



WORLD
GOETHEANUM
ASSOCIATION

World Goetheanum Forum

2020

October
2 to 3, 2020

What matters?
Moving between inner
and outer values

When numbers and figures
Are no more the key for all creatures,
When those that sing or kiss
Know more than the scholars know,
When the world comes to free life
And the world returns to itself,
When light and shadow embrace
Each other again for the sake of clarity,
And we in tales and fables discover
The true world stories,
Then faced with a secret word
All error fades away.

Novalis (Georg Friedrich Philipp
Freiherr von Hardenberg) written in 1800

Dear invited guests,

«What matters?» is the question we pose in times when the customary is no more enough; when most important of all is to assume previously unknown considerations; when we are forced to maintain a distance that is directly and personally felt; and when we must care about what's going on in the whole world.

Like a magnifying glass, the Corona event brings humanity and its crises into focus, while simultaneously showing vulnerability and the possibility of change.

What matters, when it comes to solve health, environmental and social crises?

The increasing specialization of mankind obstructs the view to grasp the larger context. A human ability is now necessary—through the integration of thinking, feeling and willing—to recognize, make visible and allow a participation in relationships. As it is today, the world is a product of ourselves. Therefore there is a chance that we can change our

present environment for the better.

What is the main quality needed for such a shift to take place in each one of us?

Jointly with entrepreneurs from the commercial and non-profit sectors, who have partly worked for more than 30 years to bring transparency to the world of conventional evaluations that are still a routine today, we want to apply spiritual-scientific knowledge and practical examples to define what matters for us, and how to strengthen the changes that we long for.

We cordially welcome you to this year's World Goetheanum Forum. Together with companies and initiatives we will all engage in finding helpful ways and opportunities for cooperation.

The Preparation Team



Katharina
Hofmann



Florian
Kollewijn



Georg
Soldner



Andrea
Valdinoci

The FORUM has a threefold structure:

Part I

From real life practice: Keynotes

We will start with keynotes by *Volkert Engelsman* (True Cost Accounting), *Daniela von Pfulstein* (Economy for the Common Good), and *Christian Hiss* (study «Correct calculation»). They will give us a personal insight into their experiences.

Volkert
Engelsman
True Cost
Accounting and
more



Daniela
von Pfulstein
Economy for the
Common Good



Christian
Hiss
Study «Correct
calculation»



Thematic workshops

In joint workshops devoted to various professional fields and areas of work, like medicine, agriculture, curative education, etc. we will deepen experience reports and develop proposals, with a view to further social development, on what could be transformed in these areas of work, especially concerning transparency, sustainability and common interest values.

In focus

«True Cost, Common Goods and True Value» as main theme

The entire thematic span will be examined. Our keynote speakers *Volkert Engelsgeman*, *Daniela von Pfulhstein* and *Christian Hiss* will approach the subject according to interests and commitments such as: What kind of changes are needed in accounting principles, as well as in the political framework and among producers, so that our economic activities are not directed to partial social interests, but rather to global ones?

The speakers will show what kind of opportunities a change can offer, including for personal interests. Then after all it's a matter of developing a vision of the future that makes life worth of living— from infancy, through the professional

working life, up to an older age.

It's a case of honesty: we are deluding ourselves when we do not include «externalized costs» and do not look at the total assets of each fiscal year, and thus fully display the investments in natural and social capital. The profit account must be kept correct and complete, so that we are not misled into making a one-sided financial profit.

The speakers will encourage a new orientation for our thoughts and actions, according to the basics of our existence and in favour of an ethical economic model that focuses on the well-being of both Mankind and the Environment.

Part II

Review and impulse contributions

In short contributions from real life practice, essential current topics will be approached to supplement and deepen the spiritual perspective, and to link them to the forum topic «What matters?»

- *Georg Soldner* (Medical Section at the Goetheanum), in German: One health—Ecological Medicine and Pharmacy?
- *Johannes Kronenberg* (Youth Section at the Goetheanum), in German: The earth as a mirror of the human being. What matters right now?

In two impulse contributions we will explore aspects of the topic «What matters?»

