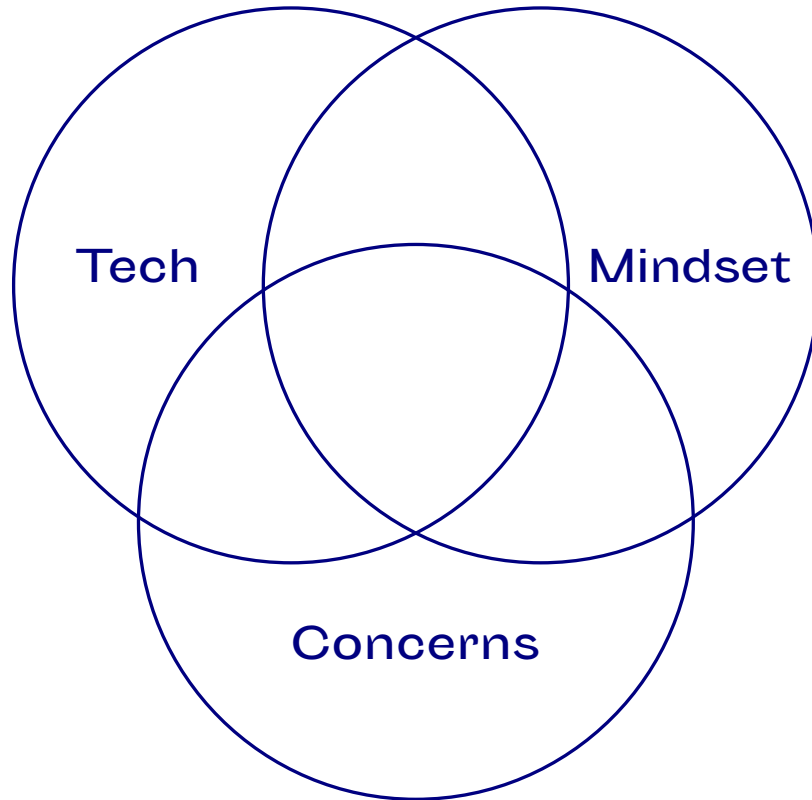


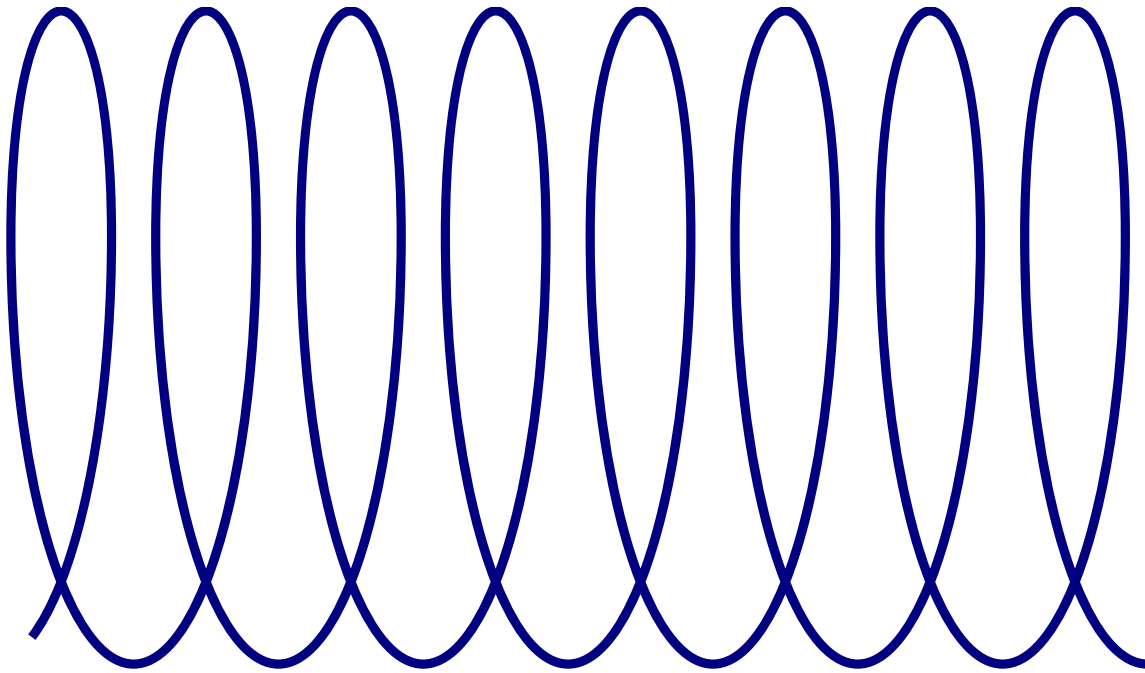
# Restarting Development Aid



Development Aid is in crisis. Billions of Dollars did not have much effect. A re-start is needed.

