

# Annual Report 2024

GLOBAL **ecoTransition**



Mission  
Value

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# What We Do

Mission Value is a growing, values-driven science-society network with impact. Our goal is to advance social tipping points for the socio-ecological transformation, foster public support for sustainable policies and counteract the current backlash. As crises intensify, the battle of narratives becomes more decisive: Will a right-wing populist perspective prevail – one that ignores or outright denies environmental challenges and obstructs political action? Or will we succeed in safeguarding and expanding the space for a sustainable future?

By bringing together science and society, we actively contribute to key sustainability initiatives such as the European Green Deal and the 17 Sustainable Development Goals. Through science-based communication, strategic narration, and inspirational stories from politics, business, and culture, we work to build a broad understanding of the opportunities presented by the socio-ecological transformation. We recognize that what matters is not just what is said, but also how, when, and by whom.

Our work addresses the general public but focuses particularly on decision-makers in society and the economy with a high socio-economic status (High-SES) – individuals who act as multipliers in their respective fields. Whether entrepreneurs, cultural leaders, or athletes, each sector operates differently when it comes to shaping the future. Mission Value develops targeted, science-based narratives to engage diverse groups effectively and promote sustainable economic models within planetary boundaries. In doing so, we position ourselves as a Transformative Coalition, as illustrated in the following graphic:

## Mission Value: Science-Society Network with Ambition for Impact



Mission Value sees itself as a science-society network with ambition for impact. We are piloting an approach that strategically integrates the work of traditional think tanks (developing studies), media education (developing explanatory formats) and democratic communication (creating spaces for dialogue). We are focussing on one target group in particular: People with a high socio-economic status (High-SES).

Honest. Bold. Together.



Compass  
Counting, what counts.



Communication  
Telling, what counts.



Courage  
Enabling, what counts.

Since early 2024, the shared platform and legal framework for Mission Value is the Global Eco Transition gGmbH. This German non-profit limited company integrates expertise from science, media, and business to educate the public on the impact of societal narratives and data. Our evidence-based approach is gaining traction: Well-known German media outlets such as ZDF Aspekte, Deutschlandfunk, Der Spiegel, NDR, Handelsblatt, Table Media, M Magazin, and Forum Nachhaltig Wirtschaften have featured our work, and interest from key stakeholders continues to grow.

Our work is possible thanks to the support of our generous partners including the Allianz Foundation, Hewlett Foundation, alv Foundation, and European Climate Foundation, as well as private donations.

With Mission Value, we highlight the opportunities of and pathways to the socio-ecological transformation – science-based, impact-driven, and strategic.

# Highlights from 2024

Since its foundation at the end of 2023, Mission Value has already achieved several milestones through the initiatives it hosts.

## Planet Narratives

With our nonprofit initiative Planet Narratives, we support filmmakers and screenwriters in creating compelling narratives that reflect what a better future could look like. In 2024 the initiative focused on exchange and networking at major festivals and events. Our team provided exciting insights into the future of film, media, and innovation and created space for the much-needed dialogue on societal responsibility and the opportunities of socio-ecological transformation.

### GreenTech Festival 2024

On May 17, Planet Narratives participated in the GreenTech Festival in Berlin, Germany. In a panel discussion, Maja Göpel, Katharina van Bronswijk, and Nina Eichinger discussed the power of storytelling and the impact of new narratives – because filmmakers have the unique power to tell compelling stories that reach and move people.

→ [Read more here](#)

### Filmfest Hamburg

In a well-received panel discussion, our experts explored methods of Green Storytelling. For an audience of film and TV experts Nicole Zabel-Wasmuth, Silke Zertz, Lars Jessen, Pheline Roggan, and Andrea Schütte investigated how the influence of film and TV imagery can be effectively harnessed for societal transformation and inspire action.

→ [Read more here](#)

## Female Producer's Breakfast

In her keynote speech to around 50 women from the film and production industry, Nicole Zabel-Wasmuth underscored why filmmakers can create new spaces of possibility for the future through impactful and entertaining films. With this power comes great responsibility – not only to reflect reality but also to illustrate what could come into being.

→ [Read more here](#)

## Imagine Hamburg – Festival of the Future

The Imagine Hamburg Festival was dedicated to exchanging positive visions of the future. As part of the festival, Planet Narratives presented award-winning films followed by panel discussions, and invited audiences to actively reflect on the challenges and opportunities of a sustainable future.

