

LEONARDO

European Corporate Learning Award



Transfer Meeting and 7th Festive Ceremony of the Leonardo European Corporate Learning Award

September 19, 2016

Hotel Kameha Grand Bonn, Germany

Category “Thought Leadership”

**Dr. C. Otto
Scharmer**



Massachusetts
Institute of Technology,
Cambridge
MIT Sloan School
of Management

Category “Crossing Borders”

**Prof. Dr. Hans
Rosling**



Professor of
International Health
Karolinska Institute
Stockholm, Chairman
and Co-Founder
of Gapminder Foundation

**Ola
Rosling**



Co-Founder
of Gapminder
Foundation

**Anna Rosling
Rönnlund**



Co-Founder
of Gapminder
Foundation

Category “Young Leonardo Award”

**Vincent
Zimmer**



Founder of
Kiron Open
Higher Education

**Markus
Kreßler**



Founder of
Kiron Open
Higher Education

Patrons:



Federal Ministry
of Education
and Research

Initiator:



In partnership with:



United Nations
Educational, Scientific and
Cultural Organization



International Centre
for Technical and Vocational
Education and Training



ASHRIDGE
EXECUTIVE EDUCATION
HULT

Five Pillars of Learning:



Foto: Bundesregierung / Steffen Kugler

Those who are prepared to spend their life learning and developing actually hold the key to a successful professional career in their hands. The fields in which new things can be discovered are manifold: Learning a new language, better understanding of the online world, strengthening social skills – all of these measures help to meet the challenges in a globalized, networked society.

But what form should the educational landscape take in order to prepare people for the globalized world? The European Corporate Learning Award addresses this issue and pays tribute to exemplary initiatives.

One of the award winners is Dr. C. Otto Scharmer, who encourages people to think outside of customary patterns of thought in order to create innovation. Decision-makers around the world can profit from his theory and lay the foundation for sustainable leadership concepts.

Furthermore, Professor. Dr. Hans Rosling, Ola Rosling and Anna Rosling Rönnlund are also being distinguished. They have developed software that processes complex statistics pictorially and in an easy-to-understand way. Their aim is to promote a fact-based world view instead of creating a breeding ground for prejudices through ignorance.

And finally, the award-winners Vincent Zimmer and Markus Kreßler have created opportunities for immigrants. As the founders of Kiron University, they provide publicly accessible online courses for a range of programmes that address the special needs of refugees. Together with traditional partner universities, this provides rapid initial support on the path to a new life.

Innovation, responsibility and solidarity do not arise by themselves. They require courageous visionaries and energetic pragmatists. On this note, please let me congratulate all the award winners of the Leonardo Award 2016. May their good example provide inspiration for many others.

Prof. Dr. Johanna Wanka,
Federal Minister of Education and Research

As you know Germany is mourning the death of Hans-Dietrich Genscher, one of the most popular politicians for decades and essential in the process of the country's reunification.

Let us remember his laudatory speech for Jacques Delors, Chairman of the UNESCO Education Commission and Honorary Citizen of Europe, at the inauguration of the Leonardo European Corporate Learning Awards in 2010. Here, he made specific reference to the report commissioned by UNESCO's International commission on Education for the 21st Century ('Learning: The treasures within') for which Delors was the architect, declaring that "it should be required reading for all persons in positions of responsibility in government, business, and society; that would be a good common bond and a task for society as a whole."

Revisiting this speech is not just rewarding but holds some Leonardo learning in itself. Whilst we often are confronted with requests to make our message not too "complex" in order to enable media and the knowledge community to better digest it, Hans-Dietrich Genscher embraces this "complexity", insisting on the interdependencies and extending the good words for his friend Jacques Delors to a passionate keynote address, asking everyone to take responsibility and observe the impact of the Four Pillars of Learning. The speech could just be held today - giving all of us some guidance to better meet the challenges in Europe and in the world! That's why we feel it serves as perfect base for celebrating this year's laureates in their outstanding achievements in combating ignorance. And it gives reason to add a fifth Pillar of Learning as Dr. Shyamal Majumdar, Head of Unesco-Unevoc, suggests: Learning to learn.

It's up to all of us to amplify the impact.

Günther M. Szogs,
Secretary of the Leonardo Award

Excerpt of the speech of Germany's former Minister of Foreign Affairs, Dr. Hans-Dietrich Genscher, on the occasion of the presentation of the 1. Leonardo Award to Jacques Delors – Chairman of the UNESCO Commission, Honorary Citizen of Europe – in Cologne, 12th October 2010.



Towards the end of the last century, almost 15 years ago, Jacques Delors wrote some remarkable sentences about the term “avant-garde”. Avant-garde, he said, is one of the many French words that have been borrowed by German. French words, he continued, that are borrowed in German always sound exceedingly elegant. Who could deny that?

In art, avant-garde describes something innovative, dynamic, the creative element which, building on the dominating influences and on prevailing, sometimes rigid traditions and tastes, forms a bridge, a foretaste of what is to come, to the future and new design forms.

