



# Improving disaster response with citizen engagement and data

A challenge by T-Systems with German Red Cross

In extreme weather events, voluntary support often floods in, but the lack of coordination can render it ineffective. Cities and regions require systems that integrate real-time data and streamline communication between disaster management teams, volunteers, and citizens. These solutions must address the unique challenges of resource-limited areas, such as those in the Global South.

**How might we improve disaster response by integrating voluntary support, real-time data, and citizen communication?**

The goal is to build resilient cities by optimizing the effectiveness of disaster response systems. This could involve developing lightweight, modular disaster management systems that integrate with social media, local networks, and existing disaster management platforms.

We invite NGOs, governments, tech innovators, and community groups to collaborate on creating scalable, adaptable solutions to enhance disaster response.



# Shared Digital Infrastructure and Blended Finance for Urban Transformation

A challenge by The Urban Transitions Mission

Data sharing and digital applications are central to creating sustainable, resilient, and inclusive cities. However, building such infrastructures remains a major challenge at the local level. Limited municipal funding and fragmented investment opportunities for impact investors hamper progress. Overcoming these hurdles is crucial to accelerating transformation.

**How can we create an infrastructure that reduces costs and engages impact investors to drive urban transformation?**

The goal is to enable municipal platforms to provide cost-effective data spaces and financing models through blended finance — a combination of public and private funds.

Possible approaches are based on the EU Data Act, Gaia-X, and blended finance platforms.

Municipal associations, investors, and operators of digital data spaces must work together to turn this vision into reality.



# Strategiewerkstatt: Accelerating Digital Transformation in German Counties

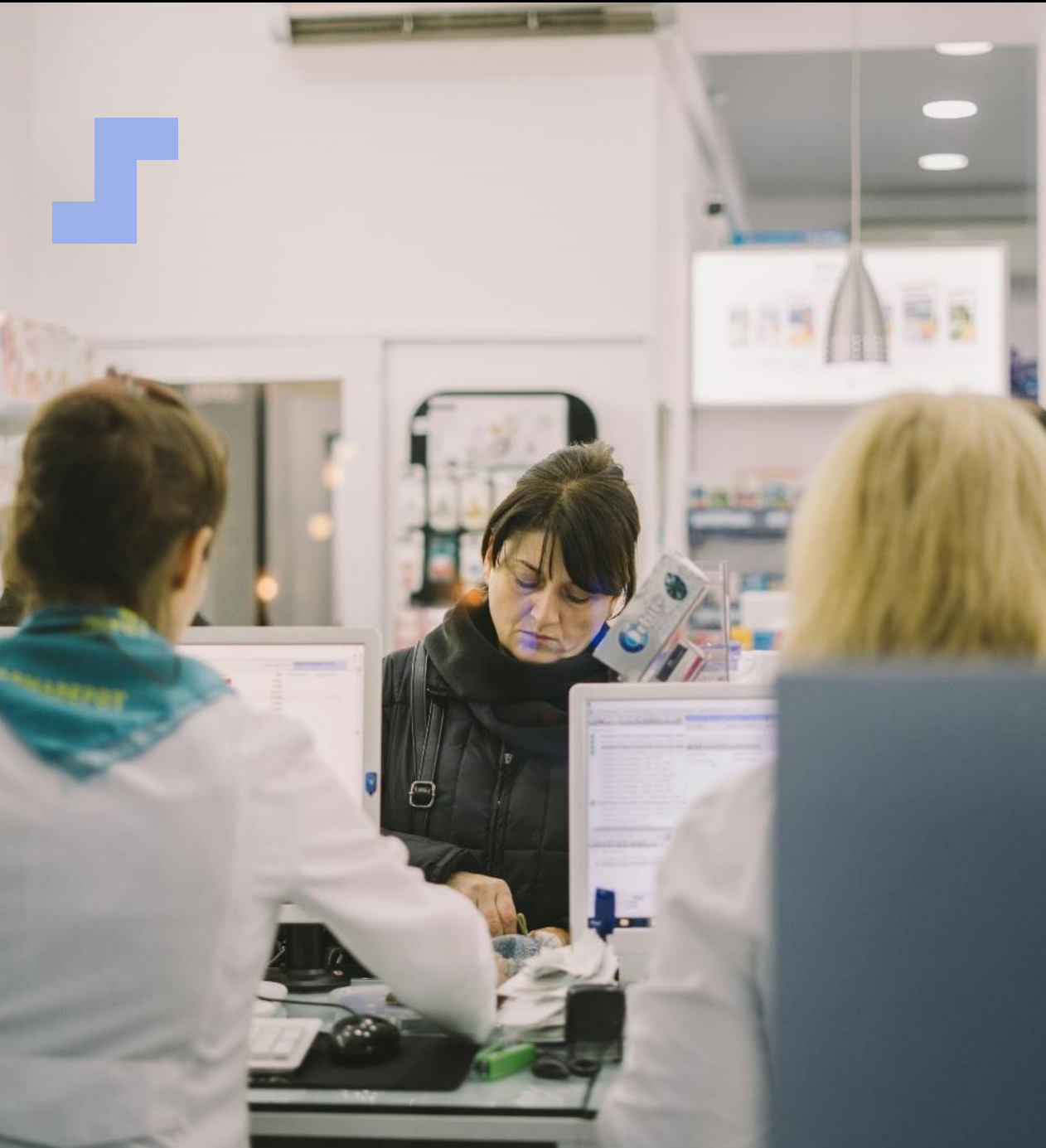
Showcase of a running co-creation program with german counties.

