

Annual Report 2025

GLOBAL **ecoTransition**



Mission
Value

Content

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What We Do

Mission Value is a values-driven science-society network with public impact, based in Germany. Our goal is to advance social tipping points for the socio-ecological transformation, with a focus on both contributing to the national debate and discussion of economy in our country, aiming to foster public support for sustainable policies and counteract the current backlash. As crises intensify, the battle of narratives is becoming more decisive: Will right-wing populist narratives succeed in obstructing political action to tackle the big environmental and societal challenges our societies are facing? Or will we find ways to stop this trend to safeguard and expand the pathway to a sustainable future?

By bringing together science, economy, 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 narratives and framing, and inspirational stories from politics, business, and culture, we build a broad understanding of the opportunities presented by the socio-ecological transformation here in Germany, in Europe and the world. 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 has a particular focus on decision-makers in society, economy and culture with a high socio-economic status (High-SES) — individuals who act as multipliers in their respective fields, such as 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 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 has gained quite some attention: Well-known German media outlets such as Deutschlandfunk, Focus, Table Media, SWR, TAZ Futur Zwei, STANDARD, FALTER und forum future economy have featured our work.

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

With Mission Value, we highlight the opportunities offered by and the pathways towards the socio-ecological transformation — science-based, strategic, and impact-driven.

Highlights from 2025

Since its foundation at the end of 2023, Mission Value has had substantial impact on the German debate and key stakeholders through the initiatives it hosts.

New podcast hosted by Maja Göpel

In October 2025, we launched a new podcast series, called *NEU DENKEN* (German for “rethinking”). *NEU DENKEN* is a video and audio podcast that reframes our public discourse — with intelligence, respect, and a focus on solutions. Instead of chasing the next controversy, we ask a different question with this series of talks: *How can we do better?*



Cover art for Mission Value's new flagship format "*NEU DENKEN*", our new German-language talk podcast. Together with a diversity of smart thinkers active in Germany's scientific and public debate, Maja Göpel redefines important topics and invites listeners to contribute.

In the podcast, Mission Value co-founder Maja Göpel speaks with leading voices from science, civil society, and business about the major issues of our time. Together with her guests, Maja covers central concepts that shape our economies, our sense of security, and the functioning of our democracies. Together, we look for ideas that connect rather than divide, and for examples that illustrate how things actually can and do change for the better.

At the heart of the project lies a core principle: anyone who wants to strengthen democracy must take people's concerns seriously — and offer new perspectives instead of fuel for further polarisation.

Why this matters

Our democracy is under pressure: populist actors sow uncertainty, while trust in scientific and public institutions is eroding. With *NEU DENKEN*, we deliberately set a different tone — evidence-based rather than sensational, connective rather than outraged. Our podcast strengthens civic resilience: the ability to face societal tensions with understanding, trust, and a capacity to act.

To transform public debates constructively and empower people, *NEU DENKEN* not only offers in-depth conversations, but also takes them to new digital spaces. With clear language and thoughtful dialogue, we've created a format that makes complexity accessible, inspires confidence in the future, and amplifies important voices.



Maja Göpel in the studio connecting with economist Katharina Pistor in the US.

How NEU DENKEN works

- High-quality video podcast featuring 40-60-minute conversations, distributed on YouTube, Spotify, Apple Podcasts, and many other platforms
- Complementary short-form social media content (captioned snippets) optimised for virality on TikTok, Instagram, and LinkedIn
- Topics with depth and societal relevance, e.g.: Rethinking growth, wealth, security in all its dimensions, and the foundations of democracy.
- Host: Prof. Dr. Maja Göpel — political economist, transformation researcher, bestselling author in Germany
- Target group: politically engaged individuals aged 16+, especially opinion leaders, educators, and people seeking orientation in times of change
- Community engagement: We combine balanced debate and scientific depth with broad media reach — and invite our audience to actively propose topics and guests