Advanced digital technology and management practice has the power to organize people, knowledge and finance in a fundamentally new way. Transformation will happen where concerns, mindset and tech meet.

# Development Aid is in crisis



Development aid is an established part of foreign policy. It is a routine in western societies to deal with the so called “developing countries”. For decades billions of dollars from government and private donors have been transferred without lasting effect .

Some effects of development aid even proved to be counterproductive as local regimes and elites were supported that are part of the problem. Development aid needs a radical transformation.

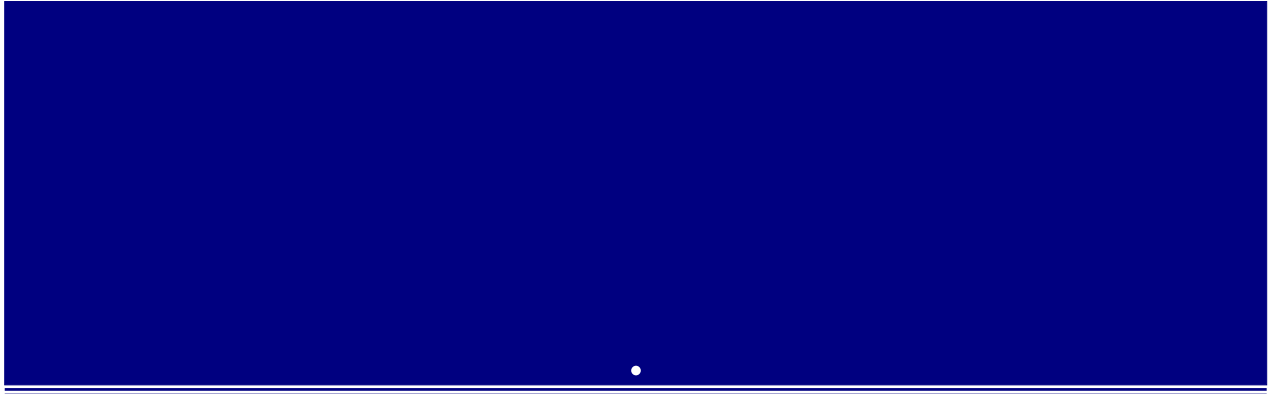
Countries in Africa and on other continents still struggle with poverty, limited government control, substantial social and regional disparities, ecological issues and lost opportunities in healthcare and education. Refugees flee from war and lack of perspective in search for opportunities. They put additional stress to hosting communities.

There is a need for structures that connect givers and takers in new ways.

Takers should be enabled to develop projects on their own rather than meeting the goals of the giver’s programs.

Individuals and communities should no longer be the object of the giver’s plans but develop their ability to design their living conditions in a spirit of continuous improvement.

# Concerns and Transformation



Transformation starts with a question: How can values and concerns become a starting point for anticipating new qualities? Concerns are the driving forces of action. Concerns design people's frame of mind and generate the energies to act. Common concerns build strong communities of practice.