Germany's municipalities are at a turning point: Digitalization is stalling due to a lack of coordination and unclear responsibilities. The political independence of municipalities has fostered isolated approaches that hinder the modernization of citizen services and administrative processes. As citizens increasingly expect seamless digital services, a unified approach is becoming ever more urgent.

**How can we unite Germany's municipalities to advance digital transformation and improve citizen services?**

The goal is to present the existing Strategiewerkstatt format and jointly develop strategies to further enhance and effectively utilize it. This will enable municipalities to accelerate digitalization and provide user-friendly services.

We invite counties, regional associations, and civil society innovators to collaborate in a practical Strategiewerkstatt to shape digital transformation sustainably – for a connected Germany where citizens can easily access digital services.



# Digital Pharmacies: The Healthcare Ecosystem of the Future

A challenge by Apothekenkammer Nordrhein

The digital transformation presents pharmacies with an opportunity to expand their services and take on a central role in digital healthcare. By creating a digital ecosystem for interoperable healthcare services for pharmacies to enhance their efficiency and improve collaboration with doctors, patients, and other healthcare providers.

**How might we position pharmacies as future healthcare providers with integrated digital and personal consultations, offering connected solutions for patients, customers, and partners?**

The goal is to establish a flexible, secure, and user-friendly platform that provides pharmacies with access to new digital opportunities and fosters collaboration.

Potential solutions could include the creation of a business model to operate a shared platform as well as the architecture to enable the connected healthcare services.

Technology companies, healthcare providers, pharmacy associations, and public institutions are invited to contribute their expertise to jointly shape the digital transformation of pharmacies.



# Transforming the Hospital Patient Journey with telematic-assisted solutions

A challenge by Medizinische Universität Lausitz

Hospitals and healthcare workers face rising workloads, while patients struggle with inefficiencies caused by fragmented systems. As digitalization transforms healthcare, there is an urgent opportunity to create interconnected systems that enable secure, seamless data sharing across regional hospitals, clinics, pharmacies, and specialized care providers and also ensure regional control.

**How might we design and implement secure, interoperable systems to provide accessible, high-quality specialized care, such as cardiology, while streamlining collaboration across hospitals, clinics, pharmacies, and other healthcare providers?**

The goal is to enhance patient services and reduce staff workloads by establishing a digitally connected healthcare journey across all service areas.

Potential solutions include interoperable electronic health records, digital platforms for secure data sharing, and frameworks that ensure patient data privacy and accessibility across institutions.

Hospitals, regional clinics, medical and pharmacy associations, service and technology providers are invited to collaborate on creating scalable, innovative solutions for a truly interconnected healthcare ecosystem.



