

The background of the slide is a large, colorful mural. It depicts a globe in the center, with various people and figures around it, suggesting a global or multicultural theme. The style is somewhat abstract and expressive, with a focus on human figures and movement.

THINK GLOBALLY – ACT LOCALLY

Globale Trends & lokale Auswirkungen

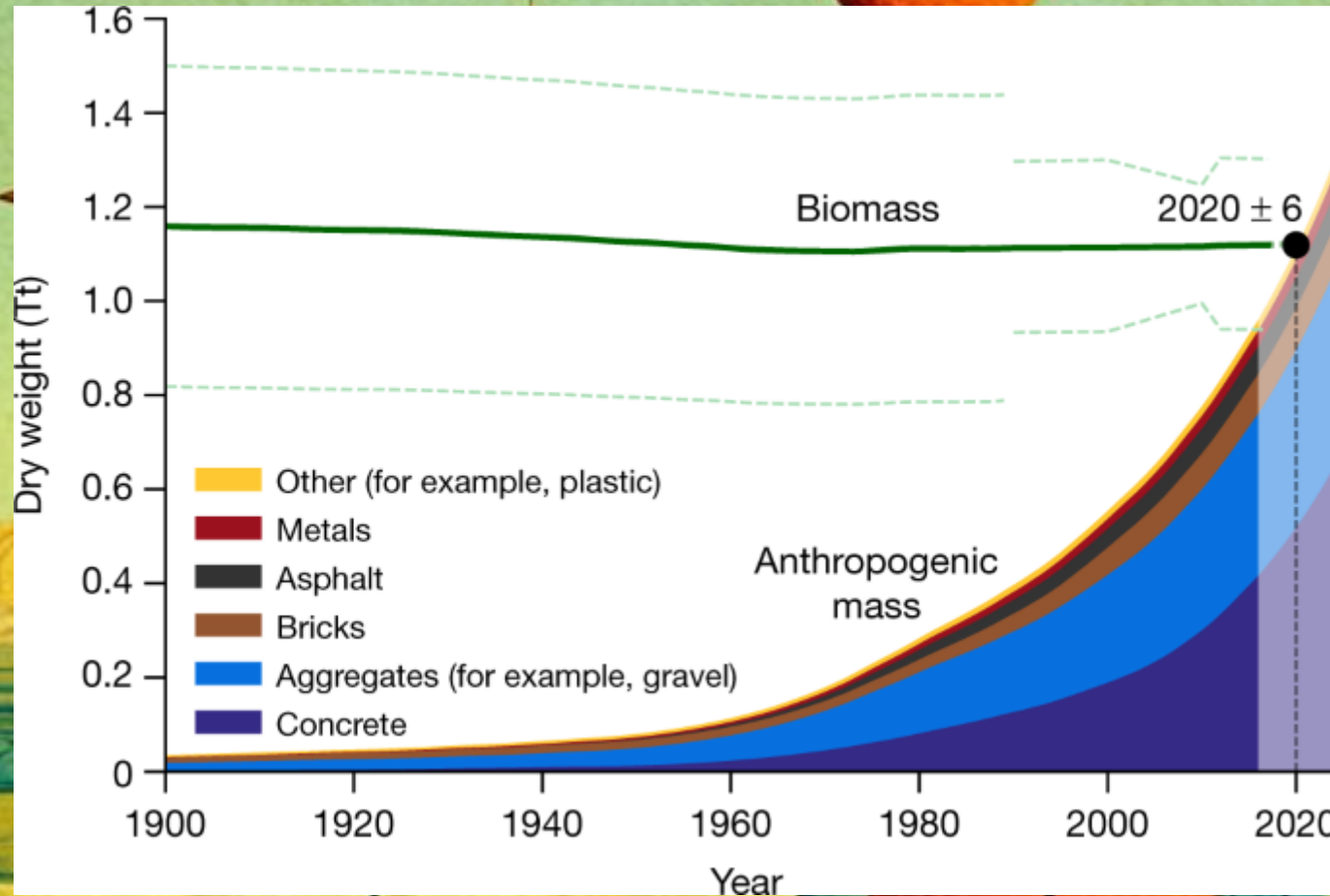
Jan Berger, 14.03.2024

- 
- A large, colorful mural depicting a dense crowd of people, possibly at a festival or protest, with various figures and colors. The mural is the background of the entire slide.
- 1) Änderung der Ausrichtung von Innovation
 - 2) Die Neusortierung der Welt