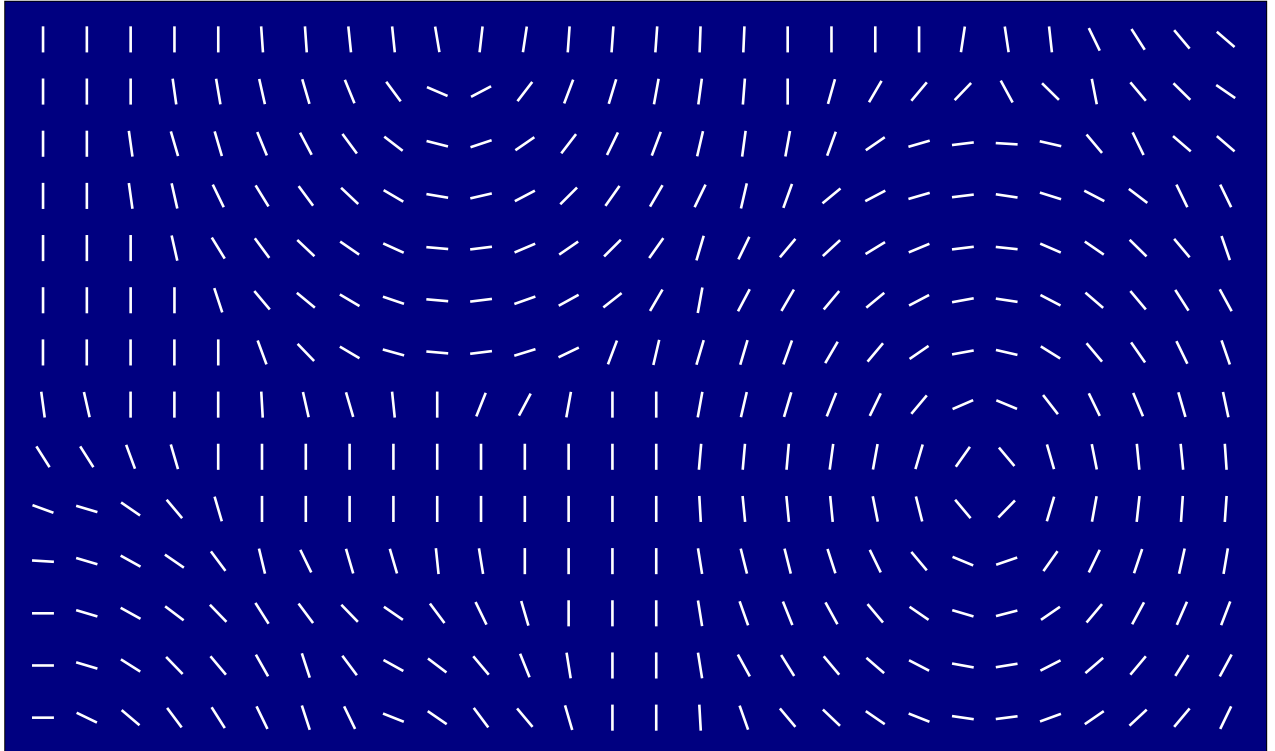
In contrast the concept of change only addresses needs. This concept is quantitative and normative. Need and fulfillment, problem and solution are the entities suitable for the spreadsheets of planners. This logic helps to legitimate the givers in their political context, but it does not match the complexity and dynamic of the social world of the takers. In fact takers become givers by articulating their concerns. Implicit knowledge and local traditions as well as the fantasy and the dreams of a future generation lead the way.

People live on qualities that are defined by individuals, situations and cultures. Transformation taps into these local resources to build new models. Transformation pulls from the future, whereas change pushes from the past.