Those who know Jacques Delors, who met him often, or who had the opportunity to work with him will come to the conclusion that these high standards that Delors held the concept of avant-garde to do not apply to anyone more than himself. If there were a commander of this advance guard, no one would be better suited to the position than Jacques Delors.

Inextricably linked with Jacques Delors's term from 1985 to 1995 are the Maastricht treaties and the concept of eastward expansion of the European Union. Delors left his mark on this era of European politics like no one else. Without his foresight, without his intellectual convictions, without his perseverance, without his determination it would not have been possible to overcome the many obstacles that stood in the way of the great progress towards European unity before the fall of the Berlin wall and afterwards.

The fall of the wall, ladies and gentlemen, the result of the great European freedom revolution of 1989, re-established Europe, rationally and emotionally.

Never in the long, colorful history of Europe were the Europeans in North and South, in East and West so close in their aspirations and hopes, in their fears and cares as in 1989.

The emotional unity of the Europeans at that time is not only a precious heritage; it is also the mandate not to let up on the way to an even closer union of our continent.

Those who have any idea of the difficulties of the admission talks with our members who were long prevented by the wall and barbed wire, by the iron curtain, from being members of our European community will understand what it meant to integrate the 17 million Germans in the GDR to the European Union without any such negotiations. Delors anticipated these difficulties, but he did not allow himself to be deterred by them. He implemented what the first freely elected People's Assembly had decided – the GDR joined the FRG and the European Union in 1990. I take great satisfaction in being able to say this 20 years later.

Ladies and gentlemen, Europe owes a great deal to Jacques Delors. But we Germans are especially in his debt. When the question arose in the UNESCO as to who should

head an international commission on education, they turned to Jacques Delors.

They could not have made a better choice. The visionary and realist, the analyst and practitioner Jacques Delors was the person who could be entrusted with this task of designing the perspectives of education in the 21st century.

Today we must shape the process of globalization, which has long become an ever more rapidly accelerating reality. It affects all areas of life for all areas of life, in every segment of our society and our economy.

This means that we must have people all over the world who are capable of recognizing the impact of globalization and meeting the challenges. This expectation, poses a challenge for education in the most comprehensive sense of the word in the era of globalization. This was also the reason for the UNESCO to convene an international conference to achieve these requirements. The acceleration of all political, economic, social, scientific, and technical developments has long since belied the expectation that knowledge acquired early in life is a guarantee for lifelong competence.

Lifelong learning, as shown in the Delors Report, is indispensable if the ability to shape the future is to be maintained. Education and then more education throughout all phases of life must be the absolute focus of priorities for government and society here in our country as well.

The Delors Report should be required reading for all persons in positions of responsibility in government, business, and society; that would be a good common bond and a task for society as a whole.

Europe as a motor of education – a pleasant outlook. The four pillars of education that were mentioned here – learning to know, learning to do, learning to live together, and learning to be – these four pillars sum it all up. This is the formula for the future of human progress, the precondition for peaceful and sustainable development and for long-lasting peace.

In an especially striking way, the awareness of global interdependence is expressed over and over again in the thought processes of the report of the Delors commission.

The key to understanding and coping with the global challenges lies in the proper understanding of this global interdependence, this global mutual dependence. It begins with the realization that there are no longer any remote areas in this world.

But awareness must first be created for mutual dependence in the era of globalization for all areas of coexistence. That does not by any means apply only to coping with economic and financial crises. It also applies to ensuring global peace and to preserving natural resources, which have not been given to us to use and exploit as much as we like, but have been entrusted to our care to ensure the sustenance of future generations.

Fighting hunger, need, disease and – often forgotten – fighting ignorance are the prerequisites for a life of



human dignity all over the world. And the world can be at peace only if it is perceived everywhere to be just.

Knowledge empowers; knowledge liberates people.

Conscience stands for responsibility in the sense of the responsibility ethics of our time. The Delors commission views education as one of the most important tools available for a more comprehensive and harmonious kind of human development.

It is their understanding that knowledge can help overcome poverty, oppression, marginalization, and war. Currently there is a lot of discussion of the necessity of giving Europe a soul. Isn't it more about rediscovering Europe's already existing soul? The soul that is so marked by the inalienable dignity of man, of every person, as it says in Article 1 of our constitution and which is marked by the great intellectual and liberating heritage of the Enlightenment. The commission thinks so, for the report demands that we understand the relationship with pluralism as the appreciation and recognition of other cultures. The demands in the Delors Report are a description of the global challenges.

Undesirable developments and failures in our time will have a more sustained and negative impact on future generations than has ever before been the case in the history of man.

This is why Hans Jonas's Policy of Responsibility is a precondition for the survival of humans in global interdependence. Considering the consequences is a task for society as a whole with constantly changing aspects and challenges. **This is what makes it necessary to encourage lifelong learning along the lines of the four pillars of the Delors Report;** meeting the ever more rapidly changing and newly arising challenges, the large and the small ones which are all fundamentally significant, this is more than just imparting knowledge.

