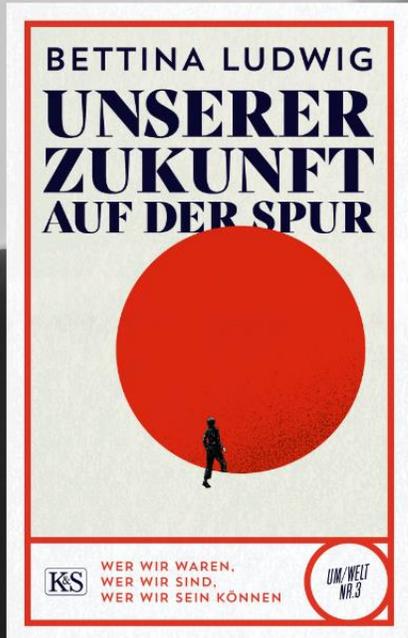


Founder of

# ZUKUNFTS SYMPOSIUM

Author of



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**ÜBER DIE ANALOGSTE ALLER WELTEN  
UND UNSERE DIGITALE ZUKUNFT**

**BETTINA LUDWIG**



**BETTINA LUDWIG**

Was ist die knappste  
Ressource der  
westlichen Welt?



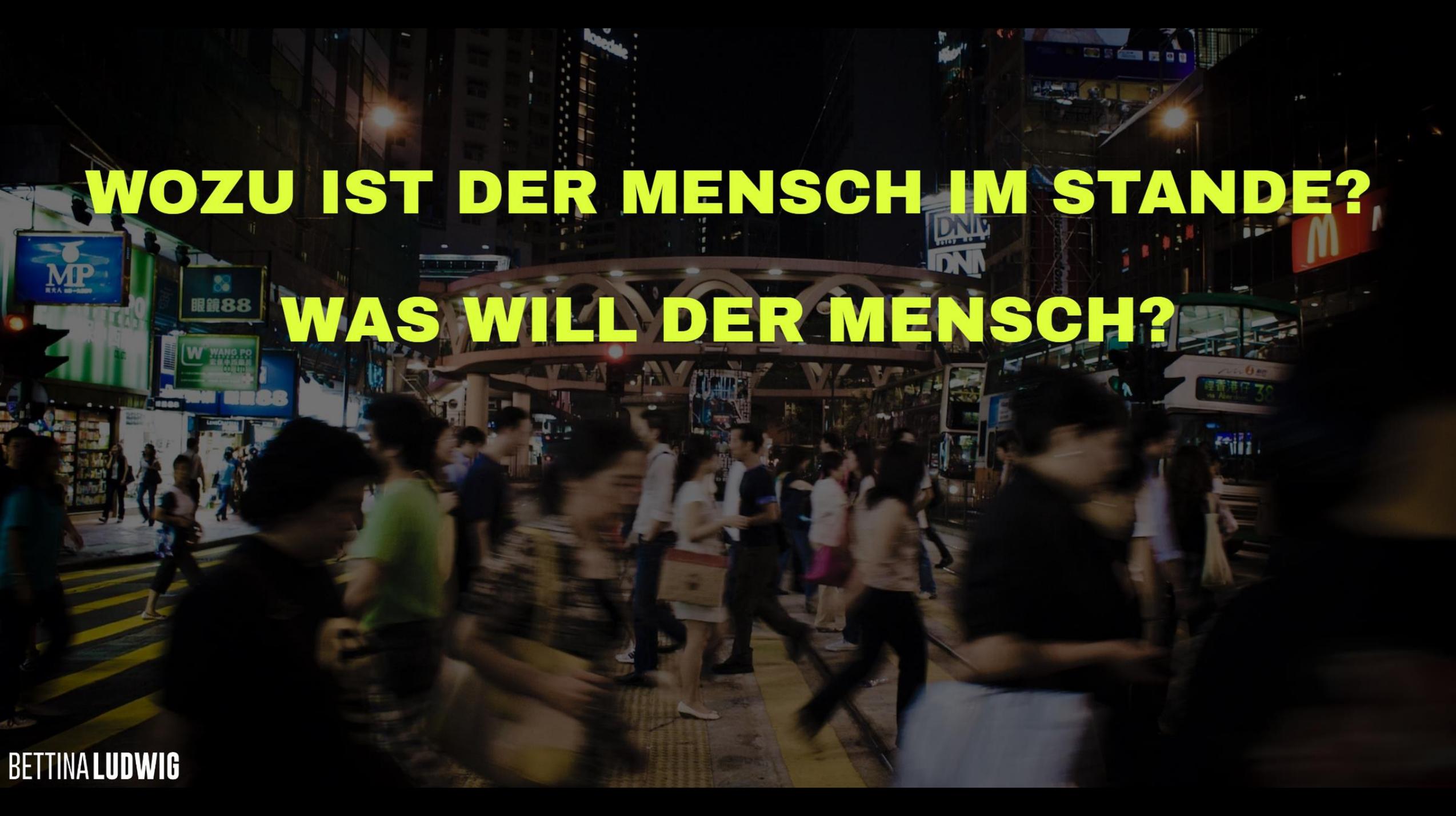
Was ist die knappste  
Ressource der  
westlichen Welt?