→ [Read more here](#)



Following the film screenings at the Imagine Hamburg Festival, Planet Narratives founders Nicole Zabel-Wasmuth and Lars Jessen spoke with experts about how to overcome feelings of powerlessness in time of crisis.

## Cinema Tour for Lars Jessen's Film

Lars Jessen's film "Micha denkt groß" [Micha thinks big] is a great example of how a climate story can be told in a subtle and unpretentious way without compromising entertainment value. To engage audiences and discuss current challenges, Planet Narratives embarked on a cinema tour with the film crew, visiting rural areas in particular. The film was later broadcasted on ARD, one of the most important German television channels.

→ [Read more here](#)



As part of the cinema tour for "Micha denkt groß", the film crew shared insights from the shoot and spoke about the power of compelling stories.

## German Film Awards Ceremony

Lars Jessen organized the German Film Awards in early May, which is the most prestigious film award in the country. The prominent hosts included a call to the film industry to harness the power of storytelling to engage audiences in climate protection and democracy, as well as a call to vote in the EU elections in June. Additionally, our team had access to high-profile guests to record video statements for our Get Out The Vote campaign.

## Workshops

To support screenwriters in networking and developing their ideas, Planet Narratives hosted four workshops in 2024. Additionally, broadcasters and funding bodies benefited from workshops designed to facilitate connections with producers.

## Other events at which Planet Narratives has been represented through keynotes and panels:

- BAM! Bock auf Morgen Festival
- Munich Film Festival – Networking Event
- Summer Gathering with MaLisa in Berlin
- Silbersalz Festival Science & Media Panel
- Online Panel at Hannover Film Festival
- Networking Events with Broadcasters & Streamers (MaLisa)
- Networking Event at Munich Film Festival
- re:publica



## Valuable Entrepreneurship

Shaping a sustainable future requires collaboration with and through business. In 2024, the Valuable Entrepreneurship network prioritized connecting change-makers, facilitating trusted exchanges with experts, and creating dialogue spaces to explore the industry's role in this transformation.

### Survey with Oliver Wyman

Together with Oliver Wyman, a global strategy consultancy, Mission Value conducted a survey shortly before the European elections. The results revealed that the vast majority of business leaders in Germany were either unaware of or only superficially familiar with EU regulations and programs. At the same time, four out of five respondents had a positive view of the fundamental purpose of these initiatives. The survey also identified key business priorities, with talent acquisition ranking highest, followed by reducing bureaucracy and boosting demand.

→ [Read more here](#)

### Establishment of a Peer-Practice Lab

As part of the Valuable Entrepreneurship network, we have worked with different networks from the corporate area who strive for impact, connecting sustainability and corporate political responsibility. Additionally, we have held workshops with family business leaders in order to discuss topics such as holistic KPIs, sustainability as a driver of innovation, and the role of narratives. We also invited external experts for lunch talks. Mission Value has been present at events through keynotes and panel discussions.

## Events at which Mission Value has been represented through keynotes and panels:

- Book chapter contribution and online panel with Institut der deutschen Wirtschaft
- Tax Forum by Bundesverband der deutschen Industrie
- My Way Summit by Media Pioneer
- Summit by Wirtschaftsvereinigung Stahl
- “Heute wachsen für morgen” by Konrad-Adenauer-Stiftung
- Move conference
- Jahreskonferenz by Stiftung Klimawirtschaft
- Ecolution Conference by econsense e.V.
- “Perspektiven des Wachstums” at United Nations Day in Dresden
- Valuable Entrepreneurship at re:publica

## Development of a Knowledge Database

We have continued to expand our knowledge database, which already contains over 1,900 studies, publications, meta-analyses, and best practices. All Mission Value initiatives benefit from this resource, particularly our Debattenkompass Wert & Wirkung and the Superredaktion Newsletter.

## In-Depth Briefings

Information surrounding socio-ecological transformation is often riddled with targeted disinformation, especially in turbulent times like the present. These narratives frequently omit the failures and challenges that come with change. This is precisely where our monthly newsletters step in.

### Debattenkompass Wert & Wirkung

With our monthly (formerly biweekly) newsletter, we achieved significant milestones in 2024. Debattenkompass, available for free subscription or online reading, reached over 1,600 subscribers in 2024. Each issue maintained a steady open rate of 30% on average, with a click rate of 36% – a testament to both the quality of our content and the strong interest in socio-ecological transformation topics.

