3. December 2024

space ×
society ×
culture

at bUm
Paul-Lincke-Ufer 21
10999 Berlin

FONDS
SOZIOKULTUR

DLR
Deutsche
Raumfahrtagentur
im DLR

esa
space solutions

Technology meets culture —— for a sustainable future

How can technology act as a catalyst for social and cultural change? What potential lies in unconventional partnerships?

The conference **space x society x culture** brings together international experts to explore how technology and socio-culture can collaboratively develop solutions for pressing societal challenges. The extraordinary partnership between Fonds Soziokultur, the German Space Agency at DLR, and the European Space Agency (ESA) creates a unique synergy and opens up innovative pathways for social, cultural, and technological change.

A central element of this cooperation is the pilot program Techlab: Soziokultur. Twelve organizations from the socio-cultural sector have been supported by Fonds Soziokultur to develop creative solutions for important societal challenges: from wildfire prevention to flexible housing for homeless people. The funded projects promote media literacy and data literacy among young people, develop models for designing sustainable cities and the future distribution of resources, transport the complete spatial experience of a cultural visit into the virtual realm, facilitate guided cultural visits, and experiment with artificial intelligence and biographical experiences. The projects have been accompanied in three phases by international experts in the fields of service design, technology, communication, digital innovation, sustainability, and economics. This approach demonstrates what visions and implementations are possible when unconventional ways of thinking come together.

During the conference, the funded socio-cultural organizations will engage in dialogue with technological companies supported by the German Space Agency at DLR. Techlab: Soziokultur and the collaborations at all levels represent a bold step towards developing innovations from within society and addressing global challenges with shared resources from society, the economy, and space technology.

Hosts

Fonds Soziokultur

As one of six federal cultural funds, Fonds Soziokultur has been supporting socio-cultural projects in Germany for over 30 years, fostering community and social cohesion through art and culture. These projects serve as models of dynamic cultural engagement, taking place in unique formats, unconventional locations, and addressing key social challenges. Funding across various programs and partnerships promotes equal access to cultural opportunities and encourages innovation. The fund sees its work as a contribution to democratic culture in Germany. Fonds Soziokultur is supported by the Federal Government Commissioner for Culture and the Media (BKM).

German Space Agency at DLR (German Aerospace Center)

The German Space Agency at DLR undertakes statutory tasks in the space sector on behalf of the German Federal Government. Under the 'Raumfahrtaufgabenübertragungsgesetz', they implement the space strategy of the Federal Government, develop and manage the national space programme and represent the interests of the Federal Republic of Germany in space-related international bodies in accordance with the tasks assigned to them. They advise the Federal Government and develop initiatives and strategic approaches for space policy.

European Space Agency (ESA)

SPACE SOLUTIONS

The European Space Agency (ESA) undertakes the peaceful exploration and use of space for the benefit of everyone. ESA watches over our planet, develops and launches incredible missions of exploration and discovery, trains astronauts for science in orbit and pushes the boundaries of new technologies, while seeking answers to the big questions about the Universe. ESA works to secure the leadership of European industry in the global space market and to ensure European leadership through international cooperation. Comprising 22 Member States, ESA is headquartered in Paris, France, and works with space agencies and many partners across Europe and worldwide.

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Dr. Abhay Adhikari
Founder/Director
Digital Identities

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Abhay Adhikari (PhD) is the founder/director of Digital Identities, a framework to develop new models of storytelling and social impact. The framework has been applied by organizations such as The Guardian, Nordiska museet (Sweden), Portland Art Museum (USA), VPRO (The Netherlands), Lloyds Bank (UK) and Google. Abhay also led the smart city lab for Leeds (population 800,000) which was named as one of UK's 50 New Radical Projects by the Observer newspaper.

Silvia Bonadiman
Programme Development Officer
Fonds Soziokultur

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Silvia Bonadiman works on the development of funding programmes and the operational implementation of the strategy at Fonds Soziokultur. She previously managed the special program "Neustart Kultur", which supported cultural institutions during the Covid-19 pandemic. Previously, she worked as a funding consultant in the field of civic education at the contact point of the EU program "Europe for Citizens" and as a research assistant at the University of Marburg.