This means that understanding everywhere in the world, that global interdependence has made humanity a responsible society. And our world order has long become a global community of neighbors.

Today, everyone is everyone's neighbor, even if the countries do not have a common border. The financial crisis in the US affected Europe and the impact of the nuclear catastrophe of Chernobyl did not stop at the borders of the former Soviet Union. This requires comprehensive knowledge of the development in all areas and growing understanding for people living beyond the immediate vicinity. Only a global information society can fulfill the needs of a responsible global society. **What the Delors Report demands is the equipment for coping responsibly with the global challenge. It demands consensus on the new world order and its rules. If we are not capable of agreeing on these rules for human coexistence, development will not halt. It will still progress, but will be uncontrolled. And that will ultimately result in global chaos.**

If we view the checkered history of Europe, we see that it was a series of rivalries, power struggles, and claims to domination that pitted peoples against each other.

Today it is our responsibility to ensure that these rivalry clashes are not repeated – but this time for the whole world. Here in Europe, a new culture, a culture of coexistence between people and nations has become reality. This is the message from our continent and Europe's vi-

sion for the entire world. Acknowledge your responsibility for others. State what needs to be done in simple terms. The Europe of today is a Europe of cooperation. And the new world order must also be an order of cooperation. Jacques Delors, the great European knows that European unification was possible only because the members of the European community faced each other as equals, irrespective of their size.

It was a twist of fate, in any case lucky coincidence, that the six founding nations were three smaller and three larger ones. They showed that Europe of the second half of the 20th century had learned from history in the truest sense of the word. As we attempt to create a new world order today, Europe can contribute its experience from the era after World War II to the great global debate.

And part of this is the basic understanding of the new world order. **What counts is the power of right, not the right of the powerful.**

This precludes insisting on any perceived cultural superiority or looking down on the cultures of other peoples.

These are just the insights that Jacques Delors contributed in his vision for education. Knowledge of the other is the precondition for accepting the other. This is what makes it so important to understand the concept of education in the most comprehensive meaning of the word and to view it as a task for life.

Prejudices are a poison, a poison that works its way into the hearts and minds of people, that separates thoughts and actions from responsibility, thus freeing the path for injustice. The new culture of coexistence in Europe should also determine global actions. This requires that we understand this world, our world, as a responsible society of the present and the future.

This world – if it is to be at peace – must be a world of encounters and openness and cooperation. A world that is by no means inevitably condemned to confrontation and the clash of civilizations.

Openness and knowledge of the others are what matter. Only in this way can we discover and understand each other and then come together. Heinz Kühn is right when he reminds us not to forget that the writings of all great world religions have all the elements that Kant defines as prerequisites for lasting peace. They only need to be revealed, discovered. They cannot be just pushed aside in elitist arrogance. Culture includes the will to free the world from the poison of these prejudices that are bred in the delusion of superiority.

Ladies and gentlemen, in a remarkable essay Christa Wolf writes, "We know when war begins." She then asks, "When does the pre-war begin?" We are tempted to add, "Where does the pre-war begin? It begins in the minds and hearts of people. There, where prejudices against others take root. Living with an awareness of one's own culture and respecting other cultures protect a person from the hubris of his own presumed cultural superiority. This is the reason why knowing about one another is so important.

Yes, knowledge is power. Power against intransigence, narrow-mindedness, against elitist arrogance, against resistance to progress and contempt of others. Lifelong learning means lifelong acquisition and dissemination of knowledge – this is the message that Jacques Delors the great European and great humanist conveys to us.

Leonardo European Corporate Learning Award 2016 in the Category “Thought Leadership”



Dr. C. Otto Scharmer

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of Management

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Leonardo “Thought Leadership” focuses on contributions which are of tremendous intellectual value to help us understand better - in reference to the UNESCO’s four pillars of learning in the 21st century - how we are “learning to know, learning to do, learning to live together and learning to be”. This kind of laying out theoretical foundations is by no means to be mistaken

for simply giving recipes to be copied and applied all over. On the contrary, “Thought Leadership” is about challenging us in our prevailing assumptions and encourages us to not hide away from fundamentally new assessments and conclusions if urged by ever changing circumstances. In this respect the practical value is even more important.

The jury says: “With kind introduction by Professor Wim Veen and other colleagues of the board well acquainted with your work, we learnt how excellent you actually live this kind of leadership.