We produce this project for people who want change but seek orientation. Our aim is to keep the space open for a debate that brings people together, not separates them even further. Through compelling content, insightful guests, and strategic distribution, we are building:

- a digital platform for new societal narratives
- a community centered on forward-looking discourse
- a counterweight to polarisation

First seasons & outlook

In 2025, we developed the concept, established workflows and partnerships, to cover all steps of the production: editorial development, production, post-production, and distribution. We then produced and released ten episodes across two seasons, focusing on the themes of *economy* and *security*. Our guests included prominent German voices such as economists Achim Truger, Michael Hüther, Katharina Pistor, environmentalist Jennifer Morgan, and author Bijan Moini. In 2026, a third season with five episodes on *Democracy* will follow.

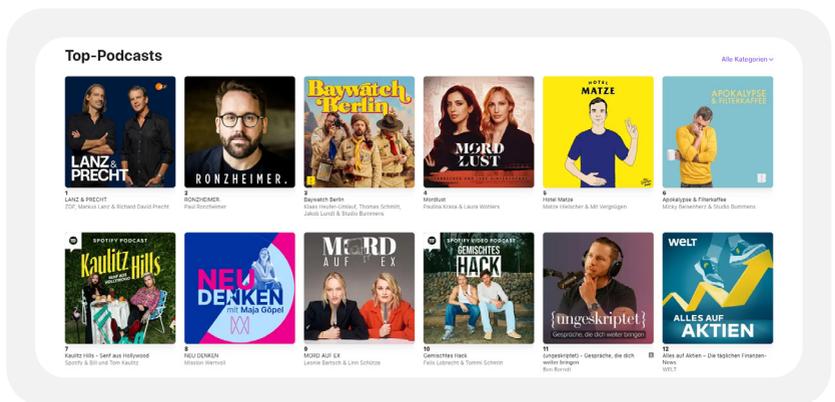
The success of our launch and the first two seasons surpassed even our most optimistic expectations. In a short amount of time, we built a sizeable community, which actively engaged through our various channels, and have established ourselves in the German podcast space.



NEU DENKEN kicked off with a 5-part season on the economy. In the first episode, Maja Göpel and Achim Truger discussed economic and societal growth and what it really means.

Chart positions:

- Within the top 7% of all active German podcasts two months after launch
- Trended on Apple after launch up to top 8 of all podcasts, top 1 in science and series
- Rose after launch to top 4 of trending charts on Spotify, top 13 of science podcasts



Plays and subscribers:

- Over 360,000 plays/downloads of the podcast across audio/video channels
- Over 36,000 plays/downloads on average per episode
- Over 34,000 Spotify, Apple, YouTube subscribers, plus more on additional platforms
- Over 42,000 followers on social media: Instagram, LinkedIn, TikTok, and Bluesky

Demographics and interaction:

- High congruence of listenership on Germany's main podcast platform Spotify with target groups of Mission Value: Gender balance, slightly tipped to male, older and more experienced audience
- High amount of interaction via social media and our podcast e-mail inbox
- Over 130 messages with listener suggestions for guests and topics received so far
- Very positive impact on the Mission Value communications, more website visits and LinkedIn follows

(Our analytics as of Dec 15, 2025)

To continue editorial development, production, post-production, and distribution, we are currently seeking funding. We aim to establish this format for the long term — as a space for dialogue, debate, and societal renewal.

