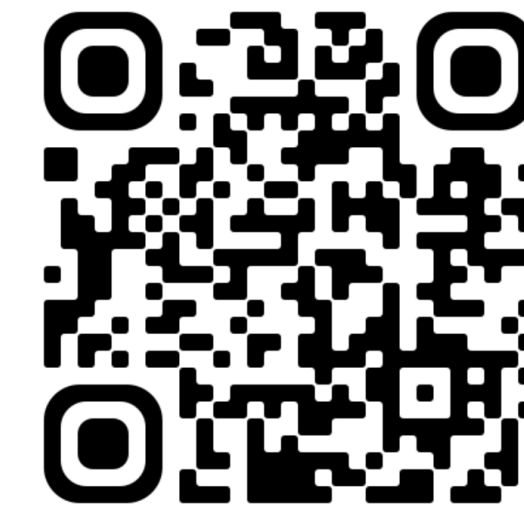




Creation

Program 2025

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



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 and 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 and with fact-based optimism we can tackle the opportunities 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.

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Let's co-create stories of success in 4 domains

Corporate
Responsibility

Industry and
Finance

Cities and
Regions

Healthcare

Curators



Stephan König
Head of Strategy
Group Corporate
Responsibility
Deutsche Telekom



Yvonne Zwick
CEO B.A.U.M. e. V.



Giorgia Rambelli
Director Mission
Innovation
Urban Transitions Mission



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



Jens Mühlner
CEO
Charta Digitale Vernetzung e.V.



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



Andree Pruin
Policy Advisor Digitalization
German County Association



Dr. Paul Hadrossek
CEO
Spitzenverband Digitale
Gesundheitsversorgung

These are our challenges 2025

Corporate Responsibility

Industry and Finance

Cities and Regions

Healthcare

Current Challenges

Scaling News Profi: An Industry Collaboration to Fight Fake News

Procurement - Resilience and risk mitigation in supply chains

Improving disaster response with citizen engagement and data

Building a digital ecosystem for pharmacies to improve healthcare

Place for your challenge

Place for your challenge

Shared Digital Infrastructure and Blended Finance for Urban Transformation

Transforming the Hospital Patient Journey with Digital Solutions

Scaling Media Competence to Safeguard Democracy

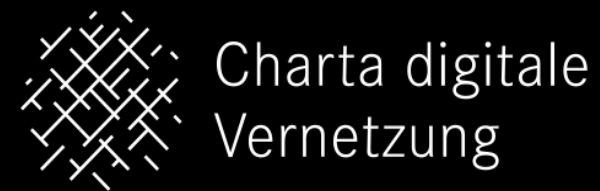
Democratizing AI: A Framework for Workforce-Wide Adoption

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Democratizing AI: A Framework for Workforce-Wide Adoption

Together we work on solutions.

Partners 2024 - partnering 2025 just started



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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.

Massamba Thioye

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



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

Melanie Kubin-Hardewig

VP Group Corporate Responsibility Deutsche Telekom



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

Knuth Molzen

Senior Vice President bei T-Systems International

The Creation Journey 2025

Berlin, and Munich in March

We curate challenges

Inspiration Studios

Build a community with trust and engagement around challenges

Explore challenges in depth

Bonn, April 29.

We enable solutions

Ideation Day

Show the whole spectrum of challenges and work on them

Onboard additional collaborators and potential partners

Bonn, June 18.

We drive scale...

Innovation Day

Show solutions and gain publicity

Create commitment for scale

To be announced

... with partners

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.

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Join us to become part of our journey

Events

Inspiration Studios

Cities and Regions
Berlin, March 11-12

Healthcare
Berlin, March 12-13

Industry and Finance
Munich, March 18-19

Corporate Responsibility
Munich, March 19-20



A place for meaningful conversations, inspiration, and connection

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.

Creation Ideation Day

April 29, 2025 | Bonn



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.

Creation Innovation Day Where Commitments to Impact are made

June 18, 2025 | Bonn



Innovation Day marks an end and a beginning.