**“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”**

Richard Buckminster Fuller

# Mindset



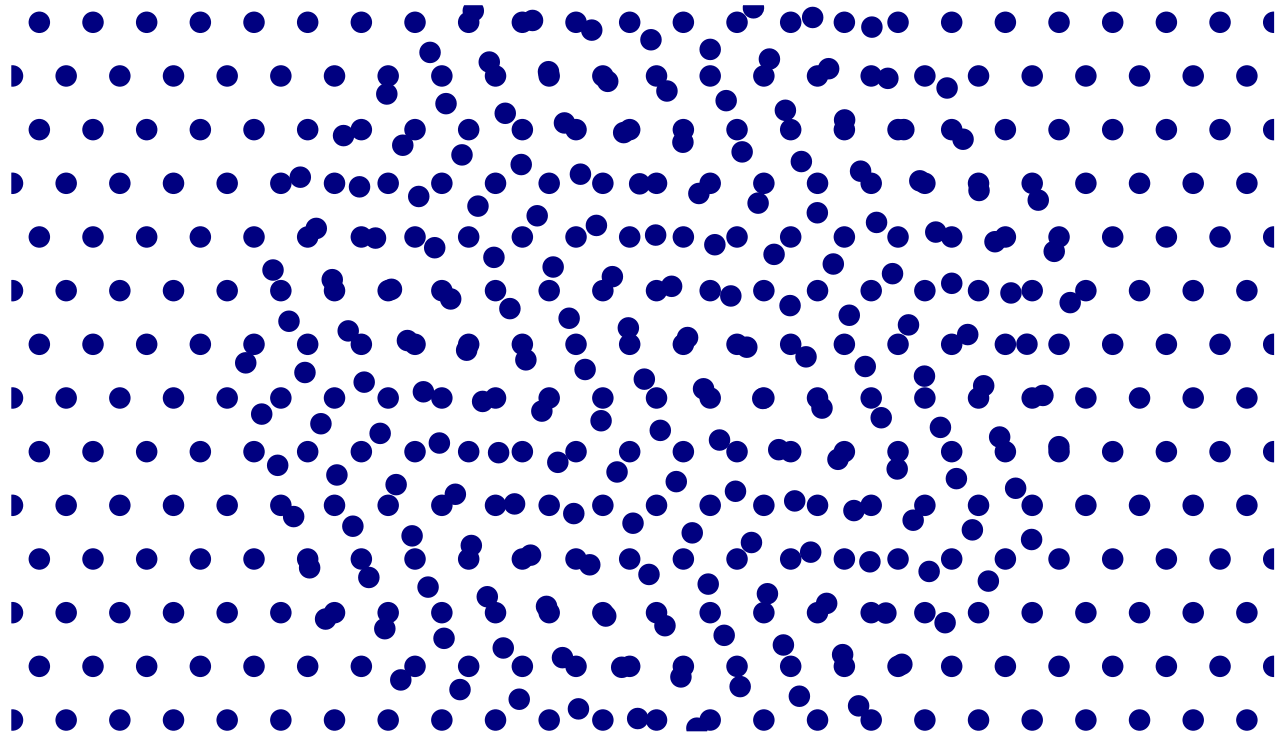
## Social transformation needs agile and design led approaches.

Cross cultural social environments are highly complex. Values and concerns, traditions and visions of the partners have to be communicated.

In these social settings standard management tools with linear and hierarchical planning are bound to fail. We use new approaches like Agile and Transformation Design to be more inspired in creation and organise more efficiently. Empiricism, emergence and selforganisation are guiding principles together with respect for the concerns of the communities involved.

Management insights that work in the most advanced think tanks of western companies should be applied for the most challenging tasks on a global scale.

# Tech



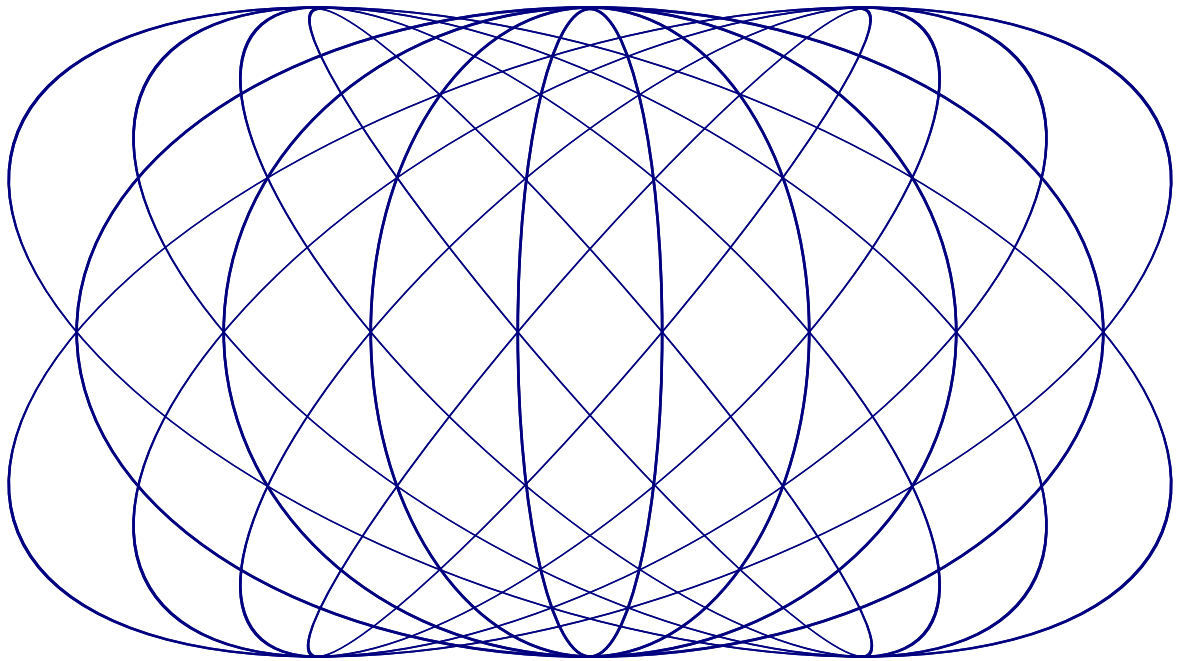
## Technology entangled with Community

Technology is crucial for organising complex teams and the flow of know how and finance. The internet has just been reinvented:

