4th Leonardo Award Ceremony takes place on September 16, 2013 at Steigenberger Grandhotel Petersberg, Bonn
Leonardo, because he symbolizes a positive solution to
defragmentation in learning and knowing, that often has di-
sastrous implications. He bridges knowledge and fantasy,
business and engineering. Thus the award is well rooted and
these mosaic-stones of concern in a holistic view of lifelong
learning is well mirrored in the first laureate Jacques Delors
with UNESCO’s proclamation for education in the 21st.cen-
tury: “treasures within”: Learning to know, Learning to do,
Learning to live together, learning to be
European, because it is useless to demand a much needed
European mindset if it is not based on common understan-
ding of the quest. What kind of international alliances are we
striving for as people, companies and societies? This must
be reflected in the way the interplay of international, national
and corporate learning is conducted. Wikipedia’s European
projects are just examples.
Corporate, because it is often forgotten that although we
spend endless years in formal education most of the lear-
ning takes place in professional life with considerable impact
on us as people as well as on society. Society, political de-
cision making and the companies themselves neglect this
cross-fertilization – or, if not cared for, cross-destruction –
very often. They talk about “Learning” in general, underesti-
mating specific responsibilities. In the Future Dialogue for the
German Chancellery lack of awareness of these strengths
was deplored. Festo and its “Corporate Educational Res-
sponsibility” provide positive alternatives.
Learning, because we deal with the precondition of under-
standing, knowing and mindful acting. The way we enable
learning is not a given thing. Impacts differ. The mentioned
approaches touch the way learning is organized and vary
from Fraunhofer Team concepts to “Hole in the wall”.
Award, because some outstanding people representing the
spirit might act as prominent voices to provoke rethinking
common behavior. If the standard way of proceeding would
be satisfactory there would be no reason for these pub-
lic voices. The Leonardo expresses dissent with common
practice of “subprime knowledge” and raises concern in a
positive constructive manner.

Jacques Delors UNESCO proclamaton for education in the 21st Century "treasures within":

‘Learning to know’ is acquiring a package of knowledge
that enables you to better understand yourself, to better
grasp the society in which you live and to prepare yourself
for the labour market. Consequently, given the upheavals,
‘learning to know’ is also learning to learn, having a thirst for
knowledge and continuing to learn throughout life.

‘Learning to do’ is slightly different. At the beginning of in-
dustrial society, in the times of craft industries, it was about
knowing how to transform a material into a product, or kno-
wing how to make repairs. Today, ‘learning to do’ means
acquiring an intellectual or practical set of skills that enables
you to meet your job requirements. Of course, skill has broa-
der and richer connotations than knowledge.

‘Learning to live together’ has been on the agenda for a
long time when speaking about unequal opportunities.
How can we enable so-called gifted and less-gifted children,
children from wealthy, educated families and children from
poor families to coexist? These were the questions that aro-
se and are yet to be answered, particularly for me as a per-
son who is very concerned about the fight against unequal
opportunities. But another factor has been added to this:
the opening-up of the world. The fact that there are children
and teenagers in our classrooms, who were born in coun-
tries outside Europe. I never say foreign countries, as this,
in my opinion, is contrary to the perception we may have of
the world. These young people who come from other coun-
tries, who bare within themselves other cultures, other types
of education and with whom we need to work, co-exist at
school and also teach. They should be taught in the same
way as others. ‘Learning to live together’ is therefore learning
tolerance and mutual understanding. In other words, being
able to live in the increasingly multi-racial, multi-cultural and
multi-religious societies of most European countries today.
It’s all the more important that I should now allude to the
danger posed by the rise of ideologies that reject others.
And finally, ‘learning to be’. UNESCO has been interested
in this topic for some time. Mr Edgar Faure presided over a
commission, just prior to mine, which dealt with this issue.
‘Learning to be’ is about how education can help us - not
to live happily, as there are too many definitions of happi-
ness - but how it can help us overcome the problems of our
existence, problems in our personal lives and problems in
public life.”
The Leonardo category “Thought Leadership” focuses on contributions which are of great intellectual value and help us to understand how we are “learning to know, learning to do, learning to live together and learning to be” (in reference to the UNESCO’s four pillars of learning in the 21st century). It is about challenging us in our prevailing assumptions, and encourages us to not hide away from fundamentally new assessments and conclusions if urged on by ever changing circumstances. In this respect, the practical value is even more important.