→ [All previous episodes can be found here](#)

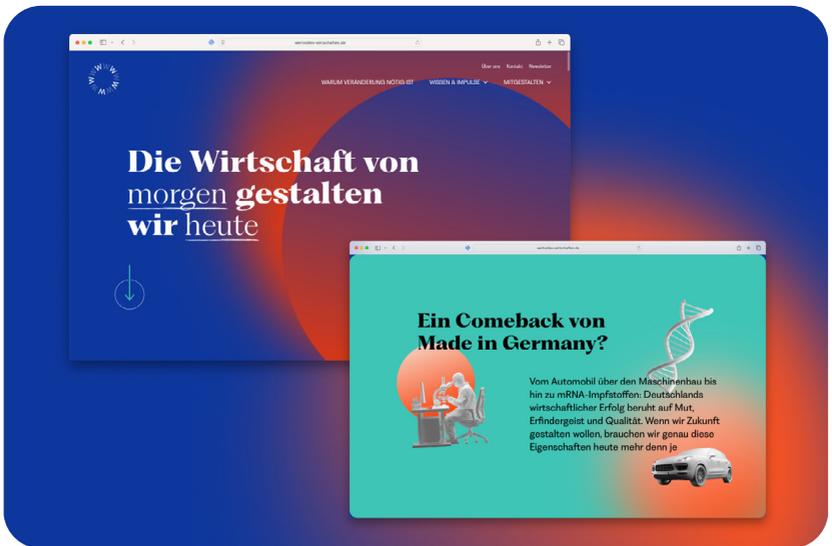
Valuable Entrepreneurship

The transformation toward a sustainable future can only be shaped with and through the business sector. Our initiative *Wertvolles Wirtschaften* (*Valuable Entrepreneurship*) looks back on a challenging year with regard to macroeconomic dynamics, competitiveness and innovation dynamics in Germany, as well as a European simplification agenda that reduced reporting obligations for companies, putting data-based risk management and businesses' planning certainty at risk. We also observe a crisis of democratic values, which is why we increasingly rely on arguments and dialogue formats that link innovation with sustainability and corporate responsibility. At the "Diamond & Water Summit" in March, which brought together around 140 selected guests, the initiative hosted a dedicated workshop. Another highlight was the conference *Zusammen Zukunftsfähig* (literally: "getting ready for the future, together"), organized in November in cooperation with our partners. In this one-day interactive workshop and stakeholder meeting, 35 CEOs and board members developed strategic priorities for the competitiveness of Germany's economy. The response to this new format was highly positive.



Maja Göpel (Mission Value) and Kathrin Haug (ReAct Initiative) on stage at our conference *Zusammen Zukunftsfähig* in November 2025.

In September, we launched the website “wertvolles-wirtschaften.de”. This dynamic webpage illustrates the economic benefits of long-term oriented business practices through evidence-based narratives, a filterable database, and best-practice examples. For our work in media and on social platforms, we leverage synergies with other project areas — for example, with the *Debattenkompass* handbook or the overarching Mission Value LinkedIn page. The *Club Valuable Entrepreneurship* will continue in an adjusted format after a successful first year. In addition, we tested various workshop formats in non-public settings. The initiative further strengthened its presence and impact through keynote speeches and panel discussions at closed events as well as public appearances at conferences such as the Munich Management Colloquium and re:publica.



Our initiative *Valuable Entrepreneurship* launched an online platform in the fall of 2025, providing readers with resources to understand common narratives used in the public discourse, essential knowledge and inspiration for creating their own sustainable business.

Planet Narratives & Superredaktion

In 2025, Planet Narratives and Superredaktion introduced a new strategic focus: safeguarding democracy. A stable democratic system is a fundamental prerequisite for protecting the natural foundations of life and biodiversity from the impacts of global warming. In addition to the biodiversity and climate crises, we are now facing a moment in which democracy in Germany is under threat to an extent that can no longer be ignored. For this reason, we expanded our approach — leveraging the transformative potential of constructive and compelling storytelling for societal change — to a range of new formats that explore how positive narratives can help rekindle enthusiasm for democracy rather than relying solely on defining our position *ex negativo* as opposition to its enemies.

From Research to Practice: Academic Collaborations

From our own experience as much as in our exchanges with other initiatives working in our field, we identified a common pain point: there is a lack of robust scientific knowledge on how audiovisual storytelling actually influences the attitudes and behaviours of target audiences. This knowledge gap hampers both the impact-oriented refinement of our methods and our ability to convincingly communicate the potential of our work to potential funders. Accordingly, our efforts in 2025 were shaped by our need to establish better means of knowledge transfer between scientific research and practice.