- *Annette Massmann* (Zukunftsstiftung Entwicklung), in German: Immediacy, vitalization, community building—from empathy to action
- *Tido von Schoen-Angerer* (Physician and former project director of Médecins Sans Frontières), in German: Successes and crises in anthroposophical impulses in the world



Johannes Kronenberg
Youth Section at the
Goetheanum (CH)



Georg Soldner
Medical Section at the
Goetheanum (CH)



Annette Massmann
Zukunftsstiftung
Entwicklung (D)



Tido von Schoen-Angerer
Physician and former pro-
ject director of Médecins
Sans Frontières (CH)

Part III

Aims, strategies and methods—Interdisciplinary workshops

Groups from different fields of work and professions meet in new interdisciplinary workshops. In a cross-sectional dialogue they will work out visions and models for the future.

The aim of the workshops is to advance the topics as concretely as possible, and later present the discussed results in an adequate manner.

Friday, October 2

09.00–11.00 Arrival and registration
09.30–10.30 Goetheanum guided tour

11.00–11.15 Welcome

11.15–12.00 **«What matters? True Cost, Common Goods and True Value»**
Methodological approaches to transformation—Keynotes *Volkert Engelsman* (True Cost Accounting, in English) *Daniela von Pfulstein* (Gemeinwohl-Ökonomie, in German) *Christian Hiss* («Richtig Rechnen», in German)

12.00–13.00 **Questions & Answers**
Dialogue with the contributors

13.00–14.30 Lunch break

14.30–16.00 **Thematic Workshops**

16.00–16.30 Coffee break

16.30–17.30 Plenum

17.30–18.30 **What matters? Reflection power for change**
One health—Ecological Medicine and Pharmacy?
Georg Soldner (Medicine, in German)
The earth as a mirror of the human being. What matters right now?
Johannes Kronenberg (Environment/Climate, in English)

18.30–20.00 Evening break

20.00–21.00 **Scenes from the new production «Goethe's Faust 1&2»**
Andrea Pfahler, Acting direction
Eduardo Torres, direction Eurythmy
With actors from the Faust Ensemble at the Goetheanum and an introduction with *Stefan Hasler*

ab 21.00 Night café

Saturday, October 3

08.30–09.00 «Thinking—Feeling—Willing»
Joint eurythmic practice with *Carina Schmid*

09.00–10.15 What matters in the future?
What matters in times of crisis?
Immediacy, vitalization, community
building—from empathy to action
Annette Massmann (Zukunftsstiftung Ent-
wicklung, in German)

Successes and crises in anthroposophical
impulses in the world
Tido von Schoen-Angerer (Physician and former
project director of Médecins Sans Frontières,
in German)

10.15–10.45 Coffee break

10.45–13.00 Interdisciplinary workshops

13.00–14.30 Lunch break

14.30–16.00 Futuristic initiatives introduce themselves

16.00–16.30 Coffee break

16.30–17.30 Closing

18.15–22.00 Forum dinner

Moderation: *Andrea Valdinoci* and *N. N.*



Foto © Lucia Hunziker

Faust

Thematic workshops

Friday, October 2

14.30–16.00

A1 — Agriculture

How can the transition to ecological-social agriculture be successful concerning new accounting methods?

Christian Hiss (Regionalwert AG/GER), *Elfi Seiler* (St. Peter Apotheke/CH), *Sebastian Bauer* (Software AG Foundation/GER), *Mathias Forster* (Bio-Foundation/CH) and others (GER/EN)

A2 — Energy

We have modified, but not yet enough transformed!

Jörg Probst (Gertec/GER), *Johannes Kronenberg* (Youth Section at the Goetheanum/CH), *Ursula Sladek* (Energiewerke Schönau/GER), *Verena Wahl* (Section for Agriculture at the Goetheanum/CH) and others (GER)

A3 — Medicine

The relevance of health for enterprise success—
The quality of human relations in the tension field between expenses and profit

Michael Hösterey (Occupational Health Management/GER), *Christa Foppe* and *Harald Matthes* (Gemeinschaftskrankenhaus Havelhöhe/GER), *Georg Soldner* (Medical Section at the Goetheanum/CH) and others (GER)

A4 — Curative education, emergency pedagogy and pedagogy

What basic principles are needed for ecological-social action today?