Bärbel Deisting
Head of Space Applications
bavAIRia

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Dipl.-Math. Bärbel Deisting is Head of Space and Space Applications at bavAIRia e.V., the Bavarian Aerospace Cluster. She is also the German ambassador for the Business Applications of the European Space Agency ESA and an expert for various funding programs. She was Vice President of NEREUS (Network of European Regions Using Space Technologies) and a member of the Scientific Committee of the NAVIS Center in Hanoi, Vietnam. She holds a diploma in mathematics from the Ludwig-Maximilians-University in Munich and worked for ISTA (Institute of Space Technology and Space Applications), ITIS e.V. and ITIS GmbH at the University of the Federal Armed Forces Munich until 2012. She is also a trained mediator.

Kurt Eichler
Chairman of the Board
Fonds Soziokultur

© Fabian Sommer

Kurt Eichler was the Managing Director of the Cultural Affairs Department of the City of Dortmund until 2017. He studied Urban Planning and Theatre Studies in Dortmund, Bochum, and Cologne, focusing on cultural funding concepts, cultural development planning, and socio-culture, among other areas. Eichler is also the Chair of the NRW Association for Cultural Education and Youth Art Schools, the NRW State Association for Cultural Youth Work, and serves as a board member and treasurer of the Cultural Political Society.

Mechthild Eickhoff

Executive Director
Fonds Soziokultur

© Roland Baege

Mechthild Eickhoff is an expert in cultural engagement and participation as well as the development of experimental formats in cultural practice and funding. Since 2020, she has been Executive Director of the Fonds Soziokultur. Previously, she headed the model institution UZWEI at the Centre for Art and Creativity – Dortmunder U for six years. Between 2011 and 2013, she headed the Cultural Education Cluster at Stiftung Mercator and worked for the Bundesverband der Jugendkunstschulen und Kulturpädagogischen Einrichtungen e. V., bjke between 2001 and 2011.
After studying cultural studies at the University of Hildesheim, she began working as a cultural educator at WerkStadt Witten, a socio-cultural centre in the Ruhr region.

Dr. Peter Gräf

Director for Applications and Science
German Space Agency at DLR

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Dr. Gräf is Director for Applications and Science at the German Space Agency at DLR. The Directorate includes the Departments of Earth Observation, Satellite Communications, Space Exploration, Research and Exploration, and Innovation and Emerging Markets. The German Space Agency at DLR implements the Federal Government's space strategy, integrates German space activities at national and European level and represents German space interests worldwide on behalf of the Federal Government.
Dr. Gräf is biologist by training and received his PhD in natural sciences. He is a member of the International Academy of Astronautics (IAA) and member of the International Astronautical Federation's (IAF) Technical Committees.

Dr. Titta Jylkäs

Service Designer
Titta Jylkäs Design

© Miika Hämäläinen

Dr. Titta Jylkäs is an experienced service designer and educator specialized in digital services and strategies on service systems. She is an independent design consultant based in Finland and an associate professor of design and technology at the Sino-German Faculty of Branding at Zhejiang Wanli University in China. Previously, she has had roles in large corporations as an in-house designer, consultant in a design agency, service designer in the public sector, and senior researcher in academia.

Simona Koß

Member of the Bundestag, Deputy Spokesperson for Culture and Media
SPD Parliamentary Group

© Ben Gross

Simona Koß has been a member of the SPD since 1999 and was directly elected to the German Bundestag in September 2021. There, she serves as Deputy Spokesperson for Culture and Media of the SPD Parliamentary Group, as well as a member of the German-Polish Parliamentary Group. Additionally, she is involved as Chair of the Board of Trustees of the Federal Agency for Civic Education. Before her role as a member of parliament, she worked as a school superintendent.