It feels almost logical to focus on your work in this chain of prominent thought leaders we awarded in the last years with Prof. Jacques Delors, Jimmy Wales (Wikipedia), Prof. H.-J. Bullinger (Fraunhofer Society), Prof. Dorothy A Leonard (Harvard Business School) and Prof. Hasso Plattner (Hasso-Plattner-Institute). Applying “awareness of awareness” on thought leadership itself reflects the kind of urgently needed companionship on the journey of co-creating a meaningful future by a frame of leadership that enables rather than rules. This approach is not a fancy new methodology but is based on deep holistic analysis what the disconnections in our world are and the choices we have to take to tackle the challenges resulting from them. Addressing diverse problems related to often competing disciplines is not an alarmist compendium of a world in trouble but rather a guidance to conclude from observed interdependence to coherent action taking. This approach results in references to the Vitruvian Man and the square and the circle Leonardo was enthusiastic about. You visualize this holistic view in making us see the “acupuncture points”, because you want to emphasize that transformation requires interrelated system interventions. Reflecting

the public debate following the financial meltdown you observed: “The crisis of our time is not about financial or economic bankruptcy the real crisis of our time is about an intellectual bankruptcy: the bankruptcy of main stream economic thought.” (Oxford leadership journal, 2010)

You turned it to a positive view, arguing for the shift from EGO to ECO based on your U-Theory asking the key powerful question: **How do we lead from the emerging future?** Based on this conviction of systemic awareness you linked your thoroughly academic research to taking practical action and inspiring people to get involved. The scope of your important interventions is too broad to be acknowledged adequately, reaching from guidance for GIZ to WEF, connecting o2o, online to offline with MOOCs. The emotional dimension of it is perfectly expressed by one participant of the u-lab: “Think about it - conversations, meditation and connection between 75,000 registered people from 185 countries. Simultaneously. And yes, it was as amazing as it sounds. With the Leonardo award we are eager to promote this kind of thought and attitude.” “We hope for your consent to use together with you our platform to – in a small way – add to the stimulation of this needed mind-shift. We expect impact also on how corporate learning in 21st century might develop in a meaningful way.”



Leonardo European Corporate Learning Award 2016 in the Category “Crossing Borders”

Photographer Jörgen Hildebrandt



Prof. Dr. Hans Rosling

Professor of International Health
Karolinska Institute Stockholm,
Chairman and Co-Founder of
Gapminder Foundation

www.gapminder.org

Leonardo “Crossing Borders” puts emphasis on outstanding new developments that provoke fundamental challenge of predominant mind-sets with effect on corporate learning. The Laureate 2011, Jimmy Wales, and his Wikipedia team, showed how important this topic is to the future of corporate learning. Professor Sugata Mitra, who was first laureate in this category, gives proof how to nourish potential and how to increase influence in media and in other modes of dissemination of good learning using advanced technology

and daring discourses, may it be “Hole in the Wall” or “Granny’s Cloud”. Gary Copitch and his initiative “People’s Voice Media” has taken citizens learning to new heights pioneering to give a real voice to disenfranchised communities. Caroline Jenner, most devoted CEO of JA-YE Europe, was the last laureate in this category for overlooking and inspiring the multi-folded activities, the magnificent professional network, the interplay of entrepreneurial advancement for the young and the raising of their societal and social awareness.

Excerpt of the statement of the Jury for Hans Rosling:

“Our distinguished Leonardo ambassador for Sweden, Professor Leif Edvinsson, made us aware of the astonishing work of you, dear Hans Rosling, starting from Karolinska Institutet on Public Health to the economic pedagogic impact with the Gapminder Foundation together with your son Ola and your daughter-in-law Anna Rosling Rönnlund:

You stress the point that you regard numbers as boring but are focusing on the people behind the numbers. That’s why you provide us with those new perspectives which are so important to understand and to come to responsible judgments based on insights derived from statistics that reveal interdependencies. Even those people who watch your famous TED talks with skepticism concede that you involve all of them in a meaningful mental dialogue, searching for better solutions for the challenges we have to

cope with. Offering your advice and support to those who need to understand the developments that endanger their lives – like for example the Ebola-Crisis in Africa – gives the best example of the practical importance of your work for the lives of people. You are a convincing advocate against false simplifications that turn findings in some regions into general judgments about continents.”

Excerpt of the statement of the Jury for Ola Rosling and Anna Rosling Rönnlund:

“To overcome our own ignorance and to beat the chimp we had to learn that your father (in law) has been the original overwhelmingly inspiring driving force that made us look differently at the facts of life and living by taking a closer look at data but that we missed out two third of the gap-minder iceberg that in the beginning were not as visible to us. Being humans, we luckily can change our perceptions not only according to the rule of thumb. So

Ola Rosling and Anna Rosling Rönnlund

Gapminder Foundation

www.gapminder.org

Photographer: Viktor Strasse



following Professor Hans Rosling's journey to raise awareness we explored more of the convincing secrets by which the three of you complement each other to build the pillars of the gap-minder endeavor to which all of us are invited to participate.

What impressed us and what is so much in line with our efforts in Leonardo is the way the two of you not just add to the essential message "to make my dataset change your mindset", but how you make it vivid and dynamic. It is a vital difference whether to report changes by static (sic!) statistic or to let us experience the mutations visually. Maybe one should call it dynamistic ...In that respect neither the data nor the mind is "set", both are rather fluid and adaptable to the changes that are apparently taking place. Whilst you, **Mr. Ola Rosling**, seem to immediately relate those ambitions to the necessary code to be developed to produce those singing data, you, **Mrs. Rosling Rönnlund**, emphasized other means of visualization – systematizing pictures as socio-economic data.