# AI for All: A Framework for Workforce-Wide Adoption

A challenge by Deutsche Telekom

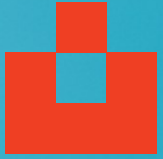
AI is becoming the defining tool for knowledge workers, unlocking new levels of efficiency and resilience in the face of economic and resource challenges. However, its benefits remain unevenly distributed across organizations, slowing progress and limiting potential gains. Companies like Deutsche Telekom illustrate that with the right frameworks, AI adoption can become a widespread reality, driving innovation and collaboration at all levels.

**How might we democratize AI adoption within organizations, creating inclusive frameworks that inspire, educate, and empower every worker to leverage AI effectively?**

The goal is to create a scalable, replicable approach for AI adoption that ensures every knowledge worker can confidently use AI to enhance productivity and contribute to organizational resilience.

Proposed solutions include fostering widespread inspiration for AI, building foundational literacy, enabling effective prompt usage, developing practical use cases, and sharing best practices across industries.

This challenge calls on corporations, AI experts, training specialists, and industry leaders to collaborate on developing frameworks, sharing insights, and driving the democratization of AI adoption globally.



# Climate-Neutral Buildings – A Business Model for Change

A challenge by Gaia-X Deutschland Community

By 2045, 21.6 million buildings in Germany are to become climate-neutral – a challenge requiring innovation, collaboration, and the integration of processes and data. The goal is to reduce energy consumption, CO<sub>2</sub> emissions, and costs while improving living comfort and property values.

Preliminary projects have laid the groundwork for a sustainable, efficient, and data-sovereign ecosystem. This ecosystem is based on GAIA-X Dataspaces, AI-powered automation, and data-driven collaboration.

The next step is to develop a business model to quickly turn this potential into practical solutions.

**How can we build a digital platform that connects stakeholders, optimizes processes, reduces costs, and accelerates modernization?**

Short-term solutions could include leveraging funding programs and introducing “blended financing” models that combine public-private partnerships, impact investments, and thematic bonds. These models could help mitigate risks and scale the platform more rapidly.

All stakeholders – from planners to operators – as well as impact investors and funders are invited to co-develop innovative approaches and tackle this transformative challenge together.



# Efficient return of used devices

A challenge by Congstar and Telekom Deutschland and DHL

In a world where resource scarcity and e-waste are becoming critical challenges, the return of used devices is a crucial step for a circular economy to work. However, currently few devices are returned to manufacturers or recyclers. Instead, they end up in drawers, containers or unsorted collection points, making their recycling uneconomical.

Without a systematic return model, the potential for recycling devices and components remains largely untapped. This not only means the loss of valuable resources, but also missed business opportunities, particularly in the areas of logistics and recycling.

**How could we develop a solution that makes it possible to efficiently increase the return of used devices while making it economically attractive?**

The goal of this challenge is to increase the number of devices that find their way back to manufacturers and remanufacturers to extend their useful life and promote the sustainable use of resources. At the same time, logistics providers like DHL could use this potential to develop new business opportunities.

Possible solutions include digital platforms that provide end users with clear return processes, incentive models for returns such as vouchers or discounts, and standardised processes for sorting and recycling devices. The integration of logistics service providers for simple returns by parcel could also significantly increase the rate of returns.

We invite manufacturers, logistics companies and other innovators to work together to strengthen the circular economy and shape a sustainable future through innovative recycling solutions.





# Unlocking the Twin Transformation with AI

A challenge by CSCP

In a world marked by economic uncertainty, businesses must integrate sustainability and innovation to remain competitive. The sheer volume of data across digital and environmental domains often leaves decision-makers unable to identify high-impact opportunities for sustainable growth. Without actionable insights, companies struggle to transform sustainability from a cost center into a driver of innovation and profitability.

**How might we design an AI-based assistant to empower decision-makers in identifying leverage points that align sustainability goals with profitable innovation?**

The goal of this challenge is to accelerate the twin transformation of becoming both competitive and sustainable, driving growth while reducing environmental impact.

Solutions could include AI-powered strategic tools, data visualization platforms, or adaptive decision-support systems that enable leaders to unlock actionable insights.

We invite innovators, industry leaders, and sustainability advocates to collaborate in turning sustainability into a competitive advantage through AI-driven solutions.



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# 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.