**DAS GEFÜHL VON ZUGEHÖRIGKEIT.**

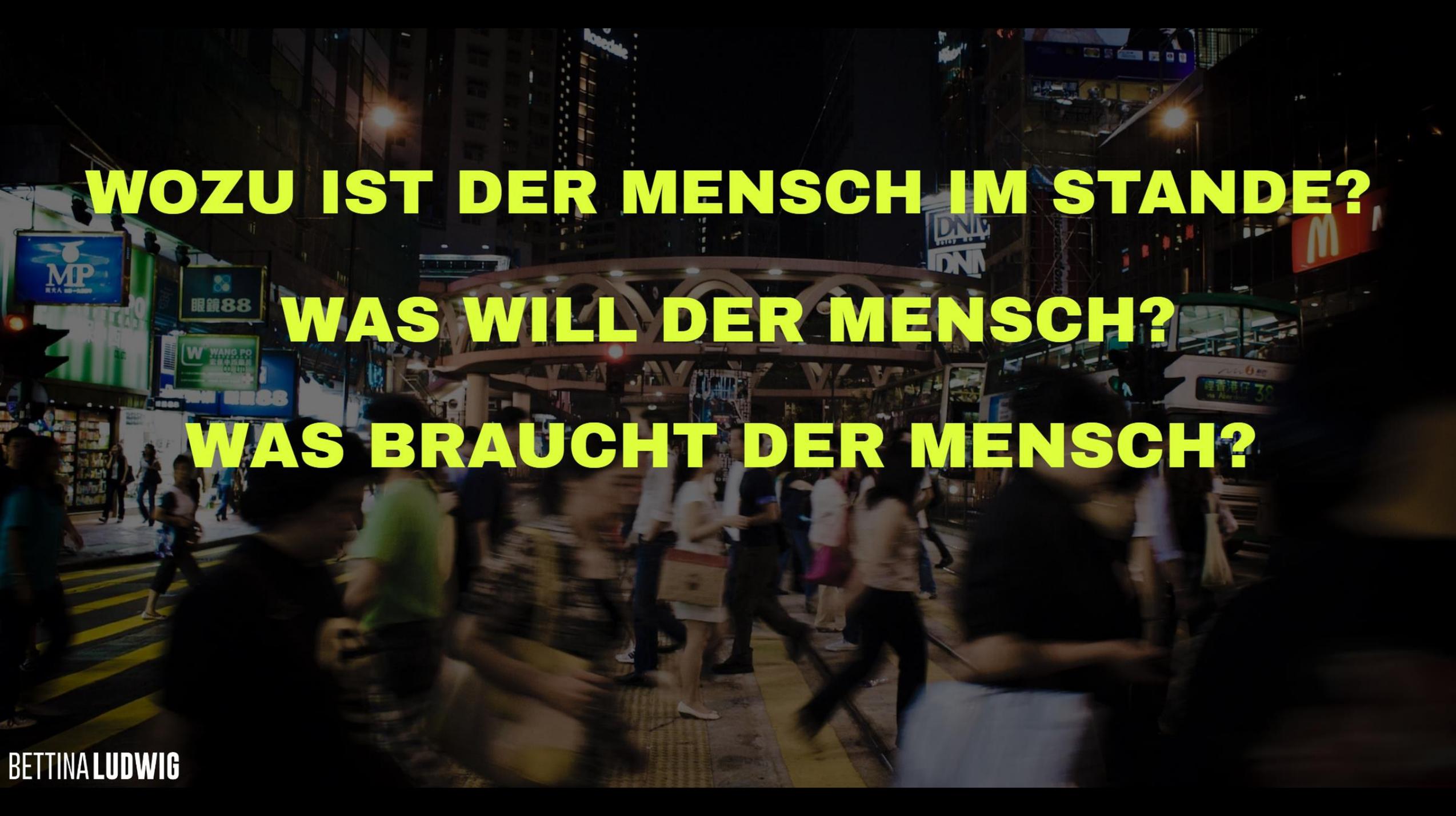


# **WAS BEDEUTET MENSCH SEIN?**

**WOZU IST DER MENSCH IM STANDE?**

A blurred, long-exposure photograph of a busy city street at night. The scene is filled with people walking, some carrying bags, and a double-decker bus on the right. The background is dominated by tall buildings with numerous illuminated signs and advertisements. The overall atmosphere is one of a vibrant, modern urban environment.