Remco Bakker (Raphael Foundation/NL), *Annette Massmann* (Zukunftsstiftung Entwicklung/GER), *Reinaldo Nascimento* (Freunde der Erziehungskunst, Emergency Pedagogy/BRA), *Joan Sleight* (Social Initiative Forum/CH) and others (EN)

A5 — Legal bases

New approaches in old law. Trustees, joint ventures, securing land against speculation— it works, what more do we need?

Friederike Mainz (Lawyer/GER), *Andrej Schindler* (Trias Stiftung/GER), *Annette Bopp* (Buschberghof/GER), *Helmy Abouleish* (Sekem/EGY) and others (GER)

A6 — Telekommunikation

From possibilities to needs—How can digital tools promote collaboration?

Michael Heissenberg (Aprixon/GER), *Lukas Kunert* (elinor/GER), *Aurelio Parodi* (revendo/CH), *Florian Kollwijn* (Chancen eG/GER) and others (GER)

A1



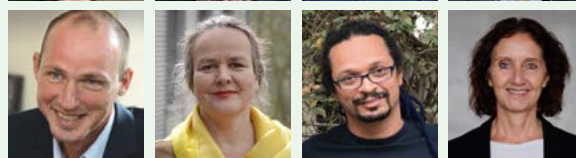
A2



A3



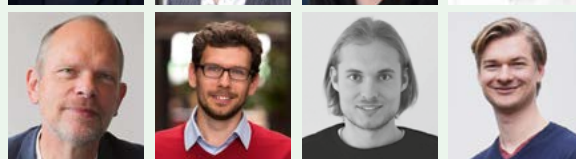
A4



A5



A6



Interdisciplinary workshops

Saturday, October 3

10.45–13.00

B7 — Economy for the Common Good

Practical experiences with partners of the World Goetheanum Association and the next social steps

Daniela von Pfuhlstein (Economy for the Common Good/GER), *Stefan Voelkel* (Voelkel GmbH/GER), *Inke Kruse* (Stockmar/GER), *Ueli Hurter* (Section for Agriculture at the Goetheanum/CH) and others (GER/EN)

B8 — Public relations

What prerequisites are needed also in difficult situations for «acting» instead of «reacting»?

Tido von Schoen-Angerer (Physician and former project director of Médecins Sans Frontières/CH), *Benjamin Hohlmann* (Kaffeemacher/CH), *Wolfgang Held* (Das Goetheanum/CH), *Petra Derkzen* (Demeter International/NL) and others (GER)

B9 — Consulting

Which process designs are vital for the development of organizations and enterprises today?

Marlin Voß (Oniino/GER), *Hilmar Dahlem* (IMO/GER), *N. N.*, *Justus Wittich* (Goetheanum/CH) and others (GER)

B10 — Finance

Financial world in upheaval—What qualities will tomorrow's currency have and what does this mean for our handling of money?

Sanika Hufeland (Institute for Social Banking/GER), *Christian Gelleri* (Regional Currencies/GER), *Sebastian Bilbao* (Currency related to threefolding/CAN), *Michael Brenner* (Weleda/CH) and others (GER)

B11 — Training

Exploring association—What's new about association? Insights into an associative workshop and co-creative space for new associative experiments

Isabella Heidinger (Weleda/GER), *Johannes Prahl* (GLS Bank/GER), *Carsten Scheunemann* (NTT Data/GER+JPN), *Melanie Reveriego* (Parzival-Zentrum/GER) and others (GER)

B12 — Images of the future

What matters tomorrow? An insight into the research project of the Youth Section at the Goetheanum and Voices from the Youth

Andrea De La Cruz Barral (Youth Section at the Goetheanum/CH), *Magdalena Ries* (Democratic Voice of the Youth/GER), *Helene Hasler* (CH), *Fabio Brescacin* (EconaturaSi/ITA) and others (GER/EN)

B7



B8



B9



B10



B11



B12



Learning from initiatives and projects

With the help of our worldwide partners, the Trust Committee of the World Goetheanum Association and the FORUM Preparation Team, a number of initiatives and projects were selected for public presentation and appreciation on Saturday 3.