Dorothy A. Leonard does not only proclaim a holistic approach but she actually lives it in a way that truly touches the mind and soul. Sober field studies with most important empirical findings are accompanied by extraordinary interdisciplinary research and in-depth analysis. As she is reluctant to reinforce popular trends, she challenges tendencies to perpetuate unhealthy habits in the boardroom and the factory floor alike, thus reminding us all that core capabilities can easily turn into core rigidities.

Her sound advice is warmly welcomed by start-ups and prominent corporations, by political decision makers and fellow researchers. Her strong influence is exerted in a gentle, often humble style. The people she wishes to reach are invited by her to undertake a fascinating intellectual and practical journey, addressing them not just in their fields of expertise but as personalities that are aware of their civic and personal responsibilities and interdependencies. The facts and figures of departmental processes in her inspiring books are therefore no contradiction to the explanations of misjudgment by political institutions. She always leads by example and takes a stand. “When sparks fly: igniting creativity in groups”, “Wellsprings of Knowledge: Building and Sustaining the Sources of Innovation” and “Deep smarts: how to cultivate and transfer enduring business wisdom” – these books, among others, give proof of her thought leadership and embody what we call the “Leonardo spirit.”
Winner in the category “Company Transformation”:
Insisting on technology based future learning AND essential values

Dr. Nick van Dam

Leonardo “Company Transformation” awards personalities identified with the implementation of an holistic approach of innovative thinking in concrete areas of “Corporate Learning” other companies and trades feel inspired by. This may be in regard to knowledge- and talent management, knowledge partnerships, training and e-learning concepts, lifelong learning combined with merits in Corporate Social Responsibility (CSR) and intercultural cohesion." It stresses the practical implementation of a holistic approach and addresses business leaders, HR professionals, Learning officers, consultants and knowledge workers alike. The international scientific Leonardo advisory board felt that Nick van Dam’s work and his core vision are fully aware of these interdependencies:

He combines the tough job of the practitioner in the field of learning organizations with giving sounded advice on knowledge-based strategies and methodologies in remarkable publications and engagements in prestigious influential advisory boards and initiatives.

Technology based future learning for Nick van Dam is not contradicting his insisting on essential values. Fascinating is his promotion of “e-learning for kids”. In those impressive achievements, the international advisory board sees a fulfillment of Leonardo’s spirit.

Dr. Nick van Dam
Director Human Capital & Global Learning
Deloitte Touche, Tohmatsu, Netherlands
Winner in the category “Crossing Borders”: Giving voice to disenfranchised communities

Gary Copitch

Gary Copitch and People’s Voice Media have taken citizens learning to new heights in the work he initiated and pioneered, by giving a real voice to disenfranchised communities.

People’s Voice Media works in deprived areas across the UK with the aim to empower local communities through the use of social media technology. The Advisory Board was impressed how People’s Voice Media works in partnerships with the BBC, further and higher education institutions, the third sector and public sector to develop a network of community reporters and social media centers. People’s Voice Media actively encourages members of socially excluded communities to gain new skills and have a voice by taking part in their community reporters training programs. Individuals who participate in the program are taught to use social media technology and are sent for training with the BBC: The community reporters program is about empowering people to support dialogue between agencies and communities and to have a voice so that their perspectives can be heard.

By doing this, he clearly is getting the European community based debate going about the role of the new social networking media by giving voice to so far disenfranchised citizens. Corporate learning can learn a lot from his quite different ways how to involve people and how to get them engaged. In all those impressive achievements of Gary Copitch and People’s Voice Media, the international advisory board sees a fulfillment of Leonardo’s spirit whom the prize feels obliged to.