→ [Read more here](#)



MPASS  
pass Wert &  
hstand  
systeme angewiesen sind.



Foto: IMAGO / Imagebroker  
03.12.2024 – DEBATTENKOMPASS

#### Debattenkompass Wert & Wirkung: Schuldenbremse

Wie wir mit Investitionen eine lebenswerte Zukunft erreichen können.

LESEN →



Foto: IMAGO / Panama Pictures  
31.10.2024 – DEBATTENKOMPASS

#### Debattenkompass Wert & Wirkung: Ernährungssicherheit

Wie wir trotz Dürren, Überschwemmungen und Wasserknappheit dafür sorgen, auch zukünftig satt und gesund zu bleiben.

LESEN →



Foto: IMAGO  
01.10.2024

#### Debattenkompass Wert & Wirkung: Subventionen

Negative Subventionen stecken.

LESEN →

All issues of our Debattenkompass are available for reading on our website.



## The Debattenkompass Handbook

In times of multiple crises, many people experience a sense of powerlessness. Yet, we often forget that we all have a role in shaping public debate – and that we can shift the focus from the past to the future. To illustrate how our worldview is shaped by the narratives and data we consume – and how we can move from awareness to action – we have written a handbook, set to be distributed to our audiences in March 2025.

The book “Debattenkompass: How We Stay Focused on the Future in Turbulent Times” explores key concepts of social change, including the Three Horizons Model, perceptions of normality, and pluralistic ignorance. It also includes a curated selection of Debattenkompass issues, providing concrete examples that reinforce the theories and frameworks we reference.



The book accompanying the Debattenkompass brings together key concepts of social change and a selection of our newsletter issues.

## Superredaktion Newsletter

The monthly Superredaktion newsletter also saw steady growth, increasing from 250 subscribers in January to around 450 by December 2024. Engagement remained consistently high, with rates between 60% and 70%, reflecting both the quality of the content and the relevance of the topics to our readers.

→ [Read more here](#)



### Wie du der Zukunft jetzt den Rücken stärkst

Die schlechten Nachrichten kennst du alle schon. Hier sind ein paar gute - gefolgt von einer Handvoll Ideen, was jetzt gebraucht wird und was du dafür tun kannst.

01.03.2025 | 1 REAKTION



### Was eine Abkehr von der Energiewende für die Wirtschaft bedeutet

Willkommen im Newsletter der Superredaktion – die monatliche Ration konstruktive Perspektiven, positive Botschaften und konkrete Anpackmaterialien!



### 5 Gründe, trotzdem engagiert zu sein

Willkommen im Newsletter der Superredaktion – heute mit 5 Gründen, engagiert zu sein, die eher egoistisch sind.

19.12.2024



### Praxistipps Populismusbekämpfung

Willkommen im Newsletter der Superredaktion – die monatliche Ration konstruktive Perspektiven und Anpackmaterialien, heute mit Populismus.

17.10.2024

All issues of the Superredaktion newsletter are accessible online.

### **Project Against the Far-Right Shift**

To counter the far-right surge in the June EU elections, we leveraged our network in the cultural industry to produce video messages with celebrities who took a clear democratic stance and encouraged others to vote. These videos reached millions of views.

→ [Read more here](#)

### **Project for the State Elections**

To draw attention to the state elections and counter the fear-mongering narratives of the far-right, we produced short documentary features with prominent figures from the eastern German states. These films aimed at inspiring people to get involved and showing them that they are not alone in their engagement.

→ [Watch here](#)

### **Financing and Realization of a Film Project**

Dry moor land releases vast amounts of CO<sub>2</sub>. They are responsible for seven percent of all greenhouse gas emissions in Germany. Rewetting them could help with climate protection. Superredaktion helped to secure funds and to implement a documentary film project about wetland restoration.