All three of you combine data, visuals and their related animated movement to animate us in order to move. You are focusing on the people behind the numbers, visuals and animation. In the letter to Professor Rosling we already mentioned a series of important issues relating culture to economics Gapminder helped us to come to more fact-based judgments.

Each of you contributed to it with her/his own gift and deserves credit. Although it is true that whatever facts

are known we never have a guarantee that people draw sensible conclusions your tremendous engagements are of great importance to allow more intelligent, smart and hopefully wise decisions for the benefit of people and society. That's why we would love to award the three of you in this category."



Leonardo European Corporate Learning Award 2016 in the Category “Young Leonardo Award”

Photographer: Viktor Strasse



Vincent Zimmer

Founder of Kiron
Open Higher Education

Markus Kreßler

Founder of Kiron
Open Higher Education

www.kiron.ngo

(with **Fatuma Musa**, Student at Kiron University)

Since 2015 we have, beside the three parallel and equally important categories of the prize “Thought Leadership”, “Company Transformation”, “Crossing Borders”, the “Young Leonardo”. Whilst some of the more detailed criteria for the “traditional” categories

tended to leave out excellent work of the younger ones, “Young Leonardo” became a category in its own value. With the “Young Leonardo” we focus on excellent contributions that add important new aspects and flavors to the Leonardo Quest.

The jury says: Having to decide on this year’s laureateships we learnt from our ambassador Professor Peter Pawlowsky about your amazing contribution to make a difference for the life of people who by the turbulences in our current world are excluded from what we take for granted: free access to learning as a prerogative to live a normal life.

Stimulated by your personal encounters with young people having disastrous experiences as refugees you switched your direction of purpose and took action. In founding Kiron University you sought for a solution for people who are desperate to study but the circumstances of their life allow no fulfillment of this wish. A devil’s circle of lack of education and denied participation in the labor market and society can easily be observed. You reinvented blended learning by transforming it from classical learning methods to an orchestrated way to combine online (MOOCs) and offline learning in a quasi-institutionalized setting. You were aware that you needed established institutions to accept results from two year’s online studies to give students from Kiron a fair chance in their formalized third year in a University partnering with you. Result of this blend in learning was a “blend” of stakeholders and sponsors. It is incredible how you merged crowd funding with help of “Startnext” with generous support by foundations and public institutions. This mirrors your unconventional way and boldness to combine in the studies on offer of the famous MOOC provider from California, HPI and even of

well-established Universities like RWTH Aachen. Each challenge you were prepared to accept as it arose. You recruited voluntary supporters but at the same time established a professional team to master this complex system of legal restrictions, academic accreditations, hardware and software solutions, designing accepted courses with relevant components and handled the different interests of all involved. Humans in despair were all the time at the heart of your deepest concern. It is in acknowledgement of this extraordinary example of setting a new agenda for learning in times that endanger so many people not only in their physical self but also in their intellectual development that the International Advisory Board of the Leonardo European Corporate Learning Award proposes the laureateship “Young Leonardo 2016” to you for:

- Creating learning and education opportunities free for everybody no matter of race, nationality, gender, age
- Contributing to tearing down walls among different educational systems among problem areas between Islamic and Western Culture Worlds
- Intensifying awareness of educational necessities for all humans even in traditional educational systems
- Linking private sector sponsoring with public sector funding
- Embedding educational research and labor market integration concerns in the process
- Putting it in UN SDG context of top-class education with its rights and duties”

The LEONARDO Advisory Board

Prof. Leif Edvinsson



- ▶ Winner of the European Award for Innovation Thought Leadership 2013
- ▶ Former President of "The New Club of Paris"
- ▶ World's first Chief Knowledge Officer and "Brain of the Year" 1998
- ▶ Founder of "First Future Center"
- ▶ World's First Professor for Intellectual Capital, University of Lund, Sweden
- ▶ Founder and CEO of UNIC – Universal Networking Intellectual Capital AB

Prof. Dr. Peter Pawlowsky



- ▶ Professor for Personnel Management and Leadership studies
- ▶ Director at the Research Institute for Organizational Competence and Strategy (FOKUS) at Chemnitz University of Technology
- ▶ Co-founder and President of the Society for Knowledge Management 2001-2003

Søren B. Henriksen



- ▶ Former CEO of the Danish Chamber of Commerce
- ▶ Founder and former President of European Round Table for Business Related Services, Brussels
- ▶ Former member of steering committee of The Danish Employers Organization
- ▶ Former President of the Danish Athletics Federation

Corinna Pregla



- ▶ Professional artistic career as classical singer and moderator with broad experiences at the international cultural scene
- ▶ Graduate of the international EMAA Studies (II), University of Zürich
- ▶ Member of the Villa Vigoni, Italian-German Center of European Excellence
- ▶ Representative of the Federal German Initiative "365 Venues in Land of Ideas", under the patronage of the Federal President of Germany