To this end, we established a close collaboration with a research team at Babelsberg Film University. As a practice partner, we are contributing to a four-year academic film studies project, *“Film as a Catalyst for Social Change”*, which will commence this year.

Our cooperation with MOIN Filmförderung to implement a short-term research scholarship in September surpassed expectations by expanding into a highly fruitful long-term cooperation with an international group of media psychologists, with research interests seamlessly aligned with our own needs for scientific evidence for the impact of stories on behaviour.

We are deeply involved in the design of a new large-scale research project, putting us in a unique position to help pioneer and put into practice actionable new insights into the mechanics of impact storytelling.



Mission Value's project Planet Narratives hosts one of their workshops for screenwriters working in television and cinema, supporting them to develop new ways of bringing evidence-based and transformative stories onto people's screens.

Reimagining Democracy

As a joint initiative, Superredaktion and Planet Narratives established a "Storyteller's Club", bringing together a prominent group of storytellers from film, television, music, and the performing arts. The group met and inspired one another during two in-person workshops featuring guest speakers Maren Urner, Arun Chaudhary, Nico Semsrott, and Robert Habeck, and remains in ongoing exchange through a messenger group that serves as a confidential safe space and networking forum.

PRÜF: Review political parties to protect freedom

The initiative "PRÜF – Prüfung rettet übrigens Freiheit" ("Reviewing Protects Freedom"), led by satirist and politician Nico Semsrott, who previously served in the European Parliament for *Die PARTEI*, has a single

demand: “All parties classified by the Federal Office for the Protection of the Constitution as suspected right-wing extremist or confirmed right-wing extremist should be reviewed by the Federal Constitutional Court.”

The instruments chosen to direct this demand — addressed specifically to each state government — are monthly demonstrations, first in Hamburg and subsequently in each state capital. The chosen narrative framing — *not* a call for bans, but the broadly resonant appeal that such matters should be examined by designated experts — creates a large capacity for coalition-building. It enables the project to engage conservative circles in dialogue, garnering support outside of classical left-wing settings.

In addition, the staging of these events is handled by high-reach performers with extensive expertise in entertainment. The demonstrations therefore break with conventional forms; they are designed as spectacles with their own entertainment value, rather than gatherings attended solely out of civic duty. Nearly 6,000 people took part in the inaugural demonstration in Hamburg in November. Parallel demonstrations were held in Munich and Hamburg in December, and Düsseldorf will follow in January 2026.

Superredaktion supports the project with network development, communications, the facilitation of artist contacts, and creative as well as subject-matter consulting.

Workshops & Script Consultations

As in 2024, workshops with screenwriters and within media organisations and production companies (most recently public broadcasters ZDF, NDR and UFA, one of Germany’s largest production companies) remained at the core of Planet Narratives’ work. As the number and quality of requests for individual script consultations increased, we dedicated more attention to this area.

A strong example of how these efforts are paying off is “*Neues Land*”, a star-studded, well-written family drama set against the history of open-

cast mining in eastern Germany, which has now entered its main filming phase. We worked closely with the screenwriters and rewrote substantial parts of the script, with nearly all of our contributions incorporated into the final version.

Additional Events Featuring Planet Narratives (Selection):

- Konferenz der Zukunft (“conference of the future”)
- International Green Film & Media Festival
- Planet Narratives Comedy Summit - mit Witz die Welt retten (“saving the world with humor”)
- Climate Content Day, Zürcher Hochschule der Künste
- Visions & Motion Brunch, Berlinale
- Erzählen mit Zukunft - Masterclass für Autor:innen
- Filmfest Hamburg: Kino, Klima, Wandel
- Films for Future Festival Zürich
- Transform.NRW
- Innsbruck Nature Film Festival



Planet Narrative is part of the program for the Climate Content Day.

