Momentum 2017 "Vielfalt" – Abstract @ Track #10: "Vielfalt – Ein Wert für sich?"

"Co-creation among poor and rich for a better world"

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1. Background

In 2015 Hans Stoisser published his book entitled *"Der schwarze Tiger – Was wir von Afrika lernen können"* based on his vast professional experience in foreign aid and management consultancy for and in Africa. This inspired the authors team to investigate what could be a new approach for Europe for possible cooperation between the two diverse continents, seen as *poor* (African Union) and *rich* (European Union).

2. Purpose of these efforts

We want to demonstrate how to work with complex questions by means of systemic thinking.

3. Approach

Diversity is an important source for creativity and innovation. To benefit from the diversity that Africa and Europe offers, the concept of "co-creation" can be a means to develop a different approach of building relationships, on all levels, from global to institutional to individual. Co-creation is a certain form of cooperation where two or more partners meet on eye-level and create new value, without pre-defined results.

Thus, to examine these possibilities and their impacts brings up complex questions. Systemic thinking can help to cope with complexity. Therefore we created a qualitative systemic cause and effect model to analyse impact chains and feedback loops. Impact chains as well as feedback loops are the result of investigating and examining *direct* impacts among factors. They provide beneficial and obstructive triggers and allow for a better understanding of the dynamics behind a challenge, its virtuous and vicious cycles as well as balancing effects.

4. Systemic model structure

a) The model contains five(5) levels:

 i. 1-GLOB – global level

 ii. 2-AU / EU – Union level (Africa / Europe)

 iii. 3-STATE – Government level of a single state

 iv. 4-SOC – on (civil) society level (i.e. parties, clubs, cultural societies, companies)

 v. 5-IND – Individual level

b) We have identified 50 factors, here displayed in alphabetical order, spread over five(5) levels:

(1) Global	(2) Union AU	(2) Union EU	(3) State	(4) Society	(5) Individual
China	Autocratic governments	Activities by civil society	(Civil) Wars	Corruption	Education of people in AU
Digital platforms	Autocratic modernization (China model)	Democracy	Crusted structures	Development of new technologies	Entrepreneurship
Global economy	Democratic governance	Dysfunctional aspects of finance business	Education system	Establishing and operation of attractive companies /institutes /associations	Fear
Mobility & communication	Economic growth, personal wealth	Europe, a cultural source	Laws securing / ensuring civil society activities	Growing middle class in AU	Interest - Curiosity
ROW (BRICS, AUS etc.)	Functioning social welfare systems in AU	Foreclosure against migrants	Populism	Open, client oriented and agile approach	Love
Russia	Tourism	Foreign aid acc. to "old" patterns	USA under Trump		Market(value) creating innovation
USA a global power (traditional view)	Natural resources supplier	Role model social welfare systems in EU			Satisfaction of safety needs
Exploitation of natural Resources	Push factor in poor countries	Migration from poor to rich countries			
	Reduction of poverty and social inclusion in poor countries	Outsourcing of economic decision to state level			
	Rule of law	Pull factors of rich countries			
	Self-contained technological development	Rule of law			

c) The overall time line considers ten(10) years, from 2017 till 2027.
   Impact periods are:

   i. Short term 1 – 2 years

   ii. Midterm 3 – 5 years

   iii. Long term 6 – 10 years

d) Impact power: Is the percentage effect on a factor from a 100% impulse from the source factor compared to other influences.

e) We are using the software iMODELER professional, Version 7.0.5 from Consideo GmbH, Lübeck, Germany.

5. <u>Systemic model development:</u>
   The model was developed by joint sessions of the authors team, searching for relevant factors and their <u>direct</u> connections (Picture 1). Logically valid indirect connections are the automatic result. A so called "Know-Why" questioning technique helped to create a useful model (a model cannot be right or wrong, but it can be useful or not). A complex data model is the result of these efforts. This data model can be computed and viewed from each factor's perspective. The so-called "insight matrix" delivers diverse information for any kind of decisions and concrete activities.
   Our efforts on model improvement are still progressing.

6. <u>Preliminary insights of our investigation:</u>
   As a typical example we drilled down on some of the factors to show possibilities for concrete actions.

   The analysis focus was set on the factor *"Co-creation POOR (AU) with RICH (EU) countries for a better World"* → the most influential factors on the focus at midterm view (3-5 years) are:

beneficial	obstructive
1. Market(value) creating innovation	1. Crusted structures
2. Digital platforms	2. Exploitation of natural resources
3. Growing middle class in AU	3. Populism
4. Co-creation itself (repercussion)	4. Fear
5. Tourism	5. Autocratic governments

   The analysis focus was set on the factor *"Market(value) creating innovation"* → the most influential factors on the focus at midterm view (3-5 years) are:

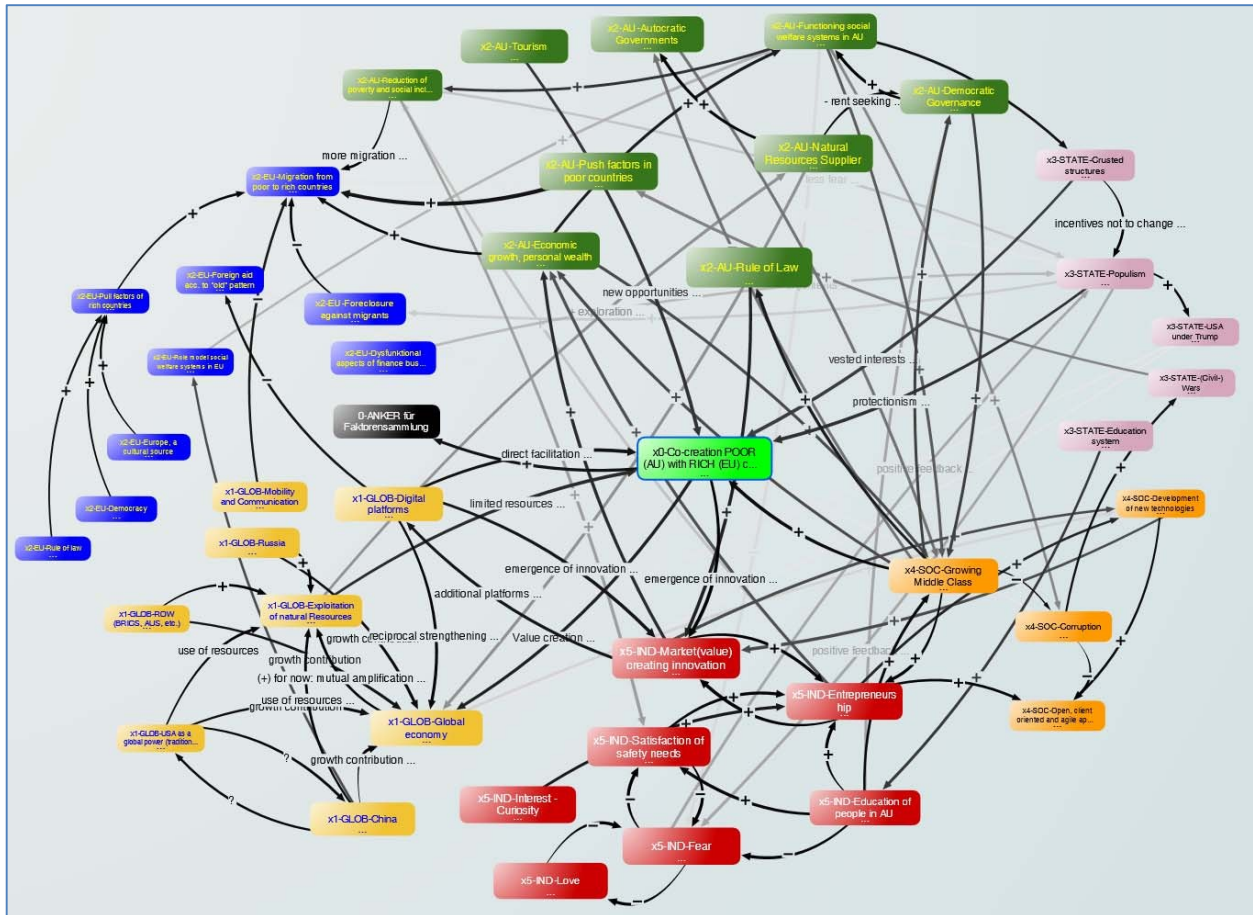| beneficial	obstructive
1. Market(value) creating innovation (repercussion)	1. Crusted structures
2. Digital platforms	2. Populism
3. Growing middle class in AU	3. Crusted structures
4. Entrepreneurship	4. Fear
5. Development of new technologies	5. Natural resources supplier

7. <u>Conclusion:</u>
   Systemic thinking by means of computerized modeling supports better decision making in a complex environment and can overcome simple and old-fashioned monocausal thinking.

8. <u>Literature:</u>

   • *Hans Stoisser, Der schwarze Tiger – Was wir von Afrika lernen können, Kösel Verlag 2015, -ISBN-13: 978-3466371259*

   • *Vester, Frederic. (1999) Die Kunst vernetzt zu denken: Ideen und Werkzeuge für einen neuen Umgang mit Komplexität. DVA, Stuttgart*

   • *Jackson, Michael (2000) Systems Approaches to Management. Routledge, London*

   • *Maxwell, Joseph A. (2012) A Realist Approach for Qualitative Research. SAGE, Los Angeles*

   • *Hastie, Raid; Dawes, Roby M. (2010) Rational Choice in an Uncertain World. SAGE, Los Angeles*

• Neumann, Kai (2014) Reflecting on Complex Challenges through Qualitative Modeling using the iMODELER. E:CO 16(2), p 29-43
• Neumann, Kai. (2013) 'Know Why' Thinking As A New Approach To Systems Thinking. E:CO 15(3), pp. 81-93
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9. **Pictures**

Picture 1

Screenshot from the Model