Prof. Günter Koch



- ▶ President of the Humboldt-Cosmos-Multi-versity, Tenerife, Canary Islands
- ▶ Affiliated with the Vienna-based Knowledge Management Associates/Academy/Association and its cooperation partner "execupery"
- ▶ Decorated with the "Cross of Honor 1st Class in Science & Art" of the Republic of Austria for achievements in rebuilding the applied science infrastructure in Austria, and the Victor-Kaplan Medal for Outstanding Innovation.
- ▶ Ex-General Secretary of "The New Club of Paris" and former Head of the European Software Institute, Bilbao
- ▶ Former CEO of the Austrian Research Center (ARC) in Seibersdorf, today called Austrian Institute of Technology (AIT), Austria's largest applied research organization

Prof. James Powell



- ▶ Emeritus Professor of Academic Enterprise and UK Ambassador for Social Entrepreneurship in Higher Education
- ▶ Director of both UPBEAT & Smart City Futures
- ▶ Officer of the Most Excellent Order of the British Empire for services for Science and Engineering Education
- ▶ Time Higher Award winner for Leadership in Technology Transfer and Engagement 2010

Markku Markkula



- ▶ President of the European Committee of Regions (CoR)
- ▶ Former Chairman of the Board of the Finnish Information Society Development Center TIEKE
- ▶ Vice Chairman of the Open Innovation Strategy and Policy Group (OISPG)
- ▶ Former director of the Lifelong Learning Institute Dipoli of University of Technology in Helsinki
- ▶ Member of the EU Committee of the Regions, CoR for 2010-2014 as member of commission for Education, Youth, Culture and Research and Commission for Economic and Social Policy ECOS
- ▶ CoR rapporteur on Digital Agenda for Europe
- ▶ Advisor within Aalto University to Aalto Presidents

Diego Sanchez de Leon



- ▶ Former Senior Executive at Accenture, responsible for talent & organization performance in Europe, Middle East, Africa and Latin America
- ▶ Human Capital Leader for Spain, Portugal and Israel
- ▶ Member of Spanish GEO Council and its advisory board
- ▶ Chairman of the board of Accenture Human Capital Management Solutions

Prof. Dr. Wim Veen



- ▶ Emeritus Professor for development of learning systems at University of Technology, Faculty of Technology and Management in Delft, Netherlands
- ▶ Consultant for educational institutions for private companies and governmental authorities
- ▶ Member of the Dutch National eLearning Award

Guy Kempfert



- ▶ Global Head People and Organizational Development Straumann AG, Basel
- ▶ President European Corporate Learning Association
- ▶ Former Senior Vice President Institute for School Assessment, Zürich
- ▶ Former Global Head Learning & Development Syngenta
- ▶ Former Headmaster Gymnasium Liestal, Switzerland

Prof. Dagmar Woyde-Köhler



- ▶ Executive Director of New & Able Management- und Organisations-beratung GmbH
- ▶ Former Managing Director of EnBW Akademie GmbH
- ▶ Chief Learning Officer 2008 for implementing a most successful strategy for further education and for introducing Intellectual Capital Reporting for Energie Baden-Württemberg AG



Young Leonardo Award Impressions 2015: Transfer Meeting & Award Ceremony



1



2



3



4



5



6



7

- ① Dr. Shyamal Majumdar: Head Unesco Unevoc
- ② Claudia Suhov, Young Leonardo Award 2015
- ③ Prof. Dr. Peter Pawlowsky, Leonardo Ambassador Germany Christoph Brosius Young Leonardo Award 2015
- ④ Dr. Thieu Besselink, Young Leonardo Award 2015
- ⑤ Teemu Arina, Young Leonardo Award 2015
- ⑥ Laureates 2015: f.l.t.r Dr. Thieu Besselink, Teemu Arina, Claudia Suhov, Christoph Brosius
- ⑦ Board members of the E-CLA European Corporate Learning Association. f.l.t.r. Norbert Büning, Prof. Dr. Nele Graf, Guy Kempfert, Dr. Daniel Stoller-Schai, Dr. Andreas Müller, Alexander R. Petsch

Leonardo Award Ceremonies 2010–2014



- ① f.l.t.r. Bernhard von Mutius, Die Denkbank, Luka Mucic, Board Member SAP SE, Prof. Dr. Christoph Meinel, CEO Hasso-Plattner-Institut, Prof. Leif Edvinsson
- ② f.l.t.r. Prof. Dr. H. J. Bullinger, Fraunhofer Gesellschaft, Leonardo Award Thought Leadership 2012, Dr. W. Stoll, Festo Holding, Leonardo Award Company Transformation 2013, Prof. Sugata Mitra, Leonardo Award 2013 Crossing Borders, Dr. h.c. Kurt Stoll, Festo Holding, Leonardo Award Company Transformation 2013
- ③ f.l.t.r. Søren Henriksen, Leonardo Ambassador Denmark, Dr. Nick van Dam, McKinsey & Company, Leonardo Award Company Transformation 2013
- ④ f.l.t.r. Calvin Grieder, Bühler AG, Leonardo Award Company Transformation 2014, Gaby & Franz Fehrenbach, Robert-Bosch GmbH
- ⑤ f.l.t.r. Prof. Dagmar Woyde-Köhler, Leonardo Ambassador Germany, Caroline Jenner, JA-YE Europe, Leonardo Award Crossing Borders 2014, Dr. Thomas Grünwald, State Secretary of North-Rhine Westphalia for Education, Research and Innovation