Drishti Modi
Founder and CEO
Lafaani

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Drishti Modi is the Founder and CEO of Lafaani, a brand focused on sustainability and regenerative design. With a background spanning sustainable agriculture, waste management, and socio-economic impact sectors, Drishti brings a fresh, innovative perspective to the fashion industry, addressing systemic challenges with responsible solutions.
She holds a Business Certification from NIFT, New Delhi, and a Master's degree in Environmental Studies and Resource Management from TERI SAS. Her work is driven by a commitment to ecological and social regeneration, working closely with farmers, artisans, and grassroots organizations across India to build a circular, inclusive fashion ecosystem that prioritizes people and the planet.

Cori Moore
Senior Learning Experience Designer
Lufthansa Innovation Hub

Cori is an Experience Designer and Innovation Consultant with over a decade of expertise in both private and public sectors. She specializes in cultivating innovation cultures, empowering individuals to explore new approaches and develop creative solutions to recurring challenges. She currently works at the Lufthansa Innovation Hub, leading their transformation learning portfolio.

Géraldine Naja
Director of Commercialisation, Industry and Competitiveness
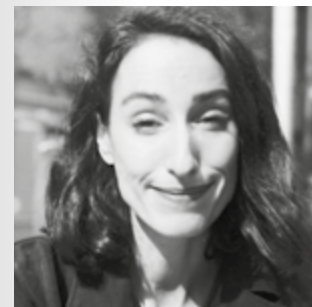European Space Agency (ESA)

© ESA - Damien Dos Santos

As Director of Commercialisation, Industry and Competitiveness at the European Space Agency (ESA), Géraldine Naja is responsible for elaborating and implementing ESA's industrial and procurement policies, conducting negotiations with industry, and managing procurement for all the Agency's activities and programmes.
With more than 30 years of experience, expertise and knowledge within the European space sector, in programmatic, managerial and strategy development positions, Géraldine is also responsible for enabling and boosting European space commercialisation and business development ambitions through innovative programmes, tools and partnerships.
Within various universities and institutes, Géraldine carries out teaching assignments about space policy, with the aim of inspiring future generations.

Vivian Perkovic
Journalist

© Mehmet Kutlu

Vivian Perkovic is a journalist and is very interested in beats and ideas. In other words, music, culture and NetSocietyPolitics.
She is an editor and host at Deutschlandradio Kultur for the programme 'Tonart am Nachmittag' and 'Fazit'.
Vivian Perkovic has been presenting the daily 3sat magazine programme 'Kulturzeit' since 2017. She and the editorial team were honoured with the German Television Award 2022 in the category 'Best Information'.

Giulia Rancati
Senior Consulting Director
Omdia

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Giulia Rancati has 20 years of experience in implementing strategic and operational initiatives at multinational technology companies. As Director of Planning and Operations at Cisco, Giulia has built many groundbreaking public-private partnerships. She is currently working with startups and companies to develop purpose-driven business models with circular and sustainable practices.

Rita Rinaldo
Head of the Applications Studies and Projects Division
European Space Agency (ESA)

© ESA - C. Smith

Rita Rinaldo is currently in charge of the Applications Studies and Projects Division in the European Space Agency, where she is responsible for the initiation and management of space-based applications projects in many vertical sectors, including maritime, energy, mobility and agri-food. She has a long experience in interfacing user communities and establishing partnerships with players including corporates, industrial associations, institutions/public bodies to promote innovation in the sustainable utilisation of space. She is engaged in supporting space and non-space companies in initiatives for developing commercial space solutions based on satellite telecommunication and navigation technologies or satellite data generating high socio-economic impact.

Dr. Konrad Schmidt-Werthern
Permanent Representation of the Chief Civil Servant
Federal Government Commissioner for Culture and the Media (BKM)

© Private

Dr. Konrad Schmidt-Werthern has been the Permanent Representative of the Chief Civil Servant at the Federal Government Commissioner for Culture and the Media (BKM) since 1 September 2024. In this role, he oversees, among other responsibilities, the department tasked with promoting socioculture. He has also taken over the "Data and AI" area of responsibility at the BKM. He is a lawyer and holds a PhD in art law.