 - 3) Neue Bedürfnisse und Antworten der rheinischen Industrie

Globale Trends & Lokale Auswirkungen

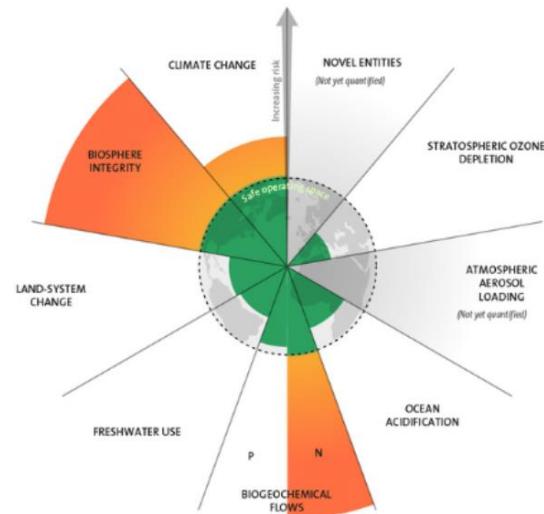
DIE FÜNFTE INDUSTRIELLE REVOLUTION





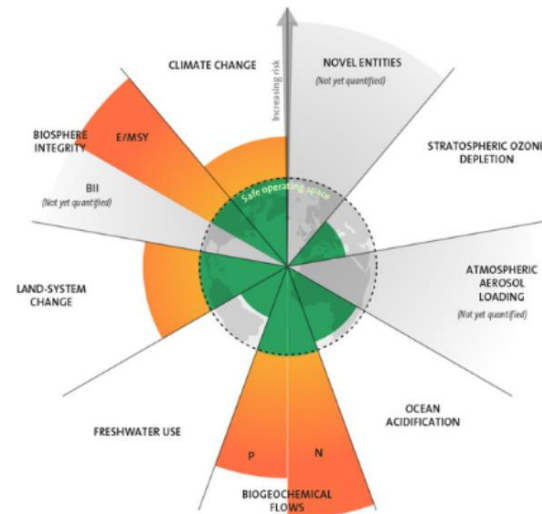
VERZICHT & „POSTWACHSTUMSÖKONOMIE“

2009



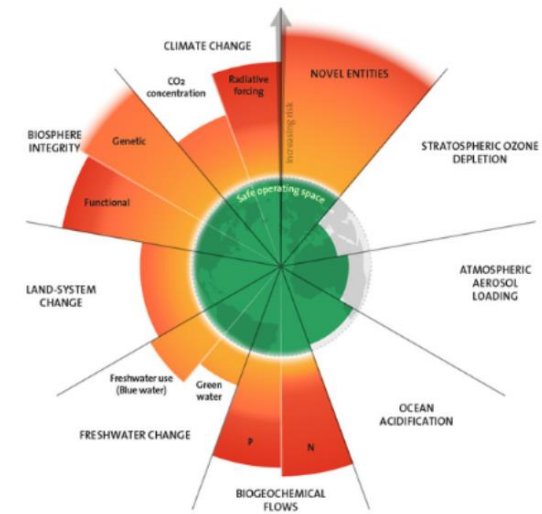
7 boundaries assessed,
3 crossed

2015



7 boundaries assessed,
4 crossed

2023



9 boundaries assessed,
6 crossed

„GRÜNES WACHSTUM“

A surrealist painting with a greenish-yellow sky, a large orange sun, a red sailboat, a blue tree-like structure, and a landscape with yellow and blue patches. A yellow semi-transparent box is centered over the painting.