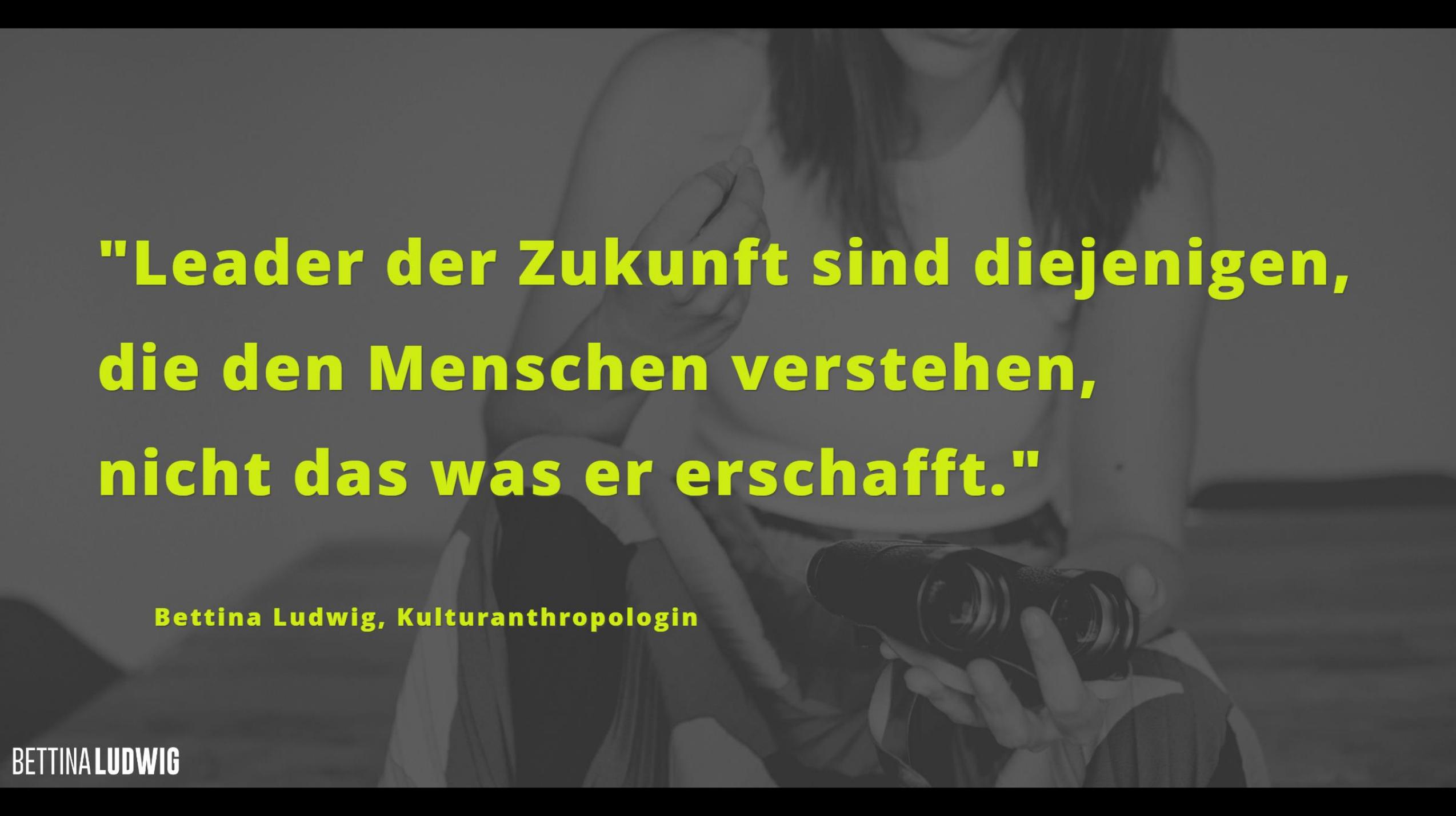
**WOZU IST DER MENSCH IM STANDE?  
WAS WILL DER MENSCH?**

A blurred, long-exposure photograph of a busy city street at night. The scene is filled with motion, with many pedestrians walking across the frame. The background is dominated by tall buildings and a dense array of illuminated signs and advertisements. Notable signs include 'MP', '眼鏡88', 'W WANG PO', 'DNA', and a McDonald's logo. The overall atmosphere is one of a vibrant, fast-paced urban environment.

**WOZU IST DER MENSCH IM STANDE?**

**WAS WILL DER MENSCH?**

**WAS BRAUCHT DER MENSCH?**

A grayscale photograph of a woman with long dark hair, wearing a light-colored top, holding a pair of binoculars. She is looking through them. The image is dimmed to serve as a background for the text.

