Creation

The fast track to co-create, implement, and scale impactful innovations

Initiated by
T· ·Systems·

The world is facing multiple connected crises

Top 5 risks from left to right of the World Economic Forum's Global Risks Report 2024

Misinformation & disinformation

False information threatens global stability, undermining elections and social cohesion. AI amplifies the spread, posing severe short-term risks to society.

Extreme Weather Events

Climate-driven disasters intensify, causing widespread damage and disruption.

Societal Polarization

Growing divides in society fuel conflict and instability. Political, economic, and social tensions increase, threatening democratic processes and social harmony.

Economic Uncertainty

Digital threats escalate as new technologies emerge. Cybercrime targets vulnerable individuals and infrastructure, posing significant risks to businesses and society.

Interstate Armed Conflict

Geopolitical tensions raise the risk of armed conflicts between nations. Experts warn of potential escalations, impacting global stability and economies.

Together, with informed optimism, we transform poly-crises into a poly-opportunity for _positive impact_

✖ Creation is a curated innovation community and service that accelerates _positive impact_

We curate challenges

Through input from our community and partners, we identify pressing challenges and find the right people to address them.

We enable solutions

We form and empower diverse teams of practitioners from companies, scientific institutions, NGOs, and public administrations.

We drive scale

We help teams set up implementation partnerships and secure access to funding to bring solutions to life.

Initiated by **T Systems**

Register here
https://event.telekom.com/x-creation/startseite

Connect with us
https://www.linkedin.com/company/xcreation/

Contact us
x-creation@t-systems.com

Let's co-create positive impact in 4 domains

Cities and Regions

Berlin, March 12

Resilience & Digitalization Now

Extreme weather events, resource scarcity, and growing urbanization pose immense challenges for regions. AI and smart infrastructures can address these issues – but only if they are designed with people at the center. Together with leading experts, we develop practical solutions that make regions more resilient and improve the quality of life for their people.

Healthcare

Berlin, March 13

Shape Digital, Act Preventively, Think Human-Centered

The COVID-19 pandemic, delayed digitalization, and global crises are putting immense pressure on healthcare systems. The Inspiration Studio Health collaborates with you to develop strategies that leverage digital technologies and preventive approaches to create resilient and innovative solutions. Our goal: a healthcare system that empowers both patients and professionals alike.

Industry and Finance

Munich, March 19

Innovations for a Resilient Economy

In times of economic uncertainty, the Inspiration Studio Industry and Finance provides a space for solutions that help businesses become future-proof and sustainable. We drive innovations that align growth with environmental responsibility. Together, we develop strategies to tackle global challenges and build a resilient economy.

Corporate Responsibility

Munich, March 20

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.

Let's co-create positive impact in 4 domains

Cities and Regions

Berlin, March 12

Curators

Giorgia Rambelli
Director Mission Innovation, Urban Transitions Mission

Andree Pruin
Policy Advisor Digitalization, German County Association

Healthcare

Berlin, March 13

Curators

Dr. Paul Hadrossek
Chair, Spitzenverband Digitale Gesundheitsversorgung

Matthias Mieves
Member of the German Bundestag, Committees for Health and Digitalization

Industry and Finance

Munich, March 19

Curators

Yvonne Zwick
Chair, B.A.U.M. e. V.

Till Grusche
Co-Founder and Co-CEO, House of Beautiful Business

Corporate Responsibility

Munich, March 20

Curators

Stephan König
Head of Strategy, Group Corporate Responsibility, Deutsche Telekom

Jens Mühlner
Chair, Charta Digitale Vernetzung e.V.

These are our challenges 2025

Cities and Regions

Berlin, March 12

Challenges

Improving disaster response with citizen engagement and data

Shared Digital Infrastructure and Blended Finance for Urban Transformation

[Your Challenge here]

Healthcare

Berlin, March 13

Challenges

A digital ecosystem for pharmacies to improve healthcare

Transforming the Hospital Patient Journey with Digital Solutions

AI for All: A Framework for Workforce-Wide Adoption

Industry and Finance

Munich, March 19

Challenges

Resilient and Sustainable Supply Chains in a Digital Era

Unlocking the Twin Transformation with AI

AI for All: A Framework for Workforce-Wide Adoption

Corporate Responsibility

Munich, March 20

Challenges

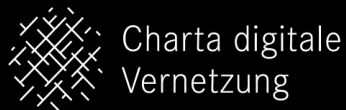Scaling News Profi: An Industry Collaboration to Fight Fake News

10,000 Social Days: Aligning Purpose and Impact

Scaling Media Competence to Safeguard Democracy

Together we work on solutions.