Unsere Produkte müssen in Einklang mit natürlichen Kreisläufen gebracht werden.

Kreislaufwirtschaft ist nicht (nur) Recycling.

KARBON-WIRTSCHAFT



ENERGIE



WERKSTOFFE

WERKSTOFFE

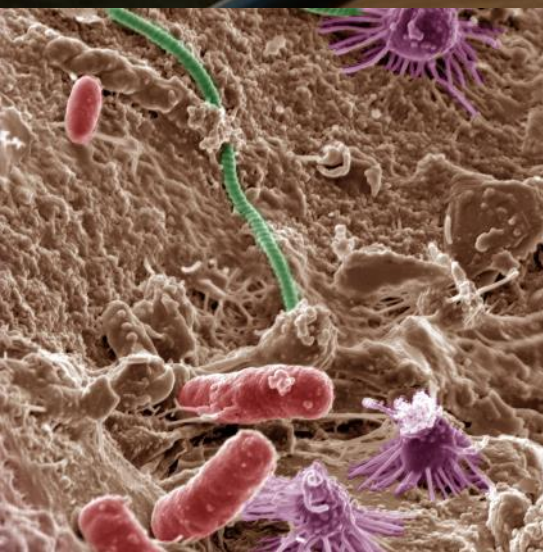


NEUE LEBENSMITTEL



NEUE LEBENSMITTEL

Quelle: [Solar Foods](#)



REGENERATIVE LANDWIRTSCHAFT



A large, illuminated globe of the Earth is suspended in the center of a large, modern museum hall. The globe is covered in a grid of small lights, giving it a digital or pixelated appearance. The hall has a high ceiling with a large, circular skylight and several rows of spotlights. The walls are made of a textured, metallic material. The floor is polished and reflects the lights. The overall atmosphere is futuristic and high-tech.

DIE NEUSORTIERUNG DER WELT

	BIP (KKP) in Billionen USD		
	1995	2022	2045
G7	25,33	41	54,43
G20	40,03	100,15	173,21
USA	11,12	21,33	30,04
China	2,95	27	51,22
India	1,97	9,96	29,23
EUR17	10,3	15,23	19,54