Leonardo “Crossing Borders” puts emphasis on outstanding new developments that provoke fundamental challenge of predominant mind-sets with effect on corporate learning. This allows for awarding new promising and “daring” enterprises to establish alternative approaches that "make a change" through impact for the individual for corporate and society:
Future trends for education and vocational training were underlined by the grand award ceremony of the 3rd Leonardo Awards on September 24, 2012 at Grandhotel Schloss Berg, near Cologne. The 130 guests included not only members of the Leonardo Advisory Board but also those holding the laudatory speeches, Rainer Wieland, Vice-President of the European Parliament, Helmut Dockter, Deputy Minister of North Rhine-Westphalia for Innovation, Science and Research, and Prof. Dr. Johann Löhn, President of Steinbeis University, Berlin and Prof. Wim Veen, Delft University.

The award ceremony saw the presentation of the award in three different categories for the first time.

This was a natural consequence in order to emphasize the decisive aspects of the Leonardo idea of holistic education. The award winners were Prof. Dr. Hans-Jörg Bullinger, President of the Fraunhofer Gesellschaft, in the category “Thought Leadership”, the two Managing Directors of the Festo Holding Company, Dr. Wilfried Stoll and Dr. h.c. Kurt Stoll in the category “Company Transformation”, and Prof. Sugata Mitra, initiator of the “Hole in the Wall” experiment, in the category “Crossing Borders”.

**LEONARDO**

European Corporate Learning Award 2012

**Review**

Award winners 2012: Prof. Dr. Hans-Jörg Bullinger, Prof. Sugata Mitra, Dr. Wilfried Stoll, Dr. h.c. Kurt Stoll
“Thought Leadership”: Research of today is the development of tomorrow

The award in the category “Thought Leadership” was the first to be presented. This category focuses on personalities who have inspired many followers in companies as well as society, and have placed an emphasis on European growth in their innovative ambitions. In this category the Advisory Board of the Leonardo – European Corporate Learning Award decided to bestow the award upon **Prof. Dr. Hans-Jörg Bullinger**, President of the Fraunhofer-Gesellschaft.

“Prof. Dr. Hans-Jörg Bullinger has initiated many beacon projects that have played a part in creating a more productive and competitive economy” is the reason stated by the advisory board. Examples of this are his research activities or the introduction of new technologies for corporate learning and knowledge management – for example 3D applications or applications for mobile learning. He untiringly advocates the combination of technical novelties in the art of engineering with social developments. Günther Szogs believes that “Prof. Dr. Hans-Jörg Bullinger is someone who helps shape the future in perfect Leonardo style, as is currently shown by the Fraunhofer initiative ‘Morning City - The vision of a liveable, CO2-neutral city’.”

“In the academic world Hans-Jörg Bullinger is a symbol for innovation, innovation management and innovation strategies”, explained **Secretary of State Helmut Dockter** when announcing the award winner. The beginning of all innovative processes are defined by the courage of daring to do something new or taking a new path, as described in the famous poem “The Road Not Taken” by Robert Frost.

“During his career as Head of the Fraunhofer Institute and President of the Fraunhofer Society Prof. Bullinger always decided in favour of exploring new paths”, continued Dockter.
awarded to

PROFESSOR DR.-ING. HABIL.
PROF. E.H. MULT. DR. H.C.
HANS-JÖRG BULLINGER

President of the Fraunhofer-Gesellschaft

for

- Initiating and implementing projects of great economic and ecological impact and with outstanding technological quality.
- Demonstrating farsightedness in establishing new cross-disciplinary organization models for learning, working and knowing at a very early stage.
- Acting as a mindful catalyst for politics and society by enabling a better understanding of the implications of technological discoveries and encouraging network value.

Under the patrons of:
- European Parliament
- Federal Ministry of Education and Research
- European Economic Senate
- The New Club of Paris

September 24, 2012
“Company Transformation”:
Education also one of society’s tasks

The category “Company Transformation” awards personalities who have implemented holistic, innovative approaches to corporate learning and thus inspired other companies. The award refers to the interaction of various aspects of personnel development – from knowledge and talent management, training and e-learning concepts for life-long learning, to corporate social responsibility (CSR) and intercultural approaches. The owners of the automation company Festo, Dr. Wilfried Stoll and Dr. h.c. Kurt Stoll, received the Leonardo Award in this category.