Partners 2024 - partnering 2025 just started

Initiated by

T Systems

Creation voices from our community

"No matter which industry we are in, we found a lot of common ground and that was incredibly inspiring."

Christina Sell
Chief Sustainability Officer Trading & Clearing,
Deutsche Börse Group

"We enjoyed the open exchange leading to new ideas in the sustainable warehousing and transport solutions we have to offer."

Philipp Ohse Strategic Projects
DHL Supply Chain,
DHL

"We are excited to partner with X-Creation to co-create innovations for our cities and regions."

Giorgia Rambelli
Director Mission Innovation Urban Transitions Mission

"What a pleasure working on this initiative. I am so excited to see what the future brings for our AI Buddy."

Natascha Schreyer
Process & Automation Engineer + AI Capability
Eli Lilly and Company

A warm welcome from our patrons

"You are doing the right thing, and you are doing it rightly. Together we can accelerate the systemic innovation for sustainability."

"X-Creation drives collaborative innovation, solving real challenges. It's a platform for us to lead change together."

"X-Creation accelerates joint business efforts, uniting our customers and partners to make sustainable progress faster together."

Massamba Thioye
Project Executive, UN Climate Change Global Innovation Hub, UNFCCC Secretariat

Melanie Kubin-Hardewig
VP Group Corporate Responsibility Deutsche Telekom

Knuth Molzen
Senior Vice President bei T-Systems International

The ◼ Creation Journey

You invest 2 to 4 hours per week during the program, while we curate, staff and facilitate.

`Berlin & Munich in March`

Inspiration Studios

Build a community with trust and engagement around challenges

Explore challenges in depth

`Bonn, April 29`

Ideation Day

Show the whole spectrum of challenges and work on them

Onboard additional collaborators and potential partners

`Bonn, June 18`

Innovation Day

Show solutions and gain Publicity

Create commitment for scale

`To be announced`

Partner Events

Present X-Creation and the solutions in partner events, e.g.: Green Mondays, DIGITAL X, Preventure, Smart Country Convention, The Urban Transitions Mission, etc.

Join us to become part of our journey

Events

Inspiration Studios

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

Our 2025 journey begins with our Inspiration Studios, a place to explore and create effective solutions that we can scale together. The studio presents an opportunity to meet our network of partners, explore our challenges, and connect with practitioners from companies, scientific institutions, NGOs, and public organizations who share a mission to build a better future.

70+ participating organizations 2024

For example: Allianz SE, BayWa AG, Bosch, Carpe diem, Coroplast, Covestro, Deutsche Bank, Deutsche Börse, Deutsche Telekom, DHL Group, DLR, Dr. Oetker, EU Climate KIC, Eurex Clearing, Fahrzeug-Werke LUEG, Ford Research, Fraport, GEOkomm, Institut der dt. Wirtschaft, IT Dienstleistungszentrum Berlin, Lufthansa Industry Solutions, Markant, Nassauische Heimstätte, Nationale Leitstelle Ladeinfrastruktur, Schott Pharma, Shell, UNFCCC.