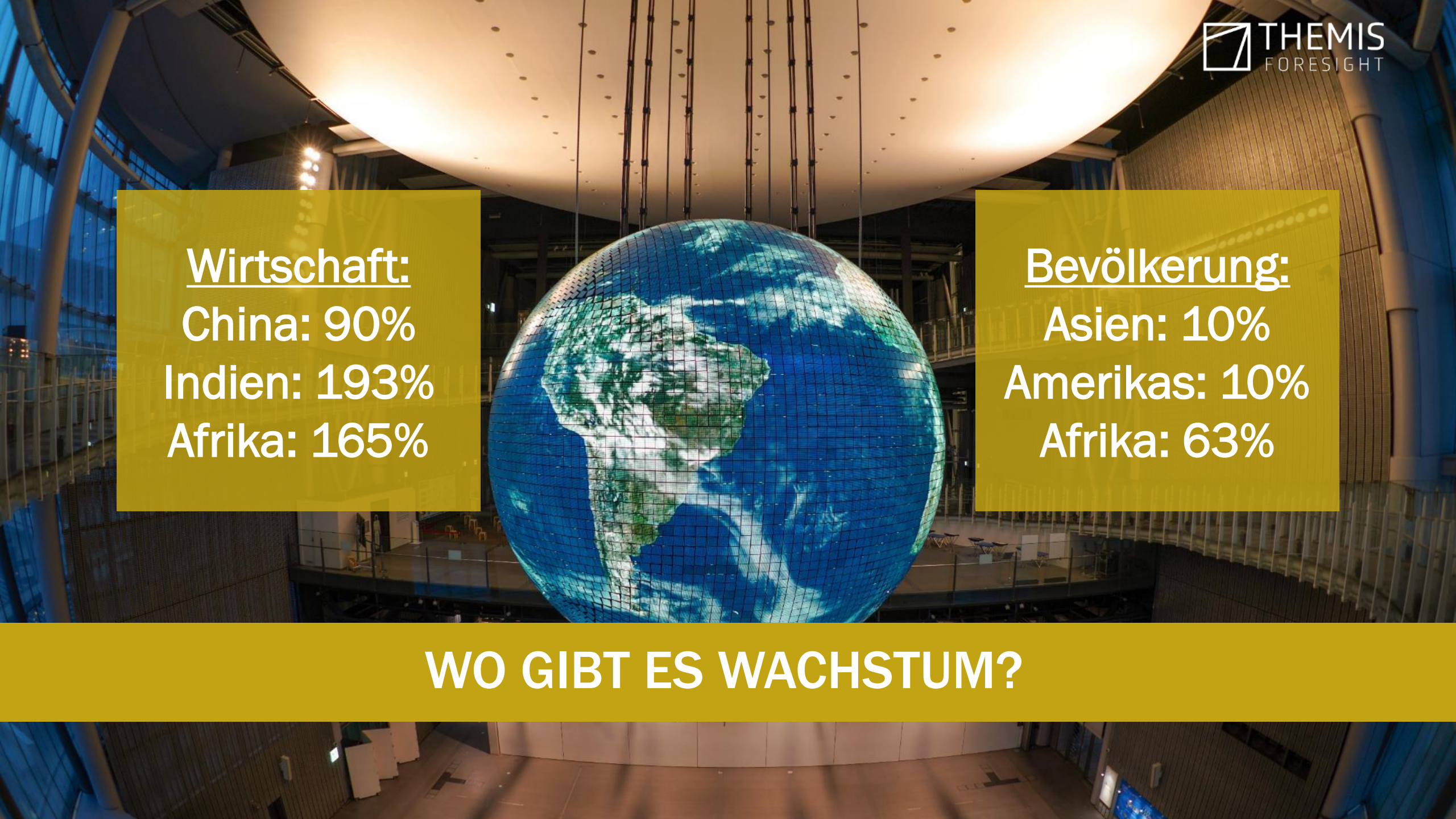
DAS 28%-PROBLEM EUROPAS

Wirtschaft:

China: 90%
Indien: 193%
Afrika: 165%

Bevölkerung:

Asien: 10%
Amerikas: 10%
Afrika: 63%

A large, illuminated globe is the central focus, suspended in a modern, multi-level atrium with a curved ceiling and glass railings. The globe shows a detailed map of the world with blue oceans and green landmasses. The background shows the architectural details of the building, including curved walls and walkways.

WO GIBT ES WACHSTUM?

Bevölkerung

63%

Wirtschaft

165%

Transp.-Vol.