According to the advisory board they were not only chosen because of the Festo Didactic facility, developed by them and explicitly focused on learning, which develops training means for vocational education in Germany in cooperation with the Federal Institute for Vocational Education. The Leonardo Award also recognized the Stoll brothers’ overall achievements. Both of them transformed all areas of the company responsibly and involved business partners and policy makers from the social environment in the process. The advisory board continued that “they achieved this with the concept of so-called ‘Corporate Educational Responsibility’ – in an interplay of economic reason, excellence in engineering and visionary innovation”.

Prof. Löhnt explained that Kurt Stoll, the “design whizz” and Wilfried Stoll, the visionary and businessman, have shown that it is possible to successfully unite and implement two different talents.

Dr. Wilfried Stoll made clear, that “we regard this award as something that honours not only our own achievements but also is a tribute to the teamwork of our Management Board and all our company staff around the world.”

“For us personally, this is an incentive to continue contributing towards technical education in Germany, Europe and the world.” The two men see this not only as a public duty, but also as a social commitment.

After the AirPenguin, a flying object from Festo AG filled with a cubic meter of helium, already had the audience in awe during the award ceremony, Robotino, another little robot developed by Festo, gave visitors a rose at the end of the event.

All speeches and interviews held with the award winners are available on www.leonardo-award.eu.
awarded to

DR. H.C. KURT STOLL
DR. WILFRIED STOLL

Festo Holding GmbH

for

» Transforming all areas of the company in a spirit of “Corporate Educational Responsibility” – in an interplay of economic reason, excellence in engineering and visionary innovation.
» Embedding the company’s development in strong networks with worldwide partnerships involving international institutions, policy makers and business friends.
» Being at the forefront of lifelong and continuous endeavours for combining revolutionary product inventions with societal innovations in a process of “applied knowing”.
» Creating a space for all these exceptional achievements in outstanding personal modesty and dignity.

Under the patrons of:
European Parliament
Federal Ministry of Education and Research
European Economic Senate
The New Club of Paris

President Martin Schulz
Federal Minister Prof. Dr. Annette Schavan
President Dr. Ingo Friedrich
President Prof. Leif Edvinsson

September 24, 2012

Alexander R. Petsch
HRM Research Institute

Günther M. Szogs
Leonardo Secretary

Prof. Dr. Winfried Sommer
Steering Committee
“Crossing Borders”: The chance of learning for those who don’t have a chance!

Sugata Mitra explained that it is important to ask the right questions. The idea is, “to show the children how they can answer questions, put the answers into perspective and thus solve a problem”. "This", according to Sugata Mitra, "is where grown-ups can learn from children."

In his laudation, Prof. Wim Veen addressed Sugata Mitra as “someone who approached the issue like an engineer, but in addition to that, acted on the vision of giving those who don’t actually have a chance the chance of learning!”

The Leonardo Award in the category “Crossing Borders” honours alternative approaches that question leading mind-sets and thus provoke changes, particularly in on-the-job training. Exceptional new developments that fundamentally challenge prevailing mind-sets and thus also influence learning in businesses – this is the aspect that the Leonardo category “Crossing Borders” emphasizes. Daring alternative approaches that bring about change through their influence on people, companies and society are distinguished.

Award-winner in this category is Sugata Mitra, Professor for Educational Technology at Newcastle University in Great Britain and currently visiting professor at the Massachusetts Institute of Technology’s (MIT) Media Lab. Mitra is particularly well-known for his “Hole in the Wall” experiment where he installed a computer with internet access in a wall in a New Delhi slum in 1999. This experiment, which he later repeated at other locations around the world, was able to prove the great extent to which children can learn and develop social behaviour by themselves – even without teachers.

“With his revolutionary view of children’s creativity Sugata Mitra has also become involved in the issue of increasing educational opportunities in remote locations where schools and teachers are in scarce supply”, points out the Leonardo Advisory Board. Moreover, on the basis of his research at Newcastle University he has also proven that these challenges, which were often considered problems concerning countries in Asia and Africa, also affect regions in Europe. “Mitra has inspired education experts around the world to re-think learning methods and to develop a new learning design for talent management – in school education as well as corporate learning.”