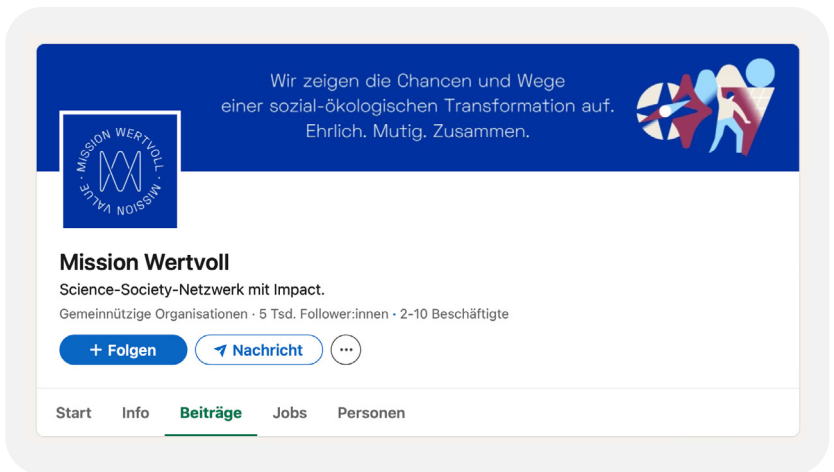
## Social Media

To effectively reach our target audience of High-SES (socioeconomic status) professionals we focused our Mission Value social media strategy on LinkedIn, where this group is most active. Within a year of launching our LinkedIn presence, we reached nearly 4,000 followers by December 2024.

Our posts cover topics from our various initiatives, including Planet Narratives, Valuable Entrepreneurship, and Debattenkompass, alongside newly released studies, ongoing debates, and success stories. Each post achieves between 2,000 and 5,000 impressions, with some exceeding 20,000 impressions.

In December, we introduced a constructive advent calendar on LinkedIn, featuring daily success stories, inspiring studies, and recommended books. This initiative garnered significant engagement and positive feedback from our followers.

→ [Find us on LinkedIn here](#)



Ich lebe in einer ländlichen Region Mecklenburg-Vorpommerns. Die Landwirtschaft ist überwiegend industriell geprägt durch z.B. riesige Maschinen sowie den Einsatz chemischer Pestizide und Düngemittel. Gemeinsam mit anderen Bürgern habe ich eine Wählergemeinschaft gegründet um den Wandel auf dem Land zu gestalten. Ein wichtiges Anliegen ist der Dialog mit den Bauern um Veränderung anzustoßen. Danke für euren Input **Mission Wertvoll**. 🙏🌱

Eine tolle Geschichte - wie aus dem drohenden Scheitern auch eine Geschichte des Gelingens werden kann.

Vielen Dank für diesen wichtigen Beitrag! Unser Verständnis davon, was Wertschöpfung in einem nachhaltigen und regenerativen Sinne ist bzw. sein kann, lässt sich hiermit sehr gut erweitern. 🙌 Beides, Ökosystemleistungen und Biodiversität, sind immer noch blinde Flecken, wenn es um Messung und Management geht.

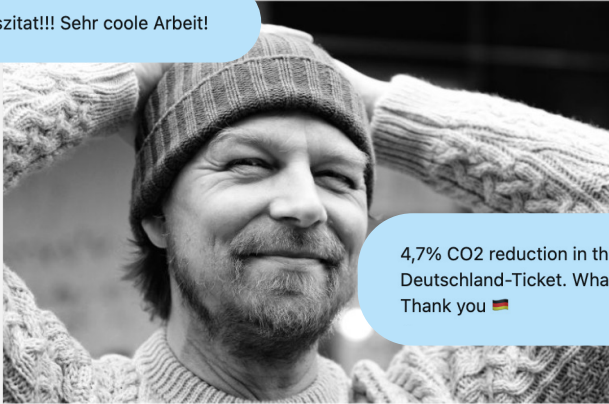


### Mission Wertvoll

5.746 Follower:innen  
6 Monate · 🌐

👉🌱 "Wir können uns Sachen ausdenken, die es noch gar nicht gibt - wir können Probewohnen in der **#Zukunft**", sagt Filmemacher und Mitgründer ... mehr

Sehr cooles Eingangszitat!!! Sehr coole Arbeit!