Leonardo Award Ceremonies 2010–2014



- ① Prof. Sugata Mitra, MIT Boston & Newcastle University, Leonardo Award 2012 Crossing Borders
- ② Jacques Delors: Leonardo Award 2010, former President of the European Commission and UNESCO, Honorary Citizen of Europe
- ③ Alexander R. Petsch, co-initiator of Leonardo Award, Prof. Leif Edvinsson, Leonardo Ambassador Sweden, Sandra Schall, Project Manager Leonardo Award.
- ④ f.l.t.r. Prof Michael Spencer, Leonardo Award Presenter, Jürgen Nimptsch, former Lord Mayor Bonn, Caroline Jenner JA-YE Europe & Leonardo Award Crossing Borders 2014, Dr. Shyamal Majumdar, Head Unesco-Unevoc, Günther M. Szogs, Leonardo-Secretary
- ⑤ Dr. Shyamal Majumdar, Head Unesco-Unevoc
- ⑥ f.l.t.r. Gary Copitsch, Peoples Voice Media, Leonardo Award Crossing Borders 2013, Jean-Eric Aubert, Worldbank

Leonardo Award Ceremonies 2010–2014



- ① Dr. Wilfried Stoll, Festo Holding, Leonardo Award Company Transformation 2012
- ② f.l.t.r. Prof. Dorothy A Leonard, Harvard Faculty, Leonardo Award Thought Leadership 2013 & Prof. Stefan Güldenber, Dean of University of Liechtenstein
- ③ Jimmy Wales, co-founder Wikipedia, Leonardo Award 2011
- ④ Prof. Dr. h.c. Hasso Plattner, Hasso-Plattner-Institute & SAP SE, Leonardo Award Thought Leadership 2014
- ⑤ f.l.t.r. Alexander R. Petsch & Günther Szogs, Prof. Dr. h.c. Hasso Plattner, Sigmar Gabriel, Vice Chancellor of Germany

Presenter of the day



Prof. Michael Spencer

- ▶ Visiting Professor at Ueno Gakuen University (Tokyo) and a Visiting Fellow at their Music and Culture Research Centre.
 - ▶ Communication Director of the Japan Philharmonic Orchestra (Tokyo) and former advisor to the Orquesta Sinfónica del Vallés (Barcelona).
 - ▶ Currently Director of a new training and development program for facilitators, the first of its kind in Japan.
 - ▶ In 2008 education director for the Oscar-winning animated film of "Peter and the Wolf."
 - ▶ Former member of the London Symphony Orchestra and Head of Education at the Royal Opera House (London)
-

The Steering Committee



Alexander R. Petsch

- ▶ Co-Initiator of the Leonardo Award and PL Executive Forum
- ▶ Founder and CEO of HRM Research Institute and bõrding Messe in Mannheim, the leading organiser of tradeshows for Human Resources Management, for eLearning and Online Marketing, for Corporate Health and occupational health and safety in Switzerland, France and Germany.
- ▶ Publisher of "personal manager", the magazine for HR professionals.
- ▶ Founder of Germany's largest social networking portal for HR professionals, HRM.de



Günther M. Szogs

- ▶ Secretary of the Advisory Board of the Leonardo European Corporate Learning Award
- ▶ Founding member of "The New Club of Paris"
- ▶ Longtime expertise as head of skill- and knowledge management in major banks
- ▶ Speaker of knowledge-experts association
- ▶ Former Member of scientific advisory board for Innovation for the German Federal Government
- ▶ Various memberships in Think Tanks for Metropolitan Development



Prof. Dr. Winfried Sommer

- ▶ Former scientific director for congresses of HR professionals: PL Professional Learning Europe and SeLC Swiss eLearning Conference
- ▶ Co-initiator of the "Executive Forum", an event for HR board members and Chief Learning Officers in cohesion with the Leonardo Award presentation
- ▶ Co-initiator with Prof. Dr. Uwe Beck of the Learntec in Karlsruhe
- ▶ Emeritus Professor for Sociology and Political Sciences at the Universities of Landau, Mainz, Esslingen and Karlsruhe

Transfer Meeting and 7th Festive Ceremony of the LEONARDO – European Corporate Learning Award 2016

Subject. Programme. Laureates. Contributors. Presenters. Topics. Award.