Special events

As in previous years, Mission Value hosted the Diamond & Water Summit in March 2025, inviting approximately 160 carefully selected participants, including a significant number of high-SES individuals who are role models and multipliers. The summit offers tailored keynote speeches and discussions for its guests and is designed to foster networking. To ensure confidential background conversations, all external communication is deliberately avoided.

In January, we also held one of our *Climate Action Dinners*, attended by around 40 guests. This evening event likewise focused on sharing knowledge related to a sustainable future, connecting high-SES individuals, and supporting them in publicly positioning themselves on these issues.

Development and Maintenance of a Knowledge Database

Our work is supported by the central development of a comprehensive knowledge database and argumentation base. This database already contains more than 3,000 handpicked high quality studies, publications, meta-analyses, and best-practice examples. All Mission Value initiatives benefit from this database, particularly our *Debattenkompass Wert & Wirkung*, *Valuable Entrepreneurship* and the Superredaktion newsletter.

Evidence-Based Briefings

Information relating to a sustainable future is often undermined by deliberate disinformation — especially in turbulent times such as these — and tends to omit discussions of past failures. This is precisely where our monthly newsletters come in.

Debattenkompass Wert & Wirkung

Our monthly newsletter *Debattenkompass*, which can be subscribed for free of or read on our website, reached more than 2,330 subscribers in 2025. Individual editions maintained a consistently high average opening rate of 36.5 percent and a click-through rate of over 35 percent. This reflects both the high quality of our content and the strong interest in topics related to a sustainable future.

With the launch of our podcast *NEU DENKEN* with Maja Göpel, we temporarily increased the newsletter's frequency during the launch phase, providing subscribers with immediate access to new episodes and announcements.

In December 2025 we surveyed our audience with the aim to redesign our newsletter content according to our readers' changing needs in 2026.

→ [All issues of the *Debattenkompass* can be found here](#)



Foto: IMAGO / Westend61
DEBATTENKOMPASS
sam machen wir
andel sichtbar
die große Hebelwirkung haben,
die breite Unterstützung der Menschen
Wir sich das ändern lässt – und daraus
Politik folgen kann:
LESEN →



Bild: IMAGO / Westend61
25.08.2025 – DEBATTENKOMPASS
Die stille Mehrheit: Wie
wir die Gruppenblindheit
überwinden
Wir neigen dazu, die Meinung anderer vorauszusetzen,
ohne sie zu kennen. Ein Denkfehler, der weitreichende
Folgen für uns als Gesellschaft hat. Woran das liegt –
und wie wir das ändern.
LESEN →



Foto: IMAGO / Imagi Images
29.07.2025 – DEBATTENKOMPASS
Wandel wagen: Warum
Normalität kein Maßstab
ist
Wandel wagen: Warum Normalität kein Maßstab ist
LESEN →



Foto: IMAGO / ZUMA Press Wire
03.06.2025 – DEBATTENKOMPASS
Wie soziale Kippunkte
unsere Welt verändern
können
Schon das Verhalten einiger weniger kann unsere
Gesellschaft erheblich verändern. Was es dafür braucht:
LESEN →



Bild: IMAGO / Imagobroker
24.04.2025 – DEBATTENKOMPASS
Zukunft im Blick
Wie wir den Mut finden, alte Pläne zu ver-
aus der erstarrten Gegenwart in die tragf-
kommen.
LESEN →

The Handbook for the Debattenkompass

Against the backdrop of multiple crises, many people increasingly feel overwhelmed and powerless. In such moments, we often forget that we all shape public debate and can help shift the focus — from the past to the future. To illustrate how our worldview is shaped by numbers and narratives, and how we can move from awareness to action, we published a handbook that was distributed first to our target audience at the Diamond & Water Summit in March 2025. It was later made available as a free downloadable PDF on our website and sent to select journalists and individuals interested in our work.