4,7% CO2 reduction in the traffic sector with our Deutschland-Ticket. What a fantastic result!! Thank you 🇩🇪

👍🌱🌍 50

Yesss! Wir müssen uns als konkret handelnde Personen erleben - und erlebbar machen, dann ermutigen wir auch andere. **#Selbstwirksamkeit #Wirkmacht #Personalität**

📍 Die **#Transformation** findet statt - jetzt. "Die einen sind schon dort, die anderen noch nicht. Aber ich glaube, dass wir alle begreifen müssen, dass da nichts Schlimmes kommt. Wir brauchen keine Angst zu haben." Genau so ist es!! Wenn es auch nicht immer leicht ist darauf zu vertrauen



# Press and Media

Mission Value was featured in numerous interviews, guest commentaries, and media mentions throughout 2024. Below is a selection of highlights:

28. Januar 2024

→ [Maja Göpel: Dann stellt sich auch die Verteilungsfrage](#)

02. Februar 2024

→ [Wie kann die Transformation Deutschlands gelingen?  
Das große Streitgespräch](#)

28. Februar 2024

→ [Bornschein trifft Maja Göpel](#)

17. März 2024

→ [Wie man eine Zukunft baut](#)

24. Juni 2024

→ [“Aufklärung, Inspiration, Ermöglichen”](#)

29. Juli 2024

→ [Das CEO2-neutral Corporate Sustainability Briefing](#)

18. August 2024

→ [ttt – titel, thesen, temperamente](#)

21. August 2024

→ [Maja Göpel im Interview: “Loslassen und neu denken”](#)

27. August 2024

→ [Lars Jessen: “Geschichten verändern die Welt”](#)

10. September 2024

→ [Wirtschaftliche Transformation und die Rolle des Female Leadership – im Interview mit Maja Göpel](#)

18. Oktober 2024

→ [Maja Göpel: Wie finden wir den Mut zur Veränderung?](#)

22. Oktober 2024

→ [“Klimajournalismus soll Wissen vermitteln”](#)

29. November 2024

→ [ZDF-Aspekte - Geh mir weg mit Klima!](#)

# Outlook for 2025

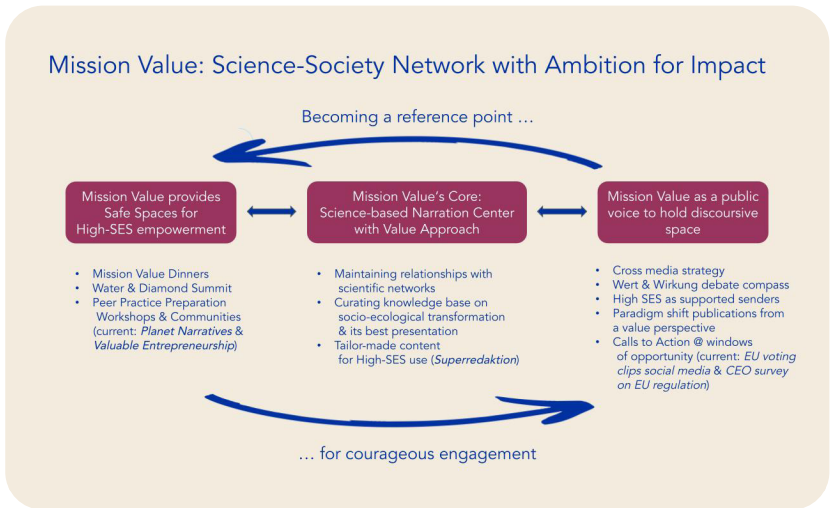
Our primary goal for 2025 is to expand our impact further and establish Mission Value as a central public voice in Germany that proactively contributes to agenda-setting from a values perspective in public discourse. We aim to communicate strategically to address the barriers to socio-ecological transformation.

The election of Donald Trump in the US and the premature collapse of the German governing coalition in November 2024 have dramatically altered the conditions for sustainable business practices and fact-based, constructive discourse. These geopolitical and climate policy developments have made our Theory of Change even more relevant.

This sets the course for our action plan in 2025. As mentioned earlier, our focus will be on targeted agenda-setting to prevent further backlash against democratically legitimized sustainability goals, particularly in climate, environmental, and social policy. We aim to develop effective communication strategies, narratives, data, and storytelling that enable conservative stakeholders to (re)embrace what has been aggressively labeled as “green” or “leftist” policies and programs.

We understand that we cannot expect members of our network to speak out publicly unless we simultaneously pave the way and open the discourse ourselves. To this end, we have structured our network into various working areas, designed to enhance both internal exchange and public engagement (see graphic).