**Ignorance & Industry 4.0 –
A Challenge for Corporate Learning!**

**“Blinding ignorance
does mislead us.
O! Wretched mortals,
open your eyes!”**

(Leonardo da Vinci)

September 19th, 2016, Kameha Grand Hotel Bonn, Room: Universal

Transfer Meeting

- 09.30-10.00 am: Registration**
- 10.00-10.40 am: Welcome and introduction to the Transfer Meeting by:**
Alexander R. Petsch, co-initiator of the Leonardo Award
Mr. Günther M. Szogs, Secretary of the Leonardo Award Advisory Board
Dr. Shyamal Majumdar, Head UNESCO-UNEVOC
- Introduction, statements and topics by contributors, presenters and hosts of the World-Café:**
Ashridge Executive Education
Dr. Megan Reitz & Mrs. Trudy West
European Corporate Learning Association E-CLA.org
Prof. Dr. Nele Graf & Dr. Andreas Müller
The New Club of Paris
Prof. Leif Edvinsson &
Prof. Dr. Peter Pawlowsky
Dr. Charles Savage & Prof. Günter Koch
UNESCO-UNEVOC
Dr. Shyamal Majumdar, Mr. Wouter de Regt & Mr. Kamal Armanious
- 10.40-10.45 am: Programme for the day by Prof. Michael Spencer, presenter**
- 10.45-11.15 am: Impulses by the Laureates 2016**
- 11.15-11.30 am: Coffee break**
- 11.30-12.15 pm: World Café Round 1: Provocation:**
“Is ignorance all together bad?” “Who needs ignorance?” – “Do open eyes mean ‘open minds’?” – “What is the impact on learning?”
- 12.15-01.00 pm: Table reflections led by hosts, interspersed with comments from the laureates**
- 01.00-02.00 pm: Lunch & Networking**
- 02.00-02:15 pm: Leonardo Transfer Meeting continues**
- 02.15-03.15 pm: World Café Round 2: Provocation by Prof. Hans Rosling:**
“The problem isn’t ignorance... it’s preconceived ideas!”
- 03.15-03.30 pm: Coffee break**
- 03.30-04.45 pm: Table reflections led by hosts, interspersed with comments from the laureates**
- 04.45-05.00 pm: Implications for future learning**
- 05.00 pm: End of Transfer Meeting and break**
- 06.15-07.00 pm: Cocktail reception**

Festive Ceremony of the

Leonardo – European Corporate Learning Award 2016

07.00-10.30 pm: Festive Award Ceremony and Gala-Dinner
Presenters Ms. Taki Togashi and Prof. Michael Spencer will guide you through the evening

Opening impulses by:

Mrs. Gabriele Klingmüller,
Lady Major of the City of Bonn
Mr. Markku Markkula, President of the European Committee of the Region, European Union, Leonardo Ambassador Finland

The Laureates 2016:

Treasure-holders, thought leaders and open minded thinkers

Laudations, impulses and Leonardo-inspired dialogues

between

Winner of the Leonardo Award 2016 “Thought Leadership”



Dr. Claus Otto Scharmer,
MIT Sloan School of Management

and

Prof. Dr. Gerald Hüther, Akademie für Potentialentfaltung

Winners of the Leonardo Award 2016 “Crossing Border”



Prof. Dr. Hans Rosling, Anna Rosling Rönnlund and Ola Rosling, Gapminder Foundation
and
Prof. Wim Veen, Leonardo Ambassador Netherlands

Winners of the 2016 “Young Leonardo Award”



Vincent Zimmer and Markus Kreßler,
Kiron
Open Higher Education
and

Dr. Shyamal Majumdar (tbc), Head UNESCO-UNEVOC

10.30 pm-to end: Review and Outlook – Aspirations, objectives and goals for future learning

Greeting words

Dr. Shyamal Majumdar,
Head of Office,
UNESCO-UNEVOC



Martin Schulz,
President of the
European Parliament

"Leonardo" has understood that modern and smart skills development is a multi-sectorial quest and requires multi-stakeholder partnerships with all their diverse perspectives and innovations. It strengthens the awareness that disruptive thinking is needed to solve problems with utmost creativity and joy. At the same time this attitude is rooted in UNESCO's founding belief in preserving cultural heritage. Discovering the new is best done whilst learning to treasure.



I am pleased that the Leonardo - European Corporate Learning Award (for which the European Parliament already gladly acted as a patron in the past) will this year again go to deserving citizens, who promote learning in companies through their innovative ideas. This year's awards will be given to well-known personalities who are committed in different ways to meeting the challenges that face traditional education systems in order for them to become more modern, accessible and functional.



Foto: Martin Schulz © European Union 2014 - European Parliament

The right to education is a fundamental human right and is therefore something all citizens of the European Union are entitled to. The European Parliament has already stated several times¹ that education and training are the driving forces of our society, as they make a major contribution towards social inclusion, cohesion and combating poverty. At the same time, our body believes that Member States should prioritise spending in the areas of education and training, youth, life-long learning, research, innovation, linguistics and cultural diversity, as such investments contribute towards future growth and a healthy economy. At the same time, learners of all ages will thus gather skills, which are important for their personal development, their welfare and their citizenship.

Due to the clear European reference of your initiative, I am delighted to be able to grant the patronage of the European Parliament for your event.

(Excerpt of his letter to the Leonardo Award Steering Committee, 2016)



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Sincere thanks to our partners for their continuous support:



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