Distributed Ledger Technology (DLT) provides systems able to handle information decentralized and immutable, in a transparent way. Transaction of funds can be done in small amounts with low costs and a very robust documentation. This creates options to directly support a great number of people with a lot of relatively small transfers over time.

This technology should be embedded in a social context for the use of the supporting the circulation of know how, workforce and funds that lead to transformation. We strive to create such a framework as a smart combination of technology and a social concept.

# A transformational ecosystem



## Why & What

Transformation needs a searchers mindset. And that is not only how we work in this project, its what we think is appropriate and the only successful way to work in a complex environment – such as a social system. Currently new technologies like the distributed ledger technology open up new ways to transfer funds, build transparency and trust or provide identity systems. Distributed Ledger Technology (DLT) will be a game changer in social transformation.

We are exited by the new possibilities technology offers, but we do not share the optimism that deploying a new technology will automatically create positive change.

## We initiate a transformational ecosystem

Defining elements are a DLT platform and a social concept as a “social operating system for transformational development”. It integrates a set of shared values, principles, defined roles and a methods toolset. The ecosystem will be populated by a global community committed to transformational development. The framework is a mix of technology and a deliberately designed social system. It will

- link givers and takers,
- host a large number of initiatives,
- serve as an exchange of ideas and good practices,
- thus promote further advancements.

# Key Features of the transformational ecosystem

## Social concept

Transformation is a social process. Transformation in our understanding is positive change towards shared concerns of the respective communities or societies. The social concept describes roles and methods together with a set of principles to guide action.

## Technology

A Distributed Ledger Technology (DLT) based system is crucial as an enabler for decentralized social development. DLT provides us with a scalable system of self-sovereign identity, fund transfer and transparency. A lot of such systems in various flavors are currently under development or early adoption – we will build on what is already there and possibly adapt it to the concept we pursue.

