

European Edge 2005

Wrap Up



Friday August 19 & Saturday August 20, 2005
At The KaosPilots, Mejlgade 35, Århus, Denmark



Per Krull & David Storkholm, The KaosPilots, facilitated the European Edge 2005.

Purpose of the European Edge

- To expand our knowledge and further develop a language related to the three topics*.
- To share knowledge
- To activate the network
- To create new meaningful actions together
- To inspire each other

The focus for the two days:

- Modern entrepreneurship
- Social innovation
- The fourth sector

All participants agreed on these rules to ensure making the days productive and fun:

- Be open
- Be yourself, everyone else is taken
- Be precise and concrete
- Be curious and risk taking.

The participants are responsible for the action and the outcome of European Edge



History and vision for the European Edge with Uffe Elbæk, principal of The KaosPilots and initiator of the European Edge

*"Yesterday is history
Tomorrow is a mystery
Today is a gift"*



What gifts do we have for the European Edge?

European Edge initiative – it is what we make it.

The motivation to start the European Edge was:

- Typical business stories from the US - a new angle was needed
- Thoughts about modern value-based entrepreneurship, social innovation and the fourth sector
- We need to develop our awareness of what drives society and work life today?
- We should create a better world?

The KaosPilot dream was to be the best education in the world, inspired by Hewlett Packard. Now the dream is: to be the best education *for* the world!

How can the European Edge network be the best company for the world (instead of in the world)?

The global situation

- How's the global situation now?
- What affects the world right now?
- IT, global warming, conflict, N & S, US & Europe

EU needs 20-30 years to go through a major change but we only have 3-4 years, that's the great challenge!

China and India will take over- China will be the factory, India the office. How can we make that change?

4th sector

The best from each of the three established sectors would create the fourth sector.

1. Nonprofit (NGO) sector
2. Public sector
3. Private sector

What will happen to the organisations and the companies?

1. Speed, pressure, customers, students, politicians
2. Qualified standard is needed
3. Flexible organisations are needed
4. Clear knowledge strategy is needed
5. Networks will be even more important

Some final questions:

- What do these factors mean to the individual employee in an organisation?
- Which competences are needed to fulfil this?
- What kind of society would we like in the future?
- What does the EU want?



Uffe's wish: BE PRESENT, provoke each other, be funny

The breaking news

To get a quick overview of the breaking news in the organizations relating to the goals of the European Edge, each organization or company at the conference presented an object that demonstrates what they have been doing towards achieving the goals of the European Edge.

Bjarne Stark, The KaosPilots:

What is the heart of an entrepreneur like?

As a way to investigate this, The KaosPilots Team 9 did a project with Dansk Industri and The European Studies program of the University of Århus. 60 students travelled around EU to talk to entrepreneurs about what motivates them. The conclusion was: There is not one heart, not one profile but 7 profiles, which are:

- 1.The business(wo)man
- 2.The mountain climber
3. The playful child
- 4.The idealist
- 5.The globalist
6. The inheritor
- 7.The survivor

Object: a book outlining these profiles

Helle H.Bjerregård, FDB

Rethinking the cooperative idea, inspired by Fluidminds, and Mandag Morgen.

The members do not want to participate in the democracy, they want the bonus from the groceries they buy.

Object: Member card

Tom Karp, KP Oslo

Object: An airplane and a lightbulb (good ideas)

Kent Endquist, Fluidminds

Fluidminds has just finished a new meeting place in Stockholm. The core vision of this meeting place is to let individuals create values together. Creation is not about square meters: it is about how far you want to think.

You can't plan for innovation, but expect the unexpected - that is where things happen! This concept could be part of European Edge.

Object: Three different books

David Madié, Startup Company

David works with business incubators in Kenya. The goal is to get wealthy Kenyan businessmen to invest in their own country and to offer the European entrepreneur ways of thinking about Africa.

Object: A flashlight that does not use batteries, but works by shaking it: Innovative, sustainable, useful in Africa

Peter MacLeod, Imagine British Columbia

Peter has been part of a project to get the people of British Columbia thinking about the future of their province, to take a long view. He also did fieldwork, driving across Canada, investigating government (constituency) offices. Canada is a big country territorially, but not socially.

Object: Salmon from Canada with a wrapper exemplifying the myth of "the tasteful Canadian".

Joerg Geier, Club of Rome

Club of Rome is experiencing a generation shift. The young members want more action while the older ones want more reports and paperwork.

