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Acting Today for a Better Tomorrow

Humankind is being confronted with social, political and ecological problems that can no longer be solved in traditional ways – and not just since the last global financial and economic crisis. What the world now needs are progressive ideas and people who approach the current crisis situation in unconventional ways, in an attempt to set in motion social change for a future worth looking forward to. Whether they are operating on a local or global level, we present just a few of these inspirational people and their groundbreaking ideas.

01 1,000 New Ideas – Social Entrepreneurs HD

They are the new superheroes of civil society: With innovative business ideas, social entrepreneurs assume responsibility and tackle problems head-on. They operate in places where the state is no longer willing or able to act effectively. Wherever they happen to be in the world – be it France, Brazil or Germany – their projects combine commercial success with a social conscience. They are taking the first steps on the way to a more just society.

02 We Can Effect Change – With Visions for the Future

I buy, therefore I am: The motto of our consumer society. But in view of shrinking energy reserves, growing mountains of garbage and the manifestations of global warming, it is becoming clear that unbridled mass consumption is creating or exacerbating many of these problems. Shai Agassi, Hélène Pelosse and Claudia Langer gave up their careers as company managers and political advisors, to devote themselves to finding ways to solve these problems through innovative ideas and exceptional levels of commitment.

03 Money or Conscience – Investing for Social Profit

Aside from security, returns and liquidity, sustainability funds also aim to guarantee a fourth dimension – that of ethical investments. Some investors want to avoid putting their money into firms that manufacture arms, alcohol or tobacco. Others want to avoid companies that excessively pollute the environment. Even in the banking sector, conscience and the quest for profit can find common ground.

04 Keep the Wheels Turning – Workers Fight for Their Tire Plant

Following the closure of their tire plant in the Mexican city of El Salto, workers took their future into their own hands. Their three-year strike is now regarded as having been one of the most significant and successful trade union campaigns in the world. Tires are again rolling off the production line. The company is now run as a cooperative, and makes a robust showing on the international market.

05 Detroit – A Metropolis Moves On

Detroit, also known as Motor City, was once the powerhouse of the US economy. Then the bubble burst, as the global economic crisis and an adherence to traditional products and manufacturing structures ushered in the city's unparalleled decline. But Detroit is now looking to the future with new technologies and a revised view of what constitutes quality of life.

06 A Future for 100 Dollars – Laptops Against Poverty

“One Laptop per Child” is the name of an innovative education project that aims to give all the world's schoolchildren optimal access to knowledge. These days, education means much more than just schoolbooks, paper and pens. Education today also means making the leap into 21st century. The solution is as simple as it is ingenious: A laptop for every child, robust and at a price of 100 dollars. A laptop that may have what it takes to change the world.