## Mission Value: Science-Society Network with Ambition for Impact



One and a half years after our founding, we want to significantly amplify external communication and public presence for Mission Value members. Several publications are planned to advance the values perspective and reframe conservative demands. We will redefine and revitalize key terms such as (economic) security, resilience, engineering excellence, and “Quality Made in Germany”.

A major milestone in 2025 is the Diamond & Water Summit at the Berlin State Opera in March, bringing together around 160 guests and partners from various Climate Action Dinners, projects, and our broader network. Participants engage in constructive discussions on advancing the socio-ecological transformation. Attendees also receive a copy of our De-battenkompass handbook to continue exploring the topic beyond the event.

# Who We Are

- **Maja Göpel** is the founder of Mission Value and Managing Director of Global Eco Transition gGmbH, the institutional home of Mission Value. As a political economist, transformation expert, and sustainability scientist, she has worked at the intersection of science, politics, and society for 25 years. She has combined academic research with public engagement and found her passion in science communication, for which she has received numerous awards. In 2019, she was appointed Professor at Leuphana University Lüneburg.
- **David Wortmann** is the Managing Director of Global Eco Transition gGmbH. He is also the founder and CEO of the cleantech-focused consultancy DWR Eco, co-founder and board member of Leaders for Climate Action, and a venture partner and investor at Proptech 1 and Planet A. He regularly appears as a podcaster, serves on startup award juries, and mentors cleantech startups.
- **Lars Jessen** is the founder and visionary behind Superredaktion and Planet Narratives. Primarily, he works as a film and television director, screenwriter, and producer. His work has won numerous awards, including the German Television Award and the Grimme Prize.
- **Nicole Zabel-Wasmuth** is the founder and project lead of Planet Narratives. As a lawyer with a PhD specializing in economic, environmental, film, and media law, she worked as Legal Counsel for UFA until early 2024.
- **Jan Scheper** is Chief Operating Officer at Mission Value. He previously held management positions at the sustainable business magazine Good Impact (enorm Magazin until the end of 2022), tageszeitung and Berliner Zeitung. In 2022, he was named a national ambassador for solution-oriented journalism by the European Journalism Centre and initiated the 2023 Conference for Constructive Journalism.

- **Johannes Zieseniß** is a scientific advisor for Mission Value and the project lead of the Valuable Entrepreneurship initiative. As a social scientist, he has worked on transformation, economics, and ecology topics in various contexts.
- **Friederike Rosch** is responsible for organisation and community at Mission Value. She has gained extensive experience in various positions at the interface between science and project management, most recently as project manager and assistant to the workshop manager at the sculpture workshop at the bbk's kulturwerk in Berlin. She holds a degree in Journalism and Communication Studies and English Philology from the Free University of Berlin.
- **Josephine Andreoli** writes the newsletter Debattenkompass Wert & Wirkung and manages social media and communications at Mission Value. She was previously the head of the society and sustainability departments at the news portal watson and worked as an investigative editor at abgeordnetenwatch.de and the Lübecker Nachrichten.
- **Nico Czaja** has been the editor of the Superredaktion newsletter since 2023. After studying ethnology, he initially worked as a freelance author and editor, translator, developed radio plays and taught interactive storytelling.
- **Anna-Nicole Heinrich** coordinates projects at Mission Value and fosters synergies. In addition to her job at Mission Value, the graduate philosopher holds an honorary position as President of the Synod of the Evangelical Church in Germany.
- **Jessica Jander** is responsible for the organization and community at Mission Value. She has gained extensive experience as a personal advisor and in accounting at various companies.

# Facts

Global Eco Transition gGmbH pursues exclusively and directly charitable purposes within the meaning of the section “Tax-Privileged Purposes” of the German Fiscal Code.

As a nonprofit organization, we rely on funding from individuals, foundations, businesses, and other donors. The more resources we raise, the more projects we can advance. Please support us in accelerating the transformation toward sustainability.

## **Bank Details:**

GLS Gemeinschaftsbank

IBAN: DE62 4306 0967 1230 6808 00

BIC: GENODEM1GLS

## **Account Holder:**

Global Eco Transition gGmbH

## **Purpose of Payment:**

Donation “Mission Value”

## **Donation Receipt:**

We will gladly issue a tax-deductible donation receipt for your contribution. To enable this, please include your postal address in the reference field of your bank transfer. You may also support Mission Value via the digital donation platform → [bcause](#).

# Facts

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