

# World Goetheanum Forum <sub>2019</sub>

27<sup>th</sup> — 28<sup>th</sup>  
September 2019

Inspired Collaboration and  
Cooperative Partnership

— English program

## Dear friends and all those who might be interested

Today, many companies and institutions are turning their backs on pyramidal hierarchical organizational structures. They seek agility in the management of processes, which leaves the individual personality free space and at the same time encourages individual responsibility. But what are the inner requirements for successful cooperation? From which sources do we draw? How do we find cooperation in new, more «horizontally» oriented forms? What skills are needed for a sustainable and innovative cooperation between companies? And finally, the question arises of the ones own appropriate attitude and co-organized involvement in civil society and politics.

Cooperation wants to be rethought today. This social and economic challenge stretches across all sectors, from agriculture and commerce to medicine, education and social therapy.

The second World Goetheanum Forum brings together people who face these issues in practice worldwide, drawing on inner initiative and spiritual experience.

Keynote speeches will give voice to the topic of collaboration that has been around for many years:

*Jos de Blok*, co-founder of Buurtzorg, an internationally acclaimed model of self-organization of outpatient nursing, which is now successfully operating as an organization 12 years after its establishment, in 24 countries worldwide with over 100,000 nurses.

*Aonghus Gordon* founded the Ruskin Mill Center for Cultural Development trust in 1982 with eight locations with further social institutions being founded since then.

The managing directors *Aline Haldemann*, *Bettina Holenstein* and *Susanne Huber* of Deme-ter Switzerland, who are implementing the asso-ciation model in a variety of ways.

*Niklaus Schär* and *Hanspeter Niggli*, who are developing new forms of cooperation in the «CoOpera Workroom» with their entrepreneurial experience.

*Dr. Ha Vinh Tho*, until March 2018 Director of the Gross National Happiness Center in Bhutan, currently active in a teacher training project for Vietnam, has researched the meditative pre-requisites for successful cooperation.

In discussion panels, the forum takes up current questions on the four subject areas:

- The inner dimension of cooperation
- Collaboration in companies
- Associative economics
- Political-social cooperation

In the form of «Round Tables», controversial issues of companies and businesses are put into the focus of small group discussions. For our podium discussions, we invite personalities with whom we as audience will be included in lively discussion; Finally, there will be initiatives and projects that report on their visions and their striving for new forms of cooperation.

In addition to thematic input and content sugges-tions, the forum will provide the greatest possible scope for encounters and informal exchanges.

We look forward to welcoming you to the World Goetheanum Forum!

*Helmy Abouleish, Rembert Biemond, Fabio Brescacin, Michael Brenner, Gerald Häfner, Ueli Hurter, Paul Mackay, Georg Soldner, Armin Steuernagel, Verena Wahl & Justus Wittich*

## Friday — 27 September

9.00–11.00 Registration and welcome aperitif  
9.30–10.30 Goetheanum tour

11.00–11.15 Opening greeting

11.15–12.00 «Horizontal organizations:  
The example Buurtzorg» (EN)  
Keynote *Jos de Blok* (Buurtzorg)

12.00–1.00 Conversation with *Jos de Blok* – Q&A

1.00–2.30 Lunch break

2.30–5.30 **TOPICS FORUMS** (including coffee break)

The forums on the four main topics of the forum invite you to deepen your focus a theme in contributions, small group work and plenary exchange. Registration for the topic forums takes place via the registration form.

Further information at:  
[www.worldgoetheanum.org](http://www.worldgoetheanum.org)

1 **The inner dimension of cooperation**  
*Verena Wahl*, co-worker Section for Agriculture, Dornach, moderation

2 **Cooperation in companies**  
*Michael Brenner*, Chief Financial Officer Weleda AG, moderation

3 **Associative economics**  
*Ueli Hurter*, head of the Section for Agriculture, Dornach, moderation

4 **Political-social cooperation**  
*Dr. Antje Tönnis*, Senior Consultant Communication GLS Bank Bochum, moderation

5.30–6.00 «CoOpera Workroom» (DE)  
Keynote *Niklaus Schär* and *Hanspeter Niggli* (CoOpera)

6.00–6.45 **Discussion**  
*Armin Steuernagel*, moderation

6.45–8.15 Evening break

---

8.15–9.15    «Inner conditions for developing cooperation» (EN)  
Keynote *Ha Vinh Tho* (Happy Schools)

**Musical conclusion**

W.A. Mozart, string quartet C-Major KV 465,  
«Dissonance»  
With the *SONOS Quartet*

---

from 9.30    Night café

---

**Saturday — 28 September**

---

8.30–9.00    «I - You - We»  
Practicing eurhythm together  
With *Stefan Hasler*

---

9.00–10.15    «The art of corporate development: Ruskin Mill Trust» (EN)  
Keynote *Aonghus Gordon* (Ruskin Mill)

---

---

**The diversity of Association** (DE)  
Keynote *Aline Haldemann, Bettina Holenstein, Susanne Huber* (Demeter Switzerland)

---

---

10.15–10.45    Coffee break

---

---

10.45–1.00    **Round table**  
On topics of the participants  
*Armin Steuernagel*, introduction

---

---

1.00–2.30    Lunch break

---

---

2.30–4.00    **Pitch-stage**  
Pioneering initiatives introduce themselves

---

---

4.00–4.30    Coffee break

---

---

4.30–5.30    «Cooperation between competition and cartel»  
Conversation  
*Gerald Häfner*, moderation

---

---

6.15–10.00    Forum dinner

---



## Jos de Blok

is the founder and CEO of Buurtzorg (neighbourhood nursing), a Dutch organization with more than 10.000 employees, offering community based (home) care services to more than 80.000 patients a year. Jos de Blok is a nurse by education and considered a change agent in the Netherlands when it comes to the organization of community based (home) care. Before he established Buurtzorg he had several senior management positions in home care organizations.



