

September 5, 2022

## Why Steward-Ownership Matters

[Get Your  
Ticket  
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10:30

### Opening

Welcome to SO:22 & Musical Opening



Moderation:  
Maria Exner

[Detailed  
Program  
Here](#)

11:00

### Steward-Ownership in Business and Society

**Armin Steuernagel**, Foundation for Steward-Ownership (GER)  
**Prof. Katharina Pistor**, Law Professor & Author *The Code of Capital* (EN)  
**Rutger Bregman** (digital), Historian & Author *Humankind* (EN)  
**Meredith Whittaker**, Board Member Signal Foundation (EN)



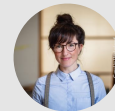
11:50

### Break

12:10

### Entrepreneurial Perspectives: Why Steward-Ownership Makes Sense

**Lene Skole**, CEO Lundbeck Foundation (EN)  
**Gerhard Behles**, Founder & CEO Ableton (EN)  
**Dr. Lena Marbacher**, Founder Neue Narrative (GER)



13:00

### Lunchbreak with Organic Buffet & Networking

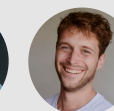
14:30

### Workshops

It is time to choose: In two rounds of workshops, talks, panels, discussion rounds and informal exchange formats with between 10 and 250 people, participants can dive deeper into steward-ownership and aligned financing, learn from each other or from pioneers, look at the bigger picture, ask a bunch of questions – or sit one out and reflect on the program so far or chat with old or new acquaintances.

Amongst others: **Gwendolyn Schröter**, Golzern Holding, **Michael Hetzer**, Elobau, **Corinne Grässle**, Migros, **Joachim Weckmann**, Märkisches Landbrot, **Katharina Hupfer**, Waschbär, **Jakob Willeke & Daria Urman**, Purpose Ventures, **Christoph Rickerl**, Barthels Feldhoff, **Laura Höcherl**, Purpose Evergreen Capital, **Denis Bartelt**, Startnext, **Carla Reuter**, Oktopulli, **Chris Sigmund**, Wildplastic

*More info on page 3.*



And many more...

17:40

### Break

18:00

### Valuable Experiments of Deep Design

**Christian Kroll**, Founder Ecosia (GER)  
**Prof. Kate Raworth** (digital), Inventor Doughnut Economics (EN)  
**Erinch Sahan**, Doughnut Economics Action Lab (EN)



18:30

### Dinner with Organic Buffet & Dinnerspeech

**Thomas Bruch**, Steward-Owner GLOBUS in transition to Matthias Bruch



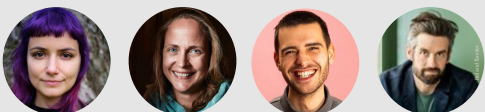
September 6, 2022

## Steward-Ownership as a Building Block for an Independent and Long-Term Economic Culture

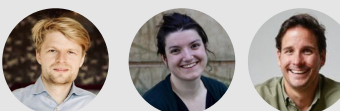
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|-------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:15 | ● | Welcome & Recap of Day 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 09:20 | ● | <b>Keynotes and Talks</b><br><br><b>Peter Kowalsky</b> , Founder Bionade & INJU<br><b>Jürgen Kaube</b> , Publisher Frankfurter Allgemeine Zeitung (GER)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 10:00 | ● | <b>Steward-Ownership in German Politics</b><br><br><b>Ricarda Lang</b> , Chairwoman The Greens, <b>Johannes Vogel</b> , Vice-Chairman Free Democratic Party, <b>Verena Hubertz</b> , deputy chairwoman of the Social Democratic Party of Germany, <b>Sven Giegold</b> , State Secretary Federal Ministry for Economic Affairs and Climate Action, <b>Armin Steuernagel</b> , Foundation for Steward-Ownership (GER)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10:40 | ● | Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 10:55 | ● | <b>The Socio-Politic and Economic Relevance of Steward-Ownership</b><br><br><u>Keynotes</u><br><b>Prof. Maja Göpel</b> , Political Economist & Transformation Researcher<br><b>Prof. Lars Feld</b> , Director Walter Eucken Institut (GER)<br><br><u>Panel</u><br><b>Verena Pausder</b> , Family Entrepreneur & Founder<br><b>Prof. Lars Feld</b> , Director Walter Eucken Institut<br><b>Prof. Maja Göpel</b> , Political Economist & Transformation Researcher<br>More speakers tba (GER)<br><br>In this panel we will learn about different perspectives on steward-ownership and the new legal form and try to place it in the context of an economy in transition. Questions will be addressed such as: What values does steward-ownership link to and what role can it play in the future viability of the European model of the social market economy? And within which dynamics do social innovations have to prove themselves in Germany but also worldwide in a time of great transformations? |
| 12:30 | ● | Lunchbreak with Organic Buffet & Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 14:00 | ● | <b>Workshops</b><br><br>Amongst others: <b>Ines Schiller</b> , VYLD, <b>Dr. Astrid Scholz</b> , Zebras Unite Capital, <b>Stephan Schenk</b> , Stapelstein, <b>Daniel Freitag</b> , Freitag<br><i>More info on page 3.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 16:00 | ● | Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 16:15 | ● | <b>Closing: Steward-Ownership – Looking Ahead</b><br><br><b>Armin Steuernagel</b> , Foundation for Steward-Ownership & Purpose<br><b>Maike Kauffmann</b> , Foundation for Steward-Ownership & Purpose,<br><b>Achim Hensen</b> , Purpose                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 16:30 | ● |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