The handbook explores core concepts related to social change, including the Three Horizons Framework, perceptions of normality, and pluralistic ignorance. It also features select issues of the *Debattenkompass* to illustrate the theoretical foundations that guide our work.



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

Superredaktion Newsletter

The monthly, free Superredaktion newsletter grew from 450 subscribers in December 2024 to 650 in December 2025. Engagement rates remained consistently high, between 60 and 70 percent — an indicator of both strong content quality and reader interest.

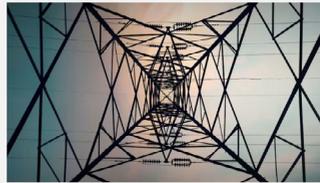
→ [All issues can be found here](#)



Der Plastikflut den Hahn abdrehen

Heute: Plastik – warum es überall ist, warum wir das nicht wollen, wie wir es ändern und warum es tatsächlich gelingen kann, wenn wir dranbleiben.

22.09.2025



Die Elektrik der Freiheit

Drei Viertel aller Menschen leben in Ländern, die fossile Brennstoffe importieren. Heute schauen wir uns an, was diese Abhängigkeit bedeutet und wir sie loswerden.

22.07.2025



Der Durst der Eichhörnchen im Frühling

Willkommen im Newsletter der Superredaktion – Heute mit der Vermessung des Zusammenhangs zwischen schlimmen Wettern und der Aufheizung der Welt. Und mit Eichhörnchen.

11.06.2025



Mach dich frei(er) - ein Wegweiser

Willkommen im Newsletter der Superredaktion. Heute mit einem Gastbeitrag von Jan Hegenberg unter der Überschrift "Unabhängigkeit". Alle wollen sie! Wo kriegt man sie her?

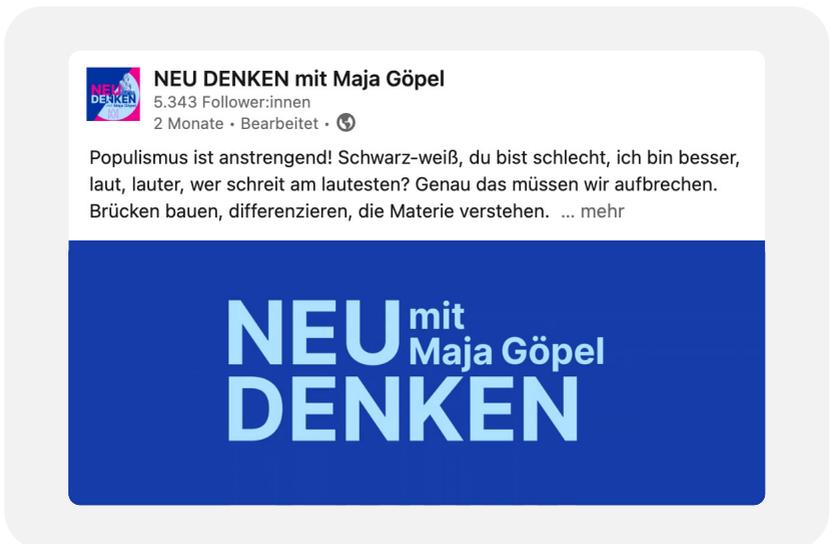
29.04.2025

Social Media

To reach our target audience of high-SES individuals, Mission Value has focused its social media strategy on LinkedIn, where most of this group is active. Over the past year, we increased our follower count from just under 4,000 in December 2024 to nearly 10,000 in December 2025. Our posts cover themes from across our initiatives — *Valuable Entrepreneurship*, the *NEU DENKEN* podcast, Planet Narratives, the Debattenkompass, as well as newly published studies, current debates, and stories of successful transformation.

The launch of our podcast and the creation of professionally produced video snippets significantly boosted followers, interactions, and impressions. We also receive considerable engagement and praise from our audience for the quality of our content.