Cities and Regions
Berlin, March 12
Exclusive Dinner, March 11

Healthcare
Berlin, March 13
Exclusive Dinner, March 12

Industry and Finance
Munich, March 19
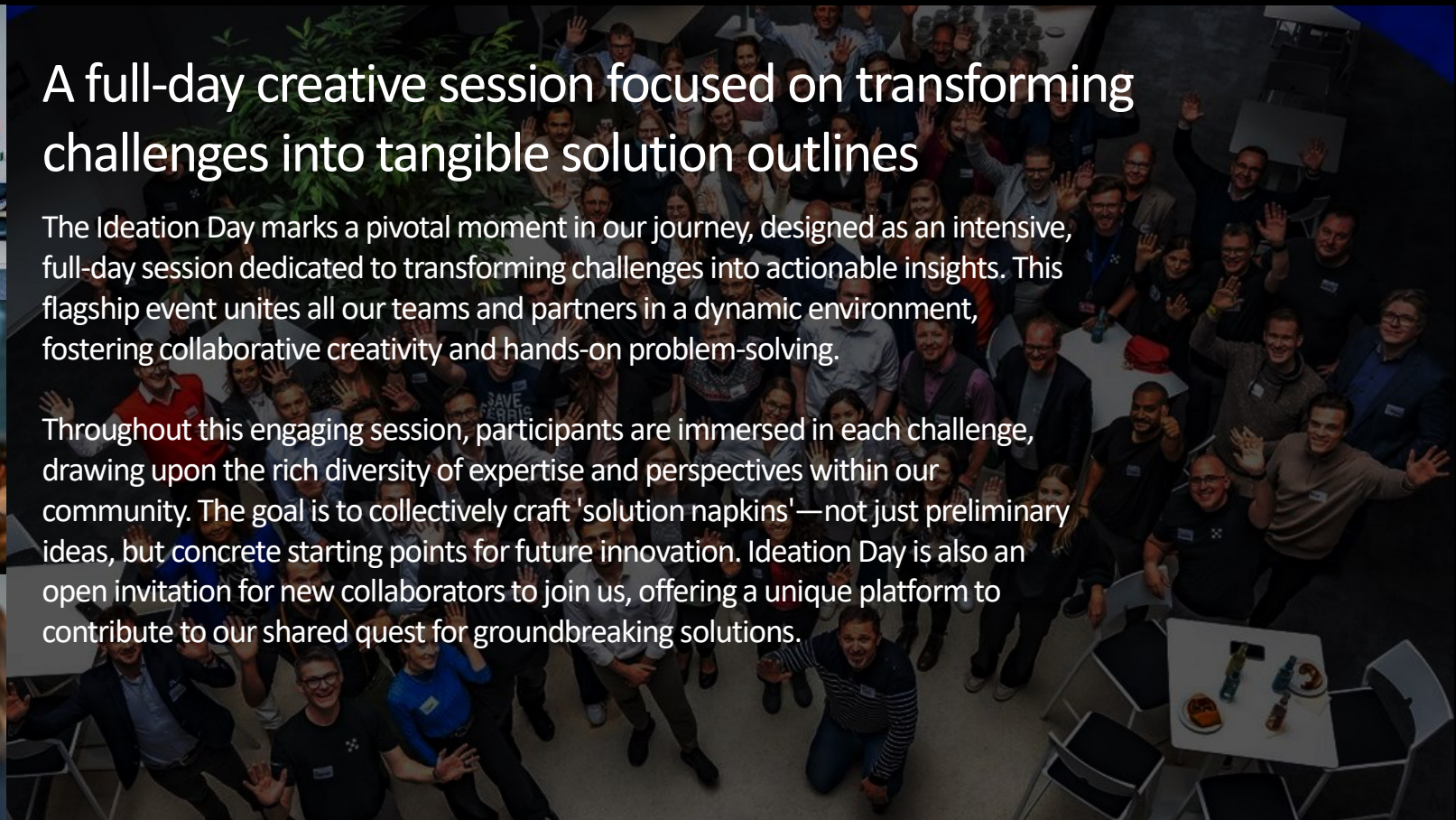*Exclusive Dinner, March 18*

Corporate Responsibility
Munich, March 20
Exclusive Dinner, March 19

Creation Ideation Day

A full-day creative session focused on transforming challenges into tangible solution outlines

The Ideation Day marks a pivotal moment in our journey, designed as an intensive, full-day session dedicated to transforming challenges into actionable insights. This flagship event unites all our teams and partners in a dynamic environment, fostering collaborative creativity and hands-on problem-solving.

Throughout this engaging session, participants are immersed in each challenge, drawing upon the rich diversity of expertise and perspectives within our community. The goal is to collectively craft 'solution napkins'—not just preliminary ideas, but concrete starting points for future innovation. Ideation Day is also an open invitation for new collaborators to join us, offering a unique platform to contribute to our shared quest for groundbreaking solutions.

Bonn, April 29

Creation Innovation Day
Where Commitments to Impact are made

Innovation Day marks an end and a beginning.

The end of a co-creation journey

by a mission-driven community of 100+ collaborators from 60+ organizations. This journey has led to concrete innovation opportunities to tackle pressing challenges for our planet and people, including two innovation projects from the UN Climate Change Global Innovation Hub.

And the beginning of implementing and scaling

these innovative future solutions to accelerate the sustainable / circular economy, leverage open data and open source for regional impact, and use AI for responsible ESG practices in business.

**Bonn,
June 18**

Become part of the X-Creation community to co-create and scale sustainable innovations.

Join us

✖ Creation

X-Creation is a curated community and service that accelerates *positive impact.*

Organizations engaged in X-Creation

Become a part of a growing innovation community

Season	2023	2024	2025
We are a #community of people	100	700	
With active **#collaborators** who contributed 2-4 h / w between March and June	70+	140+	
From **#organizations**	31+	60+	
Supported by **#partners** from economy, universities, non-profits, and associations	4	20	

For example: Allianz SE, BayWa AG, Bosch, Carpe diem, Coroplast, Covestro, Correctiv, Das Nettz, Deutsche Bank, Deutsche Börse, Deutsche Telekom, DHL Group, DLR, Dr. Oetker, EU Climate KIC, Eurex Clearing, Fahrzeug-Werke LUEG, Ford Research, Fraport, GEOkomm, Institut der dt. Wirtschaft, IT Dienstleistungszentrum Berlin, Lufthansa Industry Solutions, Markant, Nassauische Heimstätte, Nationale Leitstelle Ladeinfrastruktur, Schott Pharma, Shell, UNFCCC.