**"Leader der Zukunft sind diejenigen,  
die den Menschen verstehen,  
nicht das was er erschafft."**

**Bettina Ludwig, Kulturanthropologin**



# Homo Sapiens

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BETTINA LUDWIG

# Homo Sapiens

300.000 Jahre

---

BETTINA LUDWIG

# Homo Sapiens

300.000 Jahre  
20.000 Jahre



**ALLES BESSER IN DER  
WÜSTE?**

**"Natur des Menschen"**



**Regeln der Gesellschaft**





**Weitsicht.**

**BETTINA LUDWIG**

**ZUGEHÖRIGKEIT.**

**WILLKOMMEN IM  
ZEITALTER DES GEBENS**



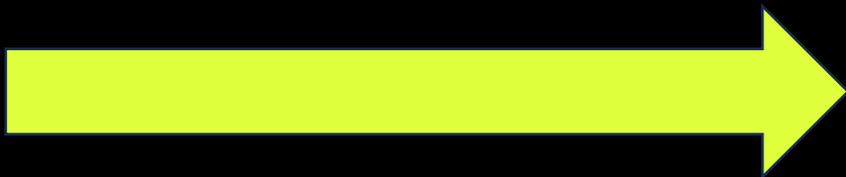
We live in a world that is about taking, yet people are made for giving.