With the *NEU DENKEN* podcast, hosted by Maja Göpel, we also aim to reach target groups beyond the high-SES demographic. To do so, we created dedicated accounts for the podcast on LinkedIn, Instagram, TikTok, and Bluesky, where we exclusively share podcast-related content.



Ich finde es auch immer wieder spannend, wie viel wir schon erreicht haben, wenn man aus dem Alltag rauszoomt.
Ich finde es macht auch Mut mehr und auch schneller zu machen 🍀
Daher danke fürs Teilen :)

Vielen Dank **Mission Wertvoll** für den super Beitrag! Die schweigende Mehrheit zeigt sich auch in Alltagssituationen. Etwa im Zug: Wenn eine Person offensichtlich aufgrund äußerer Merkmale herausgegriffen und kontrolliert wird, empfinden viele das als ungerecht. Doch anstatt einzuschreiten, bleibt es still. Schweigen wirkt bequemer. Ich freue mich mehr über das Thema zu lesen!



Mission Wertvoll

9.693 Follower:innen
2 Wochen · 🌐

Warum der Abbau fossiler Subventionen für Länder ein echter Gewinn ist – ökonomisch, gesundheitlich, klimapolitisch. ... mehr

Das begrüßen wir sehr. Denn genau diese Geschichten und "Nachrichten" brauchen wir für einen ausgewogenen Medienkonsum. Für eine gesunde Mitte.



Danke für den Hinweis auf das, was aktuell wirklich zählt und wo die größte Aufmerksamkeit und unsere guten Ideen hingehören. Damit wir alle eine lebenswerte Zukunft haben. Noch ist das möglich.



Endlich mal jemand, der vorangeht.

Ein sehr wichtiger Beitrag – danke dafür!
Wir denken dabei sofort an Altersgrenzen für Social Media oder Handyverbote an Schulen. Beides wird oft emotional diskutiert, weil viele Menschen erstmal Angst vor Verboten haben – oft verbunden mit dem Gefühl von Bevormundung oder Freiheitsverlust. ... mehr

Press and Media

Mission Value's cofounder and main public ambassador Maja Göpel was featured in numerous interviews, guest commentaries, and media mentions in Germany. Below is a selection of highlights from 2025:

January 7, 2025

→ [Naturgesetze können wir nicht verändern](#)

January 31, 2025

→ [Maja Göpel: "Das Schweigen von Unternehmen ist politisch"](#)

February 28, 2025

→ [ZDF-aspekte: Weglassen – Macht Verzicht glücklich?](#)

March 12, 2025

→ [Blaue Couch: "Wir können alles lösen, solange wir uns entscheiden, zusammenwirken zu wollen"](#)

July 8, 2025

→ [Die Zukunft der Mitte](#)

September 16, 2025

→ [Wow, Wachstum!](#)

October 1, 2025

→ [20 Jahre Myself , Jubiläum mit Jahrmarkt, Award-Premiere und starken Frauen in München](#)

October 7, 2025

→ [Darum siehst du die Klimakrise kaum in Filmen und Serien – und wie sich das jetzt ändert](#)

October 16, 2025

→ [Rechtspopulismus und autoritäre Praktiken:
“Es gibt keine simplen Antworten”](#)

October 30, 2025

→ [Studio 9 – Offenes Studio aus dem Funkhaus Berlin: Jana Münkelt
im Gespräch mit Maja Göpel](#)

November 10, 2025

→ [Tagesthemen – “Es ist fair, wenn alle verzichten müssen”](#)

Outlook for 2025

The conditions for sustainable businesses and for a fact-based, constructive public discourse continued to deteriorate in 2025. Populism, wars, geopolitical tensions and AI were dominating topics that pushed other crucial challenges for a livable future out of the public focus.

[Social inequality](#) is rising, Germany included. In 2025, the acidification of the oceans marked the transgression of the [seventh of the nine planetary boundaries](#) defined by science. At the same time, the geopolitical situation is so gridlocked that major UN negotiations on climate change, [biodiversity](#) and plastic pollution have stalled.

