM IN 2019)



## Core Team



**B.A. Hansi Herzog**  
Chief Visionary Officer & CEO  
[www.hansi-herzog.com](http://www.hansi-herzog.com)

***Studied** Social Work and Social Management  
**Initiated** steiermark.gemeinsam.jetzt.  
**Has researched,** taught and practised concepts of cooperation.*



**Imke Eichelberg**  
Head of Facilitation

***Studied** Environmental Science & Sustainability Economics.  
**Active** in the Transition Town Network.  
**Connects** people from various disciplines, bringing together hearts, diversity and apparent opposites.*

## Extended Team



**M.A. Jennifer Juros**  
Back Office Support

**Mag. A. Sabine Varetza-Pekarz, MA**  
Organisational development  
[www.social-innovators.at](http://www.social-innovators.at)



## Extended Team

**MScI. Andrés Fredes**  
Creative Director,  
Disruptive Innovation  
and Strategy  
[www.alldsgn.com](http://www.alldsgn.com)



**Mag. Lilly Panholser**  
Art Director  
[www.alldsgn.com](http://www.alldsgn.com)



**Sebastian Olesko**  
UX / UI / Online Marketing  
[www.linkedin.com/in/sebastianolesko](http://www.linkedin.com/in/sebastianolesko)

**Alex de Jong, B.Sc, ACA**  
Presentation and Brand Strategy  
[www.alex-dejong.com](http://www.alex-dejong.com)



**Mag. Cristian Lepeley Muzard**  
Partner CoCreate Chile

**Mag. Stephanie Luftensteiner**  
People Strategy



## It started with one person's idea. Now, WE are making it possible!

*Through the creation of a mentoring programme and advisory panels, we will continue to seek support every step of the way.*

## 8. CALL 2 ACTION



**We're the right people to start co-creating the new world. Join our mission for a "good life for all".**

We like challenges because we think in terms of solutions! The world is full of them. All we need now are the right connections to make an impact!

Do you also like challenges?  
Do you also see yourself as someone who can help shape our future?  
Do you also dream of a world that is better, cleaner and more peaceful?

Then help make the "world's largest co-creation partnership" possible and turn the seemingly utopian concept of a "good life for all" into a reality.

**Let's work together to set a sign for change so that we can later proudly say: "We were there when it all started!"**

**[www.cocreate.network](http://www.cocreate.network)**

Over the next few months, we will be sharing more and more information about our project and your possibilities to become part of this adventure!

Already now there are various opportunities to get involved, so check out our social-media channels and visit our website!

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# Footnotes

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