---

30 days of giving in business

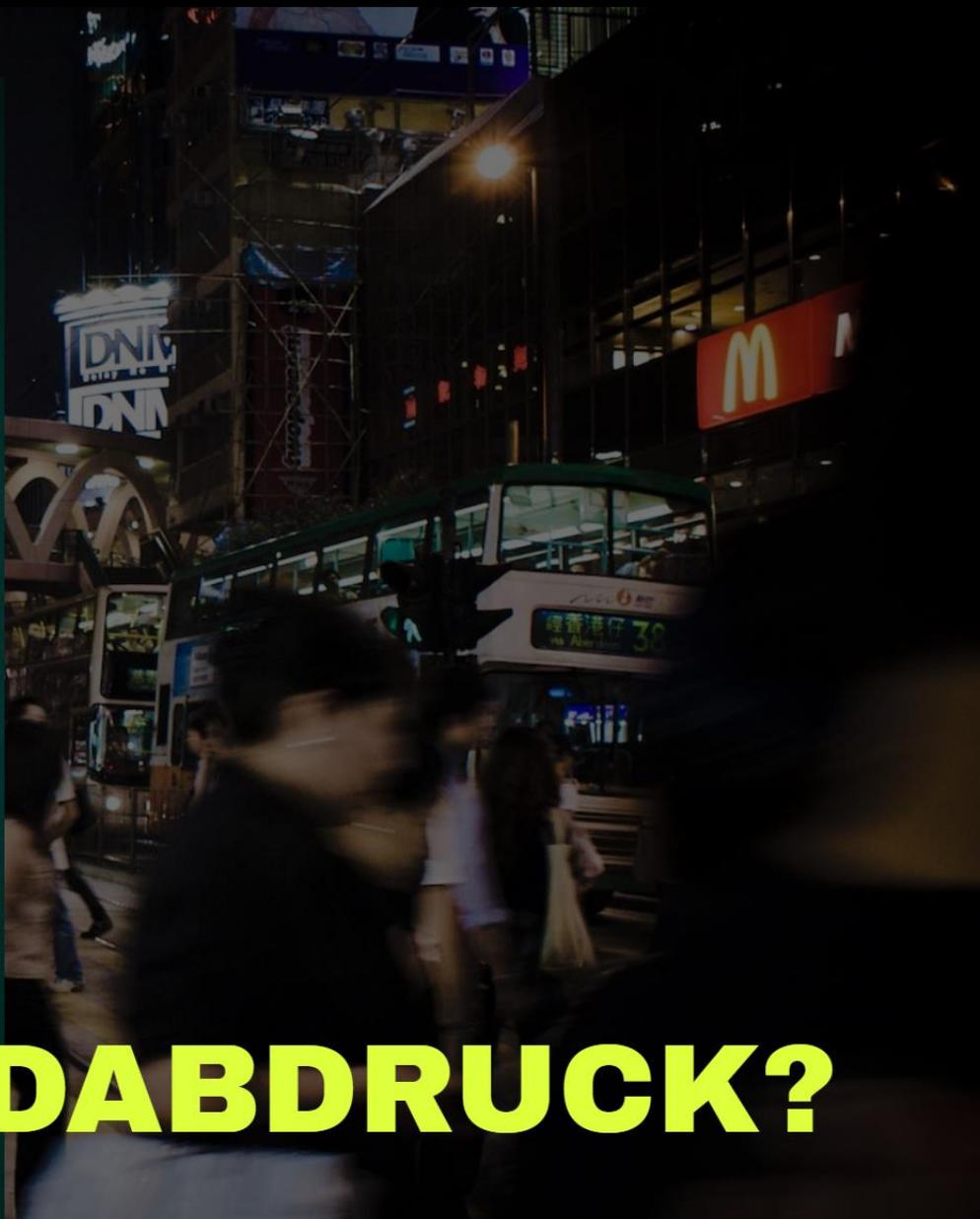


**HIER DOWNLOADEN:**



**Die digitale Zukunft  
beginnt in uns selbst.**

**Welche Geschichten**  
**erzählen wir uns?**



# WAS IST DEIN HANDABDRUCK?



**"Wir bekommen gerade die  
Chance wieder zu beweisen,  
dass wir Menschen sind."**

**BETTINA LUDWIG**

**“Wie die digitale Welt unser Leben verändern wird, kann nur in der analogen Welt ausverhandelt werden.”**



**"THE FUTURE IS INVENTED BY THE  
STORIES WE TELL TODAY."**

**BETTINA LUDWIG**

The image is a composite. On the left, a young girl with curly hair and a yellow bow is shown from the chest up, smiling and looking upwards. Her face and white dress are splattered with colorful paint. On the right, a large, detailed view of the Earth from space is shown, with swirling clouds and the blue of the oceans. The background is dark.

**WERTSCHÄTZUNG**

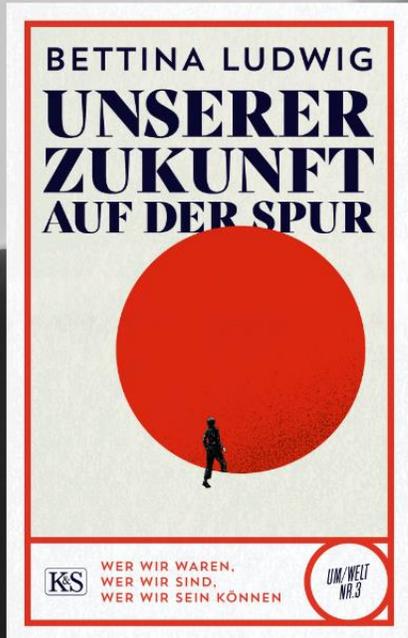
**HALTUNG**

**LIEBE**

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