192%

Eisenbahn

36.000

WACHSTUMSKONTINENT AFRIKA



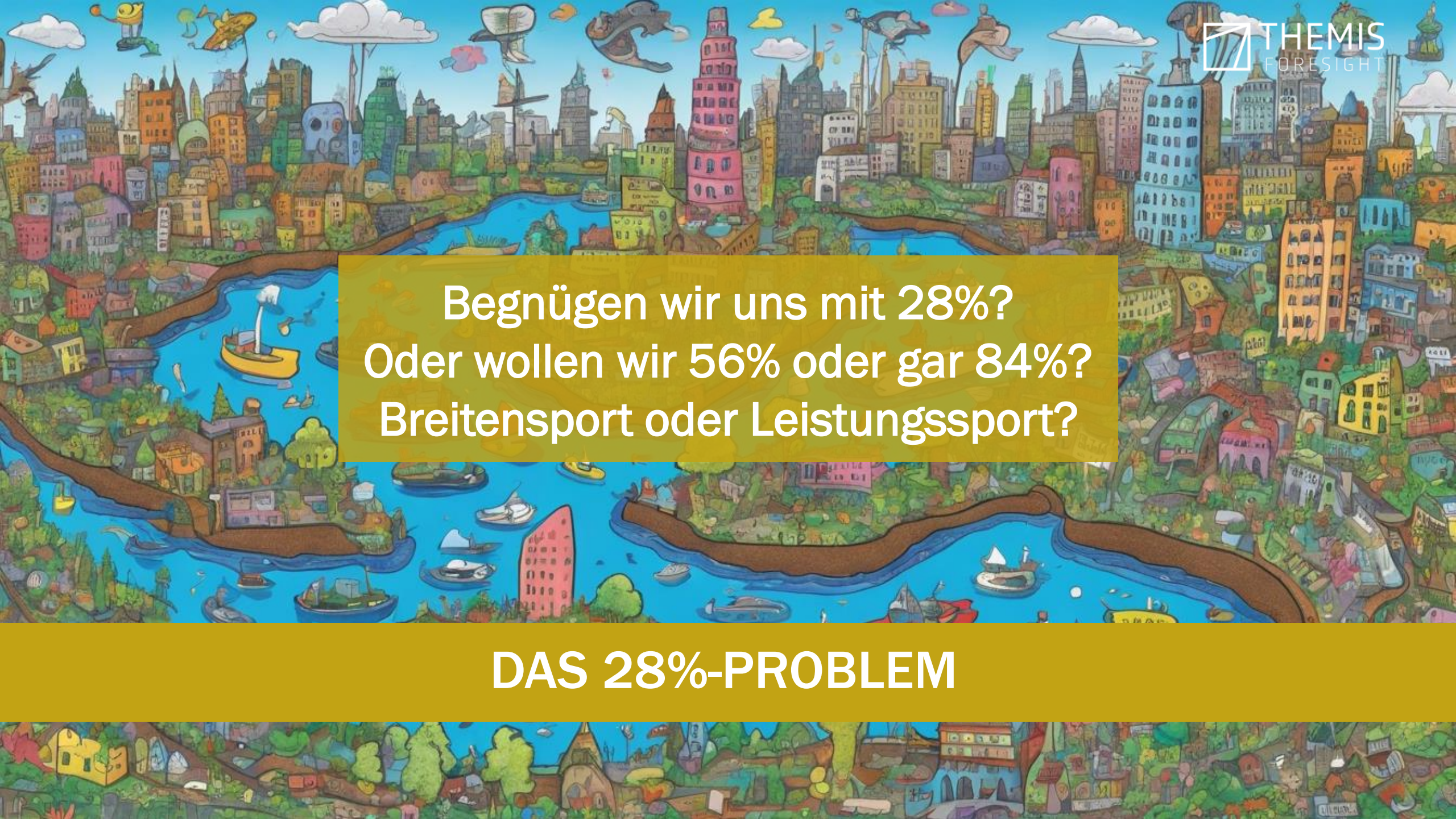
Industrie-Diversifizierung
Lebensmittel &
Landwirtschaft
Klima-Anpassung...

BEDÜRFNISSE

MECKERN ODER KLOTZEN?

Die rheinischen Hidden Champions





Begnügen wir uns mit 28%?
Oder wollen wir 56% oder gar 84%?
Breitensport oder Leistungssport?

DAS 28%-PROBLEM

Neue Lebensmittel, regenerative
Landwirtschaft, Werkstoffe im
Einklang mit der Natur, benötigen:

- Bio-Engineering,
- Chemie-Industrie,
- Maschinenbau...

MECKERN ODER KLOTZEN?

Hidden Champions in Nordrhein-Westfalen



MECKERN ODER KLOTZEN?

FEHLT NUR NOCH DIE LOGISTIK

Fehlt sie wirklich?



ZUKUNFT IST, WAS SIE DARAUS MACHEN!