Dr. Franziska Zeitler
Head of Department Innovation & New Markets
German Space Agency at DLR

After her studies in economics and architecture Dr. Franziska Zeitler worked for scientific foundations as expert for political research and consulting. In the following eight years as leading business consultant, she gained methodical knowledge in Innovation and Knowledge Management. Since 2005 she supported in the Technology Marketing Department at DLR the market launch of scientific technologies (Road2Market) with processes, methods and tools.

Agenda

10:00 — 10:30

Opening and Welcome

Dr. Konrad Schmidt-Werthern, Permanent Representation of the Chief Civil Servant, Federal Government Commissioner for Culture and the Media (BKM)

Dr. Peter Gräf, Director for Applications and Science, German Space Agency at DLR (enquired)

Géraldine Naja, Director of Commercialisation, Industry and Competitiveness, European Space Agency

Kurt Eichler, Chairman of the Board, Fonds Soziokultur

10:30 — 11:30

Redefining Partnerships

Mechthild Eickhoff, Executive Director, Fonds Soziokultur

Dr. Franziska Zeitler, Head of Department Innovation & New Markets, German Space Agency at DLR

Rita Rinaldo, Head of the Applications Studies and Projects Division, European Space Agency

Simona Koß, MdB, Deputy Spokesperson for Culture and Media of the SPD parliamentary group

11:30 — 12:30

Ideas with lasting Impact: Sustainable Cities

Moderation: Dr. Abhay Adhikari, Founder/Director, Digital Identities

Six projects funded by Techlab: Soziokultur
Two companies, funded by DLR

12:30 — 14:00 Lunch and Networking

14:00 — 15:00

Ideas with lasting Impact: Data Literacy and Learning

Moderation: Cori Moore, Senior Learning Experience Designer, Lufthansa Innovation Hub

Six projects funded by Techlab: Soziokultur
Two companies, funded by DLR

15:00 — 16:00

Global synergies: Building bridges for innovative solutions

Bärbel Deisting, Head of Space Applications, bavAIRia

Giulia Rancati, Senior Consulting Director, Omdia

Dr. Titta Jylkäs, Service Designer, Titta Jylkäs Design

Drishti Modi, Founder & CEO, Lafaani

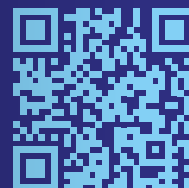**Silvia Bonadiman**, Programme Development Officer, Fonds Soziokultur

16:00 — 16:15

Improvised art

BUSCH/FUNK (working title)

Organization:
Förderverein
Stechlin-Institut e.V.

Location: Stechlin

B/F is a project of the Stechlin Institute. Situated in the northernmost part of Brandenburg, where forests are abundant, we face a real threat from wildfires. Beyond this local risk, forest loss due to fires is a major factor in the global climate crisis and species extinction. Since over 90 % of all fires are of human origin, we approach the problem from its social side and look for the interfaces in existing, widely used applications in order to expand these – with the support of ESA satellite data – through information layers. The person-centered information raises awareness and supports users in preventing forest fires and/or detecting and reporting them at an early stage.
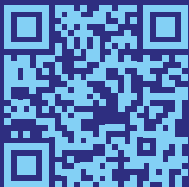
© Dunkelcafé

Kultur für alle überall

Organization:
Gesellschaft für
Friedenserziehung e.V. /
Dunkelcafé

Location: Siegen

With the help of technical innovations, we want to make it possible for people to experience cultural events at any time and in any place. By creating an authentic reality environment, users get the feeling of being there live. This special approach to culture was developed by us blind people.
It not only improves the quality of life of people with severe disabilities, but also creates cultural participation for everyone. So that you too can visit theaters and museums from your care bed!
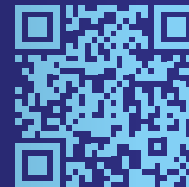
© Jens Kaufmann

Wing Buddy –
the cultural dating app

Organization:
Handiclapped – Kultur
Barrierefrei e.V.