The finalization of these global agreements are currently not in sight. Hence, future-oriented measures within Germany and Europe through parliaments and progressive alliances of companies, cities, and other actors are becoming even more relevant.

Germany plays a leading role within Europe and internationally — a role that in 2025 was increasingly downplayed in politics and the media, even at the highest political level. We aim to counter this narrative so that Germany lives up to its political and historical responsibility and helps ensure that the European Union moves forward as a strong global player in driving the socio-ecological transformation.

Our focus projects for 2026

In 2026, Mission Value will focus on two core priorities. First, we will continue to advance the transformation toward a sustainable economy in Germany. Within the project *Valuable Entrepreneurship*, our team provides entrepreneurs with essential information and access to a broad network. This “network of networks” supports the change management needed for the future and is accompanied by the *Valuable Entrepreneurship* website, which we will continue to expand in 2026.

Our second priority is the podcast *NEU DENKEN*, which already ranks among the top seven percent of German podcasts just two months after launch. Following the first two seasons covering the economy and security as overarching topics, the third season will be released in spring 2026 to take a deep dive into the conditions for a functioning democracy. To establish the format as a permanent space for public dialogue and with and for changemakers, we hope to secure additional funding and partnerships. With Maja Göpel as a prominent voice, *NEU DENKEN* has the potential to significantly shape the German debate.

The projects Planet Narratives and Superredaktion, which drive transformation within the film sector and the media, have now reached a level of success that allows them to operate independently. In the fall of 2026, they will spin off from Mission Value as their incubator and continue on their own.

Across all our initiatives, we continue to work towards the following goals:

- Providing knowledge, narratives and arguments for the socio-ecological transformation.
- Preparing and communicating relevant information in a target-group-specific way — directly or through multipliers.
- Connecting and supporting frontrunners

The Team

- **Maja Göpel** is the founder of Mission Value and Managing Director at 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, policy and society for 25 years. Throughout her career, she has combined academic work with public engagement and has found her passion in science communication. She has received numerous awards for her work and was appointed Professor at Leuphana University Lüneburg.
- **David Wortmann** is Managing Director at 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.
- **Elisa Naranjo** leads the *Valuable Entrepreneurship* initiative and has spent the past 15 years working on how a socially just economy can operate within planetary boundaries. She has been recognized as one of the “25 Women Revolutionizing the Economy” and redesigned supply chains to be fair and regenerative at einhorn. Most recently, she co-founded the Unlearn Business Lab as well as zweihorn energy. At

Mission Value, she is now building a network that encourages people in the business community to actively drive the transformation forward.

- **Johannes Zieseniß** is a scientific advisor for Mission Value and part of the *Valuable Entrepreneurship* initiative. As a social scientist, he has worked on transformation, economics, and ecology topics in various contexts.
- **Anja Krieger** is Communications Strategist at Mission Value. She has worked for around 15 years at the intersection of science, environment and sustainability. Anja has worked as a journalist for Deutschlandfunk, as a press officer for the Research Institute for Sustainability, as a science editor for the Helmholtz Climate Initiative, and as a senior consultant for the agency Ahnen & Enkel. She holds a diploma in cultural studies and is an alumna of the Knight Science Journalism Fellowship at the Massachusetts Institute of Technology.
- **Josephine Andreoli** writes the newsletter *Debattenkompass Wert & Wirkung* and manages social media and communications at Mission Value. Previously, she was head of the society and sustainability departments at news portal watson and worked as an investigative editor at *abgeordnetenwatch.de* and *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.
- **Katharina Talanow** is Executive Assistant and Office Manager at Mission Value. Trained as a human geographer, she previously worked at the consulting agency CoKnow Consulting and at Konzeptwerk Neue Ökonomie on the topics of the socio-ecological transformation and climate justice. She holds a master's degree in Geography of Global Change.

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