## Michael Brenner

is Co-Managing Director of the Weleda Group. In his role, he is responsible for the support and service areas of the company. These include finances, human resources, organisational development, culture & identity, and sustainability. Michael Brenner has been working for Weleda since 2012.



## Demeter Schweiz

**Aline Haldemann**, after working in politics since 2008 employed at the Demeter office, since 2015 Head of Marketing and since 2019 Co-Managing Director, Marketing Division;



**Bettina Hostenstein**, employed at the Demeter office since 2015 with responsibility for Demeter International, processing guidelines and brand protection. Since 2019 Co-Managing Director, Processing Division Head;



**Susanne Huber** owner of a Demeter orchard since 2017 and employed at the Demeter office, since 2019 Co-Managing Director, Agriculture Division Head.



## Aonghus Gordon

was born in 1955 and spent his formative years in Venice. He attended the Rudolf Steiner school and then completed his BA in Ceramics and Art History which was followed by a teachers' training. He travelled extensively before renovating Ruskin Mill in 1982 and developed Ruskin Mill Arts and Crafts Centre. He founded the Living Earth Training Course in 1984, which developed into Ruskin Mill Educational Trust in 1996. In the following years he co-founded further social establishments and was awarded «Social Entrepreneur of the Year in 2005».



## Gerald Häfner

Head of the Section for Social Sciences at the Goetheanum. Initiator of the Federal Foundation for the Reappraisal of the SED Dictatorship, Petra Kelly Foundation, and the NGOs Mehr Demokratie and Democracy International. He was a founder of the party Alliance 90/The Greens. Häfner was Managing Director of The Greens in Bavaria (1979–81) and Chairman from 1990–94, Member of the German Parliament for three legislative periods (1987–2002), and Member of the European Parliament from 2009–14.



## Ueli Hurter

is a trained biodynamic farmer. Since 1989 he is responsible for a 35ha biodynamic mixed farm with a cheese factory. Since 1991 in the management of L'Aubier, an associatively designed company which includes a Demeter farm, eco-hotel, organic restaurant, café-hotel, and an eco-residential district. Since August 2010: Co-director of the Section for Agriculture, Goetheanum.



## Hanspeter Niggli

After a commercial apprenticeship, employment as a clerk in various companies in the construction industry and travels abroad, Hanspeter Niggli founded and managed his own company for conversions and renovations; since 1987 he has founded and managed THYMOS AG. Hanspeter Niggli is currently Managing Director and VR President of THYMOS AG, specialist teacher at BWZ Lyss, guest lecturer at various technical colleges, and member of the board of trustees of the Werner Hahn Stiftung BRD.



## Armin Steuernagel

(born 1990) has been an entrepreneur since childhood. At the age of 16 he founds his first official company: shipping of toys. From this he receives a basic income today. He is a co-initiator of the citizens' initiative «Democracy International» and studied philosophy, politics and economics in Witten/Herdecke and Oxford. Foundation of his second company «Mogli». With this he today sells 3,000,000 products (organic food for children) in 22 countries yearly.



## Niklaus Schär

is an entrepreneur and currently co-responsible in a textile company with large verticalisation; further current commitments are project developments in the real estate sector as well as the supervision of training in the CoOpera workshop. Niklaus Schär is a member of the Board of Trustees of the CoOpera Collective Foundation PUK, a member of the Board of Directors of CoOpera Beteiligungen AG, a member of the Board of Directors of CoOpera Immobilien AG and a member of the Board of Trustees of Nutz-ungseigentum.



## Dr. Ha Vinh Tho

Former Director of the Training Section of the International Committee of the Red Cross, until March 2018 Program Director of the Great National Happiness Center in Bhutan. He is the founder of the Eurasia Foundation, which implements educational services for children and young people with disabilities, as well as environmental projects and social projects in Vietnam.



## Dr. Antje Tönnis

Geoscientist, worked in political management (The Greens) and in Communications (GLS Treuhand, GLS Bank).



## Georg Soldner

Paediatrician, born 1958 in Munich, married, two adult daughters. Since 2016 Deputy Head of the Medical Section of the School of Spiritual Science, Goetheanum. Since 2018 head of the initiative group of the World Goetheanum Association.



## Verena Wahl

Agricultural engineer and hotel expert. Studied organic agriculture in Witzenhausen/Kassel. International projects and jobs in India, Turkey, Russia, Austria, United Kingdom and New Zealand. Since 2011 she is an active member of the Working Group on Rural Agriculture (AbL e.V.), 2014–16 Member of the Board of the AbL e.V. in Nordrhein-Westfalen. 2013–16 member of the Zukunftsstiftung Landwirtschaft in the GLS Treuhand e.V./Bochum. Since November 2016: active in the Section for Agriculture, Goetheanum.