\* simultaneous translation GER ↔ EN for mainstage program

[Get Your  
Ticket  
Now!](#)



And many more...



**Status August 19, 2022, subject to changes**

## September 5, 2022

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| 14:45 | <b>Workshops</b> <div> <div>Steward-Ownership &amp; New Work: A Perfect Match?<br/>GER</div> <div>Steward-Ownership &amp; Succession Options for SMEs &amp; Family Businesses<br/>GER</div> <div>Steward-Ownership &amp; Startup Investments<br/>EN</div> <div>Steward-Ownership as an International Movement<br/>EN</div> <div>Exchange for Lawyers, Legal &amp; Tax Experts<br/>GER &amp; EN</div> <div>Steward-Ownership: An Introduction, the Principles and Transformation Process<br/>GER</div> <div>Open Space for Your Topics and Impulses</div> </div> |
| 16:00 | <b>Break &amp; Networking</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 16:20 | <b>Workshops</b> <div> <div>Steward-Ownership in Corporate Communications<br/>GER</div> <div>Aligned Capital for Long-Term Oriented SMEs &amp; Business Succession<br/>GER</div> <div>The Distribution of Power: Governance in Steward-Owned Companies<br/>GER</div> <div>Reflective Session: The Role of Power and Money<br/>GER</div> <div>Exchange for Investors<br/>EN</div> <div>Mastermind-Session 1: Your Questions about Steward-Ownership<br/>GER</div> <div>Research on Steward-Ownership: Status Quo &amp; Network<br/>EN</div> </div>               |
| 17:40 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## September 6, 2022

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|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:15 | <b>Workshops</b> <div> <div>Status Quo of the New Legal Form for Steward-Ownership in Germany<br/>GER</div> <div>Meet the Steward-Owners (Startups)<br/>GER &amp; EN</div> <div>Doughnut Business Design Workshop<br/>90 Min.<br/>EN</div> <div>The Entrepreneurial Mindset behind Steward-Ownership<br/>90 Min.<br/>GER</div> </div> | <div> <div>Business Culture &amp; Steward-Ownership: Insights from 3 Pioneers of the Sustainability Sector<br/>90 Min.<br/>GER</div> <div>Alternative Finance &amp; Steward-Ownership<br/>90 Min.<br/>EN</div> <div>Steward-ownership in the context of privilege and structural discrimination<br/>90 Min.<br/>EN</div> </div> |
| 15:00 | <b>Break &amp; Networking</b>                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                 |
| 15:15 | <b>Workshops</b> <div> <div>Mastermind-Session 2: Your Questions about Steward-Ownership<br/>GER</div> <div>Steward-Ownership and its Relevance for the Food, Health and Real Estate Industry (parallel)<br/>GER</div> <div>Meet the Steward-Owners (SMEs)<br/>GER &amp; EN</div> </div>                                              |                                                                                                                                                                                                                                                                                                                                 |
| 16:00 |                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                 |