## Key roles

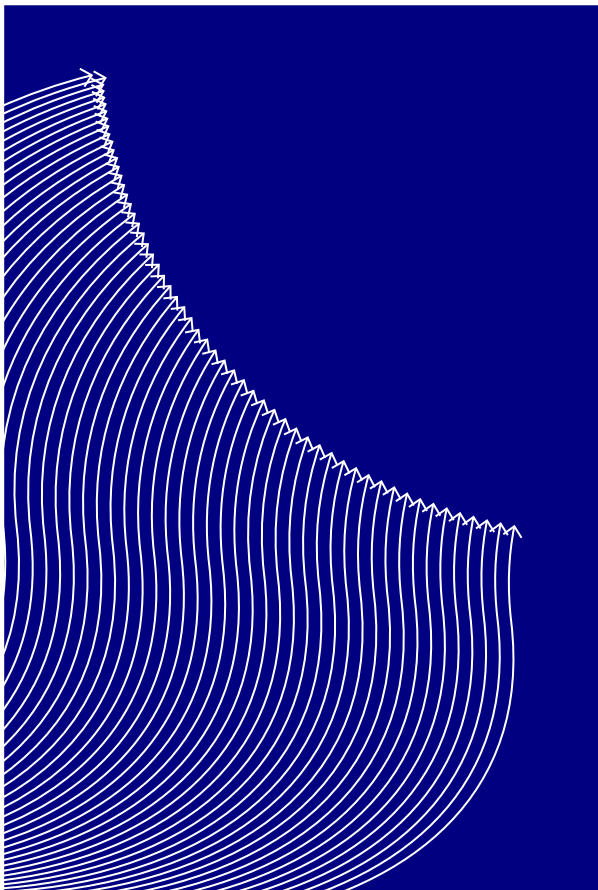
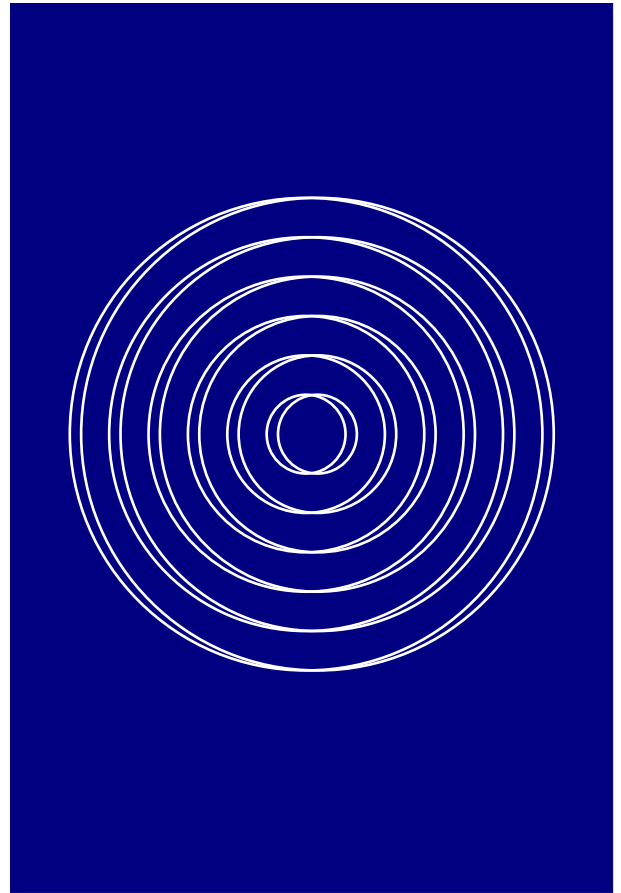
We believe that every society evince persons with the skills and wills to take action for improvements. Concerns are their driving forces of action. A supportive environment provided, they put forth solutions as part of a search process for a step-by-step transformation towards improved living conditions. Although concerns generate energy to act, the design and implementation process itself is highly complex. Therefore there will be additional roles focused solely on the quality of the design and implementation process.



# Key roles

## Transformational entrepreneur (TE)

TEs are in the center of the framework. We start with the individual – an individual who wants to make a difference in a positive way. Who wants to improve the individual situation, the situation of the family or the community. This person wants to bear responsibility, but deserves support.