Object: Books and reports

Salvador Estapé Triay Universitat Pompeu Y Fabra, Idea Factory

Search for an innovative Spain, Idea Factory, Barcelona

Develop new projects, open knowledge space/center. They work with Fluidminds on a concrete project, a small innovation center. They want to bring the spirit of the European Edge to Barcelona.

Object: Kaleidoskope

Carsten Ohm Pioneers of change

Three news:

1. Globalisation
2. happy to be here
3. Good news from a grand old man: celebrated his Birthday in India, the people were hanging around in cafes like us, drinking cafe latte

Try to be present to each other with love

Object: Good running shoes

Charles Davies, The Face

Arty people look upon themselves as arty, political and messy. How to engage/work with a company when you are like that? This poses great complexity.

Companies do not connect with artists' dreams

Not even Demos can design a way to keep on being political, arty and messy and at the same time fit into a normal job.

Object: GOOM: Generative Object Orientated Myth

Lasse, Lynfabrikken

Lynfabrikken is a place for designers that was started 3 years ago as a place where designers can work with design. Last Friday – breaking news : Jeppe and Lasse got their own office☺

Object: A red traditional phone receiver to hook up to a mobile phone.

Floris Koot, KP

Last message from Netherlands Full Service: The co-creative century

1. Rethinking leadership, responsibility, to serve
2. Global awareness
3. Dialogs in informal and formal networks
4. Individual actions do not care about expectations from society
5. Irrational side: hopes, dreams, passion. That is how you can touch people

Object: Candy Wrapper



Closing reflections of the day: What was interesting today?

1. No fighting, no conflicts, we clicked just like that
2. We are special. Nice to meet European people who think the same way.
3. Even though the world situation is frustrating, we all want to make a difference and really want to change it.
4. The spirit of the European Edge makes me feel like I am in an airport but I am only a few steps away from my everyday life. We are in transit.
5. Thank you for asking the question about my dream. Questions are more important than answers.
6. But the answers we heard were also good and in this room there is a connection between words and action.
7. Luxury of spending 8 hours of European traffic with a good friend. I would never have taken 8 hours out of my time as manager. We had a great discussion and agreed to agree by the time we arrived.
8. A wish for a French dance: a cahncee

Saturday August 20, 2005

We started the second day of the European Edge conference with inspiration from four interesting people:

- Shelagh Wright, Demos
- Mette Kristine Oustrup, Style-Vision
- Christer Lidzélius, KaosPilot International
- Jan de Man Lapidoth, Fluidminds

Shelagh Wrigth, Demos

Read Shelagh's interesting presentation about global trends and development from a European perspective. In Europe, people come first, as opposed to the individual (USA), production (China) or technology.

<http://users.homebase.dk/~rhb/ShelaghWright>

Mette Kristine Oustrup, Style Vision

Here is a link to Mette Kristines presentation:

<http://www.homebase.dk/~rhb/MetteKristineOustrup.pdf>

Mette Kristines main idea:

Let us unite these people, find creative, innovative people in Angola, Chile, Asia. Make a network, make the world a better place and make money

Christer Lidzélius, KaosPilot International

The core essence - A real entrepreneur does not open a shop, but transforms it. Basic learning about social entrepreneurship is not only about providing tools, but giving the space to experience with desires, explore dreams. KPI focused not on old learning, but on training

Which strategy should KaosPilot International have?

An example: The Beatles changed the world because they created hope. They were the new light. The Velvet Underground did not sell that much, but those who listened to The Velvet Underground music got inspired and founded so many new groups.

Who does KaosPilot International want to be?

The KaosPilot International does not export a CV, a concept, but a culture.

Jan de Man Lapidoth, Fluidminds

Speaking from the heart - and the mind. Reflections on the European Edge:

1. We are doing a lot of thinking about where the world is today.
2. I miss discussions on possibilities and action.
3. What is the main purpose of the European Edge? We need some good examples to show.

The potentials are in the individuals. How much will we challenge our mental framework?

The idea of the European Edge:

- Where is the edge? And what do we discover?
- Why not the global edge?
- What is this constellation of European Edge?
- Will we groove into an organisation?
- Are we a network?

What happens between this conference in Århus and the next one in Stockholm? Should we demand cooperation in between? No, it should be an individual choice.

We need to find the individual vision.



During the afternoon we worked in café dialogs, where we focused on the areas of modern entrepreneurship, social innovation and the fourth sector.