Location: Berlin

Wing Buddy is a dating app for attending cultural events together. People with and without assistance needs find each other and go together to concerts, theaters, exhibitions, libraries, sporting events...
Millions of people would benefit, including senior citizens and people with and without disabilities. There is an elaborated concept, a prototype and a designed click dummy. Handiclapped - Kultur Barrierefrei e.V. is giving everything away to whoever implements the project.
Let's see which public or private sponsor wins the race to bring this prestigious project to market.

© JuKu-Mobil

Ce4Tch –
Cultural education for Techies

Organization:
JuKu-Mobil
Fichtelgebirge & Hofer
Land e. V.

Location: Wunsiedel

JuKu- Mobil Fichtelgebirge & Hofer Land e.V. is
the first mobile youth art school in Bavaria.
As part of the "Ce4Tch - Cultur-al education for
Techies" project, we offer art workshops led by
experienced artists to provide creative expe-
riences for employees in technologically innovative
companies. The aim is to strengthen participants'
self-efficacy and help them to find unconventional
solutions in their professional environment.
By integrating technology into the artistic process,
we not only promote the innovative strength of
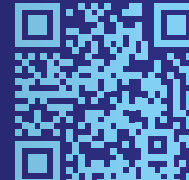the region, but also the networking between art
and industry.

© Marie Konrad

More access to life stories –
blind date or match making with AI

Organization:
KulturLabor e.V. /
Polyrama, Museum for
Life Stories

Location: Berlin

Polyrama, Museum for Life Stories collects Berlin
life stories on important life topics. To do this,
we talk to very different people who give us
personal insights into their life experiences in
audio interviews.
As part of Techlab, we are exploring the possibil-
ities of AI to enable our visitors to access the long
life stories in different ways and to reduce the
barriers for people with different backgrounds.

© LAG Soziokultur Schleswig-Holstein

Culture AMP – increasing the reach and visibility of local cultural data

Organization:
Landesarbeitsgemein-
schaft Soziokultur
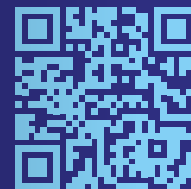Schleswig-Holstein e.V.

Location: Kiel

We would like to offer smaller cultural actors in particular a tool for digital event announce-ments in order to make their offers and themselves more efficiently visible. The aim is to develop a platform that distributes high-quality event data to as many relevant calendars and media as possible with just one input, saving time for both sides. The public relations work of cultural players will become more professional and regional reporting more diverse. This gives more people in the city and countryside access to valuable cultural offerings and strengthens local social cohesion.

© mediale pfade

Vote. Visualize. Interact

Organization:
mediale pfade –
Association for Media
Education e.V.

Location: Berlin

mediale pfade wants to develop a scalable educa-tional concept that teaches skills in data literacy and visual computing in order to strengthen the participation concerns of young people with artistic data visualizations.
The association uses modern educational formats to promote critical understanding and a reflective approach to technology. The aim is to support children, young people and adults in their political thinking and motivate them to actively shape a digital society based on solidarity.
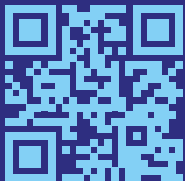
© Medienwerkstatt Rostock

v.l.n.r. Hannes Sternkiker, Inma Heinig, Selina Wippler

Rostock CLIMATEadapted

Organization: Medienwerkstatt Rostock, Institute for New Media gGmbH

Location: Rostock

"Climate change, 1.5°C mark, CO2 footprint - I can't hear it anymore and what does it actually have to do with me?"
These and similar attitudes are widespread.
No wonder, because the topic is huge, complex, challenging and very serious.
This is precisely why we want to use the Techlab to develop a board game in this context. First and foremost, it should be fun and perhaps (re)create a little more understanding and access to the topic of climate change.

© Gordon Endt, Oldenburger Kunstschule e. V.; Google

1Garden1000Gardeners

Organization: Oldenburger Kunstschule e. V.