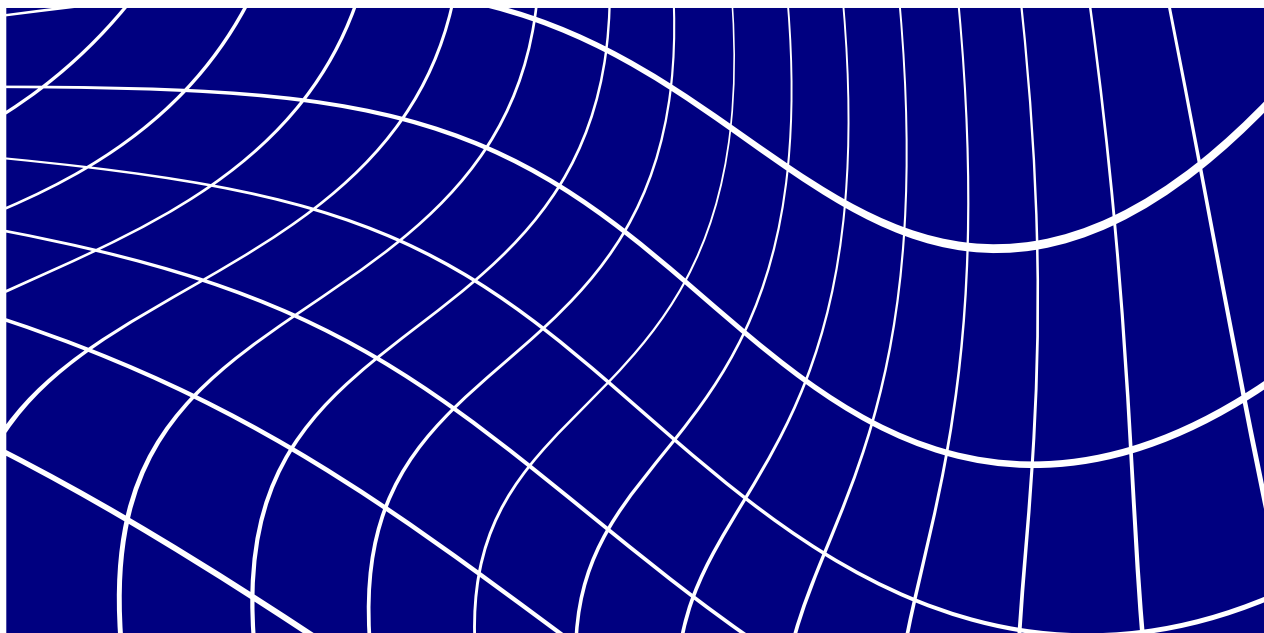


## Transformational facilitator (TF)

The framework will support by methodical guidance, coaching, networks and funding. The TF is the key person in the support framework. This person facilitates the support for the entrepreneur, provides methodological expertise and creates a conducive environment for the TE. The TF will focus on HOW to move towards the ambition, not on What? With this role we define a new profile of a development worker.



# Three Tracks to get there



The transformation of social systems is a dynamic and complex task. We will embark on an emergent process that is driven by the interaction of people. Our teams will reach out for communities of practice as well as scientific and technological communities. Interdisciplinary and transcultural cooperation will be the challenge and benefit of the process. Methods like agile and design-led innovation will provide constant loops of feedback and reflection.

The project will advance in three tracks that are intertwined. Each track will use specific sets of knowledge, process, technology and management.

- 1** Transformational framework  
We will create an innovative social framework for transformation based on shared insights into the concerns of individuals and communities. As a “transformational scrum” this framework will define the roles of people, the method sets and the technology used. The expertise of professionals in technical and organizational change and transformation will help to build trading zones of knowledge, experience and finance.
- 2** Technical development  
This track provides the technical platform based on distributed ledger technology. With a self-controlled identity management we will enable the transparent and traceable transfer of money to enable and incentive, partly using or adapting existing applications. We currently have no plans to finance the project via initial coin offering (ICO).
- 3** Community of competence  
Economists and sociologists, designers and change agents, as well as experts in technology will share the latest on cutting edge knowledge on transformation. We encourage individuals and institutions to contribute projects, ideas and case studies to advance the technical platform, the transformational framework, and the development of the community.

# Vision Map

We aim at running a proof-of-concept until mid 2019 combining the three development tracks around a pilot project. The case will be a study in method and focus on the question of “How” instead of “What”. The pilot will show if the transformational platform has the potential to work and produce more benefits and value compared to traditional methods. The concept will be viable if the transformational framework can support a transformational entrepreneur.



## Call for Action

Let's start the journey together! Together we can make a real difference, lifting systems of solidarity to a new level by combining dynamics from cutting-edge concepts and technologies.

Join this attempt to overcome the limitations of development models that have their roots in social and technical understanding of the last century.

Grow yourself by broadening your horizons beyond an area like agile to international development aid, from distributed ledger tech into social transformation or from traditional development aid to innovative systems of real international cooperation.

Or support our endeavor by contributing funds, by providing us with a platform to present the approach or by introducing our approach to your network. Or just send us a motivating tweet!

## Core Team



committed,  
experienced,  
ambitious, ...

Ronald Steyer knows the development aid sector by heart. He worked on all levels from policy definition in the G7/8 context down to project development and implementation in an African country. He is a trained economist, consulted German multinational as well as senior management on Federal ministry level. He held management functions in strategy and change management in IT services and development finance.

Peter Friedrich Stephan is a professor for Transformation Design at the Academy of Media Arts in Cologne/Germany. He conducts projects for business communication and innovation using the Concern Approach, a psychological foundation of design he developed. Clients include the banking, publishing and computer industries, NGOs and academia. [www.peterstephan.org](http://www.peterstephan.org)

Jacqueline Hen is working at the intersection of Design, Art and Research specialized in Visual Communication, Spatial- and Experience design. Her work investigates possibilities of social transformation through communication and participation in the intersection of physical and virtual habitats. She is teaching Design at the Academy of Media Arts Cologne (KHM).

Marius Förster is a designer and researcher based in Cologne and Berlin. Through Transformation Design he investigates possible roles and limits of design in social transformation processes and questioning contemporary self-conceptions and appreciations of design. He is co-founder of the design studio [operative.space](http://operative.space).