Essentially the projects correspond to the following criteria of the World Goetheanum Association Charta (worldgoetheanum.org/charta):

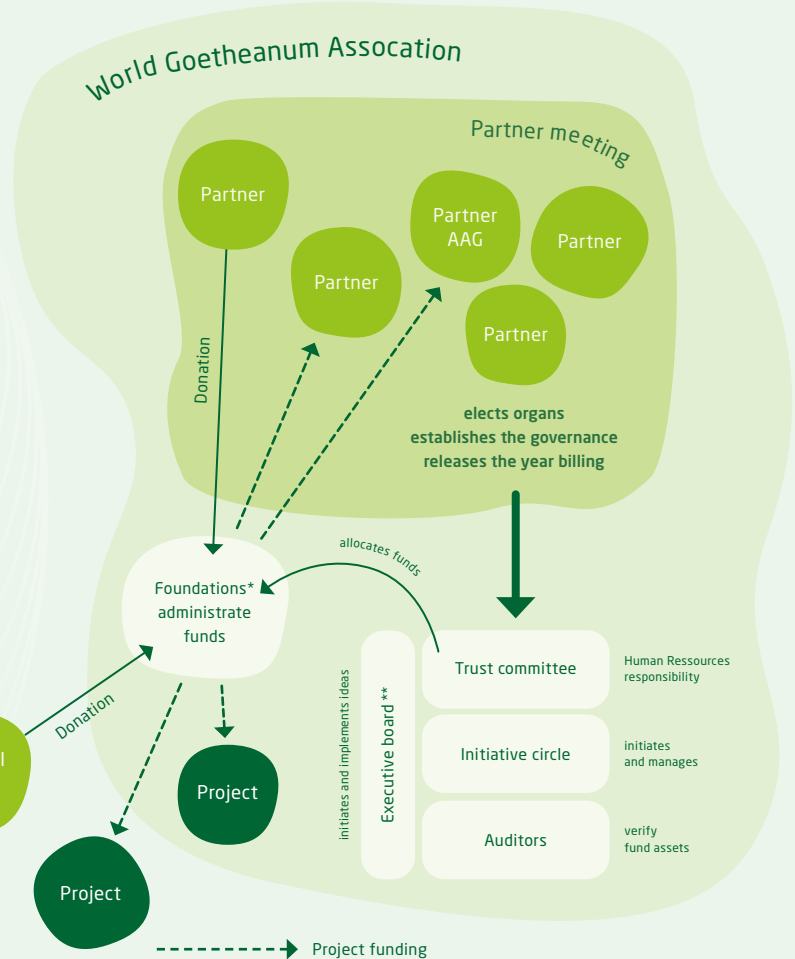
- Enable open spaces for dialogue
- Network to promote interdisciplinary processes
- Network to promote cross-sectoral innovations
- Cooperation between practical experience and research
- Fruitful development of Anthroposophy
- Responsible relationship with the earth, humanity and the spiritual world



**WORLD
GOETHEANUM
ASSOCIATION**

The World Goetheanum Association

is the initiator of the FORUM. It was founded on May 18, 2018 with the support of the Goetheanum. Today it has approx. 150 partners, consisting of enterprises, institutions, non-profit initiatives and independent professionals. The WGA is committed to the future of mankind and earth, based on human dignity and living responsibility. Its actions are guided by the vision of a fair world. The network of partners considers itself as part of a movement that seeks, promotes and implements a new and comprehensive view of humanity.



Additional information:
www.worldgoetheanum.org

* Evidenz Foundation (CH) / Förderstiftung Anthroposophie (Germany)
 ** Implemented by the AAG and the foundations* as eligible project

Imprint and legal partners

Goetheanum

The Goetheanum is the seat of the worldwide active School of Spiritual Science. With its eleven sections it is engaged in research, development, instruction and the practical implementation of its results. Its work is supported by the Anthroposophical Society.

www.goetheanum.org



Goetheanum

Freie Hochschule
für Geisteswissenschaft

Anthroposophy Support Foundation

The Anthroposophy Support Foundation was founded in the early 2000s, thanks to an inheritance, with the aim of supporting projects that represent the central concerns of anthroposophy in the fields of science and research, and implementing them in the world.

www.foerderstiftung-anthroposophie.de



**Förderstiftung
Anthroposophie**

World Goetheanum Association

Rütliweg 45, CH-4143 Dornach

www.worldgoetheanum.org

Evidenz Foundation

During the last 25 years the Evidenz Foundation has been supporting promising projects in the anthroposophical environment and above all initiatives that encourage young people to become entrepreneurs.

www.stiftung-evidenz.org

Stiftung Evidenz