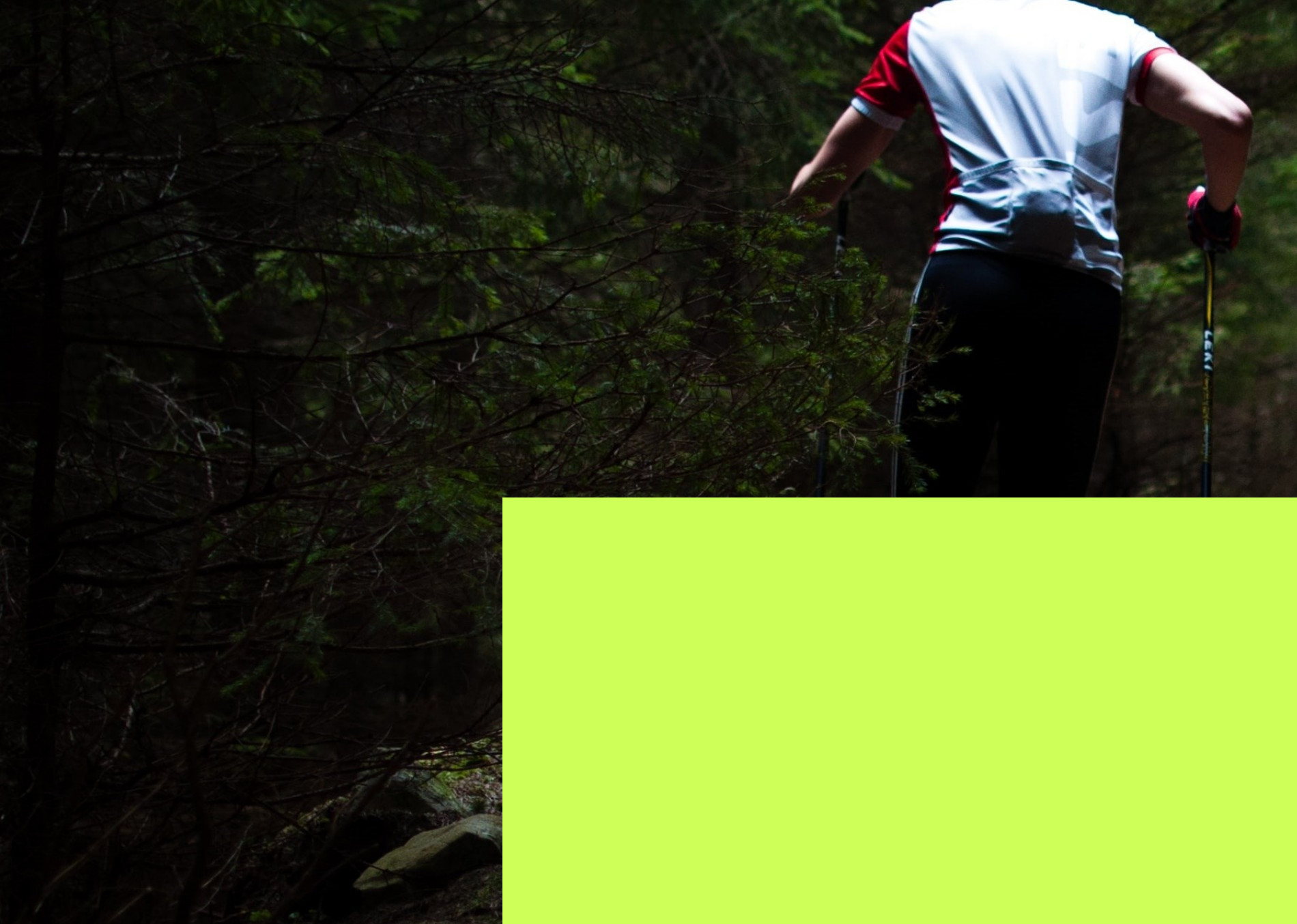
The end of a co-creation journey

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.



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



Join us

Organizations engaged in X-Creation



X-Creation is a curated community and service that accelerates impactful innovations.



Become a part of a growing innovation community



Season	2023	2024
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 Netz, 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

No Cost, Big Impact

Join our program at zero cost, gaining unique insights and skills in co-creation within a dynamic ecosystem.

Collaborate with Visionaries

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

Fun-Driven Innovation

Create, learn, and connect in an enjoyable, energized environment where collaboration feels as rewarding as it is enjoyable.

Become a supporting partner: Drive impactful innovation together!

Partners 2024



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

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Please approach us to become a partner in 2025!

Take part in
our Inspiration
Studios

Sign up at
www.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](#)




 **Creation**

Creation

We are a curated

 **innovation
community**

and **service** 
that accelerates

positive

 **impact**

Bringing together a

 **highly diverse**
group of practitioners

from **companies** 

 **universities**

administration 

 **and non profits**

We are **pragmatic**

 **dreamers**

because we know
that

we

are

 **better together**

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