The café dialogs focused on three questions:

- What will be the future breaking news in relation to social innovation?
- What will be the future breaking news in relation to the fourth sector?
- What will be the future breaking news in relation to modern, value-based entrepreneurship?

What will be the future breaking news in relation to modern, value-based entrepreneurship?

Group 1

Religious struggle about the modern value-based entrepreneurship, the dilemma is what's first: the hen or the egg?

Do we need a language to talk about the project, or vice versa?

Solution: we want concrete examples of modern value-based entrepreneurship!

Modern value-based entrepreneurship is a movement, and we need to tell the story (storytelling).

Turning ideas to action: How do we get the stories told?

1. Good news magazine on TV
2. European Edge could be a forum for the good stories
3. Nobel Prize or alternative organization for Nobel Prize
4. Yearbook on the web telling these good stories

Group 2

- Think of your business as global
- No middlemen money-makers

Global network:

- Declared global network get \$1 billion: it creates ideas and social responsibility
- European Cash Bank, borrowing ideas: create a bank with a human touch

**FUTURE
BREAKING NEWS**

What will be the future breaking news in relation to social innovation?

Groups 3 and 4:

**FUTURE
BREAKING NEWS**

Group 3

Social innovation = breaking news

- What is the simplest action we can take to achieve social innovation?
 - European greetings (palms against each other)
 - Use the word, a European, as an identity and use it outside Europe
 - The new European phone book as a way of finding each other

Group 4

Did you get value for your money by coming to this conference?

$$E = mc^2$$

is Einsteins theory of relativity

Group 4 discovered a new theory of energy, and this theory explains why we got value for our money coming here:

$$E = it^2$$

i = information

t = trust

EEVE : European Edge Value Exchange, that's what we want to establish – and the idea is grounded in the: Energy = information x trust in others.

Group 4 will make a prototype, explore it and present it at the next European Edge



What will be the future breaking news in relation to the fourth sector?

Group 5

BEEEB: Brown Eyed European Edge Brothers

4th sector

Conclusion: the 4th sector is a generational thing – there will be a 5th sector too! There's a need for social responsibility.

3 ideas:

1. Mavericks in social responsibility – social mavericks
2. \$10 million is the price for malaria research
3. The European Edge price for social innovation

**FUTURE
BREAKING NEWS**

Group 6

Basic idea: we need to kill the 4th sector or to name it!

The 4th sector is often presented as the best from the three old, it's the social part of the old sectors, it's where the people are. The 4th sector should be called "The human sector".

A sector should define them as both: *what kind of people they are and where they are going.*

Where is our company going to be?

What is a human sector company, human sector person, a human sector employee?

All sectors should be human sectors.

We need ammunition or fuel when we go back to everyday life:

1. Clear messages
2. Good examples
3. Good arguments

Three actions to define a human sector:

1. Checklist for human sector company
 - work as you live
 - social awareness
 - long term awareness, eg. 20 years impact
 - no workarounds
 - be a good example
2. Action:
 - Send the checklist around
 - Show the checklist to your company
3. Tom Karp will bring it to Oslo and improve it

SUM UP

Peter MacLeod, Tora Sefeldt and Tom Karp summed up

Peter MacLeod

What is the best thing about the EU – no one have mentioned the EU as institution! Hvad er det bedste ved EU?

The American dream is worth dying for!

The European dream is worth living for!

European Edge has been a gift and tomorrow is less of a mystery.

EU is young, and it's important to create a European identity.

When we're talking about this, it's important that we move our thoughts from avant-garde into an everyday practice.

Tora Sefeldt

"Speaking from my heart instead of my head. This room has been filled with positive energy and ideas."

Use this place and this space to let our dreams live their own life. This is what I have used these 2 days for. We are so eager to realise all our dreams.

Is there a European identity? We discussed it a lot today. I'm taking the knowledge with me, that there are other people "out there" that want to contribute to this world.

Tom Karp

3 reflections or rather 3 questions:

- Values: how do we value values?
- What is really the edge of the European Edge? (physically, emotionally, personally?)

What will we do from now until next year?

Next European Edge conference:

Jan de Man Lapidoth invites us to Stockholm, Sweden for the next European Edge Conference: June 21-22, 2006. The conference can be combined with the midsummer celebration (voluntary) on June 23.

The conference will probably take place in an old castle in the Swedish "skærgård."

The next meeting will be "co-financed". More details will follow!