Co-creating stories of success together

2023 Program

Deutsche Telekom leveraged co-creation outcomes **to enhance and optimize cell phone return processes.**

real-cis has advanced their BitHeat product, utilizing **secure edge cloud technology to efficiently heat or cool buildings** together with Shell, Intel and Dell.

A fashion brand startup focused on reusing surplus materials launched, along with a prototype for a supporting digital marketplace.

ISTE (Sustainability Technology and Education) is a new startup that **assists companies and employees in their sustainability transformations.**

18 challenges & prototypes, 3 consortiums, 3 solutions, 2 startups, 2 projects

2024 Program

A Deutsche Telekom-led consortium is developing the **"News Profi" app**, empowering consumers to fight fake news with fact-checking and reply assistance.

T-Systems and ignite AI introduced the **"Your AI Buddy"** prototype, helping employees comply with the AI Act and uncover AI-driven efficiency opportunities.

A consortium led by Hochschule Trier is researching on building a marketplace to **facilitate the reuse of construction materials**.

The **Open Connector Alliance** is addressing key challenges within the fashion and textile industries.

T-Systems and bonpago launched a solution for **analyzing public spending based on ESG criteria**, with an AI-powered procurement assistant.

A DKSR-led consortium developed an **open data, open-source platform, and prototypes for climate mitigation and adaptation planning of cities**.

Ubitricity and T-Systems teamed up to create a solution prototype and industry white paper to **accelerate the rollout of electric vehicle charging stations**.

Collaborators drive solutions and learn

Create Solutions with Impact

Your skills and organizations address pressing challenges through innovative approaches.

Collaborate with Visionaries

Collaborate 2-4 h/w, from March to June, with inspiring individuals from diverse backgrounds, offering fresh perspectives to each project.

Innovation with Enjoyment

Discover how collaboration enriches, expands your network, and enables groundbreaking solutions.

Challenge Owners Define Problems & Mobilize Solutions

Set Challenge, Solve Together

Shape your challenge with us, enabling effective solutions through collaboration.

Collaborate with Visionaries

Collaborate 2-4 h/w, from March to June, with inspiring individuals from diverse backgrounds, offering fresh perspectives to each project.

Innovation with Enjoyment

Discover how collaboration enriches, expands your network, and enables groundbreaking solutions.

Partner Accelerate Innovations and Strengthen their Brand

Create Solutions with Impact

Your capabilities and organization solves urgent problems with innovative strategies.

Strengthen Brand and X-Creation

Your brand is at the center of sustainable innovation with your support of X-Creation
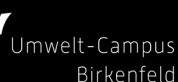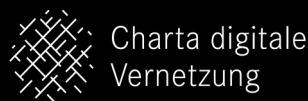
Innovation with Enjoyment

Discover how collaboration enriches, expands your network, and enables groundbreaking solutions.

Become a supporting partner: Drive impactful innovation together!

Partners 2024

(Partner logos: aws, B.A.U.M. Netzwerk für nachhaltiges Wirtschaften, BONPAGO+, Charta digitale Vernetzung, cscp, DKSR Daten-Kompetenz für Städte & Regionen, Design at Business, DEUTSCHE BÖRSE GROUP, FORUM FÜR VERANTWORTUNG STIFTUNG, IGNAITE, INNER DEVELOPMENT GOALS COLOGNE & BONN HUB, intel, Lenovo, mind digital, Open Telekom Cloud, PURESTORAGE, R', T (Telekom), Umwelt-Campus Birkenfeld, HOCHSCHULE TRIER, URBAN TRANSITIONS MISSION)

Options

Solution Provider
- Bronze: 10k
- Silver: 20k
- Gold: 30k + voucher inc. exclusivity and challenge
- Platin: define a systemic GTM integration

Corporate Partners
- Bronze: promote common goals with your logo
- Silver: 10k or invite X-Creation to your event
- Gold: 30k or organize X-Creation partner event
- Platin: define a systemic GTM integration

Non-profit
- Support X-Creation

Initiated by **T··Systems**

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x-creation@t-systems.com

Take part in our Inspiration Studios

Sign up at
https://event.telekom.com/

Become a partner or collaborator

Reach out to
x-creation@t-systems.com

Connect with us on LinkedIn

Follow X-Creation and share at
sustainability group

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