Inspiration Studio

Corporate Responsibility

Strengthening Democracy – Harnessing AI for Sustainable Innovation

Disinformation and polarization threaten democratic values. AI, as a driver of sustainable innovation, helps address these challenges. Together with experts, we develop approaches to empower businesses and shape a fair, sustainable future for everyone.

**Inspiration Studio, March 20
Collaborator's Dinner, March 19**

T-Systems Innovation Center
Elisabeth-Selbert-Str. 1
80939 Munich

Challenges

Scaling News Profi: An Industry Collaboration to Fight Disinformation

A challenge by Deutsche Telekom

CyberNation Germany: Advancing Digital Education by Volunteering

A Challenge by HiSolutions and Deutsche Telekom

Scaling Media Competence to Safeguard Democracy

A challenge by Funke Mediengruppe

Curators

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Collaborator's Dinner

Corporate Responsibility

"Let's start cooking something together" a culinary journey of collaboration and inspiration.

Collaborator's Dinner, March 19

Location will be announced soon
Munich

Agenda limited seats – collaborator's have priority

18:00 – 18:15
Welcome in our kitchen

Starting our joint co-creation experience

18:15 – 19:00
Inspirational Talks

Insights on the priorities of corporate responsibility

19:00 – 22:00
We are all Chefs!

Let's start cooking something together

Inspiration Studio

Corporate Responsibility

A space for meaningful conversations, bold ideas, and authentic connections.

Inspiration Studio, March 20

T-Systems Innovation Center
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80939 Munich

Agenda

09:00 - 09:30
Doors Open

Coffee & Networking

09:30 - 10:00
Morning Inspiration

Coffee, networking, welcome, brief insights from selected partners, short presentation of challenges

10:00 - 12:30
Challenge World Cafe

Take a deep dive into the challenges featured in the Inspiration Studio

12:30 - 13:30
Lunch Break

A Join us for simple food and high value conversations

13:30 - 14:30
Collaborators' Commitment

Wrap-up, synthesis, and operationalization for next steps and group structures at the challenge station.

14:30 - 15:30
Networking and Farewell

We say goodbye and start to work virtually on our challenges until we meet again on Ideation Day

Scaling News Profi: An Industry Collaboration to Fight Disinformation

A challenge by Deutsche Telekom

The proliferation of fake news, exacerbated by AI, threatens global stability by undermining elections, trust in institutions, and social cohesion. X-Creation 2024 responded to this crisis with "News Profi," an innovative tool that empowers users to verify information before sharing by seamlessly integrating the work of fact-checking networks into the sharing process.

How might we scale "News Profi" to combat misinformation in Germany and beyond while exploring new use cases and ensuring a sustainable business model?

The 2025 objective is to expand "News Profi's" reach, refine its non-profit business model, and establish a collaborative industry consortium to support its growth.

Potential solutions include embedding "News Profi" into messaging and newsroom platforms, developing APIs for seamless integration, and collaborating with brands committed to fighting fake news.

We invite socially responsible brands, fact-checking networks, and media outlets to join us in transforming "News Profi" into the cornerstone of a trustworthy digital ecosystem.

CyberNation Germany: Advancing Digital Education by Volunteering

A Challenge by HiSolutions and Deutsche Telekom

Germany has set itself the ambitious goal of becoming a leading "CyberNation." However, this can only succeed if we lay a solid foundation for digital competence and cybersecurity in schools—both for users and potential future professionals. Given the acute shortage of computer science teachers, particularly in cybersecurity, a nationwide integration into regular school curricula is not feasible in the foreseeable future. To make rapid and effective progress, businesses and civil society must step in, actively contribute, and bring their expertise to the education of the next generation.

How can we ensure that all 9th-grade students develop a solid understanding of cybersecurity in four sessions of two-hour online lessons?

The goal of this challenge is to achieve "25,000 days" of volunteer engagement from professionals in schools. To accomplish this, we need templates for integrating corporate HR departments, digital tools for managing activities, and robust frameworks for reporting and communication. Possible solutions could include creating a whitelist for social activities, developing digital systems to track engagement, and designing marketing strategies to share impactful stories.

We invite companies, educators, executives, startups, NGOs, marketing teams, and tech innovators to collaborate on scalable and transformative programs for social engagement. In the medium term, this platform could also be expanded for additional educational offerings—both free and paid.

Scaling Media Competence to Safeguard Democracy

A challenge by Funke Mediengruppe

Mis- and disinformation, highlighted as the top global risk in the WEC 2024 Global Risk Report, undermine democratic institutions and social cohesion. Elderly populations with a high affinity for fake news and younger generations immersed in social media are especially vulnerable, yet current media literacy efforts remain small-scale and fragmented.

How might we create scalable, inclusive strategies to equip all generations with the skills to critically navigate the modern media landscape?

Our goal is to foster a more informed and resilient society by expanding successful media literacy programs and creating tailored solutions for vulnerable demographics, strengthening democratic resilience against disinformation.

We welcome educational institutions, news & digital associations, NGOs, policymakers, researchers, and community organizations to become collaborators in our challenge.