Location: Oldenburg

"1Garden1000Gardeners" is a platform on which users can redesign physical spaces in a virtual 3D environment. It is a creative forum that enables the creation of urban space through the collective design of realistic 3D models of our world.
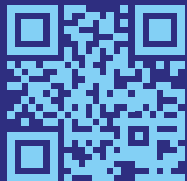
© Chris Töppe (with Midjourney ai)

MarsQuest:
Technology and Discovery

Organization:
Protohaus gGmbH

Location: Braunschweig

Protohaus gGmbH is a non-profit educational and research institution with a focus on digitalization and sustainability. The Techlab offering focuses on the interactive simulation game "MarsQuest", which promotes technical knowledge and socio-cultural understanding. The game simulates the challenges and opportunities of colonizing Mars. The players design a Mars base together in five rounds. The shape of the base is influenced by the players' individual and collective decisions. Instead of a classic win or lose game, there are different success systems that enable a variety of results.

GEBORGENHEIT   KOMMUNIKATION   DIGITALE TEILHABE

...CHUTZ

SOZIALE EINBINDUNG   REGENERATIV UND AUTARK
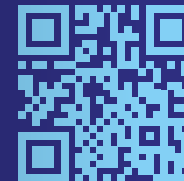
© Zukunftshafen Frankfurt e.V.

SMART GREEN BOX:
Micro House + digital participation

Organization:
Zukunftshafen
Frankfurt e.V.

Location: Frankfurt

More and more people are affected by homelessness.

The non-profit Zukunftshafen Frankfurt (ZHF) e.V., a think tank for the development and promotion of green building culture, is tackling this problem with the idea of the SMART GREEN BOX. It is intended not only to offer those affected a dignified "roof over their heads", but also to enable them to participate in social/cultural life.
The aim is a modular, sustainably produced, self-sufficient micro-house as temporary accommodation that connects residents with society and cultural life using easy-to-use smart home and smart communication technology.
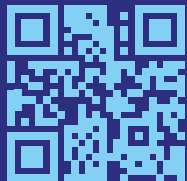
© contagt GmbH
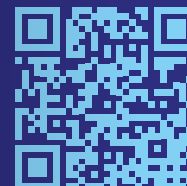

© Outdooractive AG

contagt GmbH
Mannheim

contagt is the leading location experience platform with a focus on data protection and accessibility. With our app, users are taken by the hand: They can navigate seamlessly indoors and outdoors and easily find what they are looking for - whether in a museum, zoo, supermarket or office.
The solution has received several awards for its inclusive approach, including the "Bundesteilhabe-preis" and "Barrier-free Product of the Year".

Outdooractive
Immenstadt

Outdooractive develops and operates a digital platform ecosystem with the mission of making outdoor tourism safer and more sustainable through digital applications. A virtual travel guide connects its extensive international partner network—comprising over 6,000 destinations, companies, NGOs, and other organizations—with a rapidly growing outdoor community of more than 15 million people. By leveraging navigation technologies and earth observation data, Outdooractive provides innovative services that promote responsible outdoor tourism.

© LiveEO

© greenventory

LiveEO
Berlin

greenventory
Freiburg im Breisgau

LiveEO's AI solution uses satellite and Earth observation data to help customers adapt their operations and decisions to tackle global challenges. Companies like electricity, pipeline, and railway operators improve their climate resilience, while millions of companies monitor their supply chains for sustainability. AI-generated insights in workflows lead to savings, operational efficiency, and millions in annual recurring revenue (ARR) for LiveEO. The company has raised over €50 million (including from Andy Bechtolsheim) for its satellite data analytics technology and positions itself to benefit from AI breakthroughs.
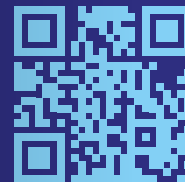
Digital energy planning is a key enabler for transforming the energy system. At greenventory we have developed a unique approach that allows us to calculate energy demand and renewable energy potential based on extensive data analysis. On this basis, we support the planning of small and large energy transition projects and create a digital twin of your city or service area, revealing its unique potential and opportunities.

Imprint

FONDS
SOZIOKULTUR

Die Beauftragte der Bundesregierung
für Kultur und Medien

German
Space Agency
at DLR

esa
space solutions