Heiko Schmidt, Prof. Sugata Mitra, Prof. Wim Veen

All speeches and interviews held with the award winners are available on www.leonardo-award.eu.
awarded to

PROFESSOR

SUGATA MITRA

Initiator of “Hole in the Wall”

for

► Revolutionizing the view on how to tap into the creativity of young children.
► Inspiring educators worldwide to reconsider traditional teaching methods and to design new models for talent management, both in regular education and corporate learning.
► Provoking a mindshift from “making learning happen” to “letting learning happen” without a careless promotion of “laissez faire”.

Under the patrons of:
European Parliament
Federal Ministry of Education and Research
European Economic Senate
The New Club of Paris

President Martin Schulz
Federal Minister Prof. Dr. Annette Schavan
President Dr. Ingo Friedrich
President Prof. Leif Edvinsson

September 24, 2012

Alexander R. Petsch
HRM Research Institute

Günther M. Szogs
Leonardo Secretary

Prof. Dr. Winfried Sommer
Steering Committee
In order to give the ceremony an artistic note, the two presenters – the artist Corinna Pregla, known as a representative of “Germany, Land of Ideas”, a commercial and federal government initiative, and the Briton Michael Spencer, an internationally renowned music-oriented communication expert – included the work of a further life-long learner: the fugue in E flat major by Johann Sebastian Bach. “The basic idea of a musical fugue is that it develops from a strong melodic idea”, explained Corinna Pregla. “And that is how our fugue, our Leonardo fugue, will develop bit by bit in concert with the award categories.” The musical piece was played at the beginning and end of each award category with an additional part. “Because only the harmony between the three categories, the three aspects of Corporate Learning for which our award winners stand in an exceptional way, makes up the overall composition of the Leonardo idea”, continued Michael Spencer.

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**Extract of the Guest list 2012**

- Mr. Rainer Wieland, European Parliament, Vice President
- Mr. Helmut Döckler, Ministry of Innovation, Science and Research
- Prof. Dr.-Ing Hans-Jörg Bullinger, Fraunhofer-Gesellschaft
- Mrs. Margarita Bullinger, Fraunhofer-Gesellschaft
- Prof. Dr. Harald Bradke, Fraunhofer Institute for System- and Innovations-forschung
- Dr. Roman Göttler, Fraunhofer-Gesellschaft
- Prof. Dr. Klaus P. Jantke, Fraunhofer-Gesellschaft
- Mrs. Eva Lück, Ministry of Innovation, Science and Research
- Prof. Dr. Dr. Johann Löhn, FESTO Didactic GmbH & Co. KG
- Dr. Theodor Niehaus, Dr. Ulrich Stoll Festo AG & Co. KG
- Mr. Martin Stoll, Festo AG & Co. KG
- Dr. Sushmita Mitra, RWTH Aachen University
- Dr. Eberhard Veit, Festo AG & Co. KG
- Dr. Wilfried Stoll, Festo Holding GmbH
- Mr. Martin Stoll, Festo AG & Co. KG
- Dr. Ulf Stoll Festo AG & Co. KG
- Dr. Theodor Niehaus, FESTO Didactic GmbH & Co. KG
- Prof. Dr. Dr. Johann Löhn, Steinbeis Universität Berlin
- Mrs. Eva Lück, Ministry of Innovation, Science and Research
- Mr. Heiko Schmidt, Audi AG
- Mrs. Christine Nicolai, Audi AG
- Mr. Rainer Höfle, Audi AG
- Mr. Peter Zipper, Audi AG
- Prof. Dr. Peter Niermann, Niermann Beratung
- Mr. Günther M. Szos, Secretary Leonardo Award
- Mr. Peter Palme, Fachschriftenverlag
- Prof. Leif Edvinsson, Lund University
- Prof. Dr. Peter Pawlowski, University of Chemnitz
- Prof. Günter Koch, The New Club of Paris
- Prof. Dr. Uwe Beck, Leonardo Steering Committee
- Prof. Dr. Winfried Sommer, Leonardo Steering Committee
- Prof. Dagmar Woyde-Köhler, EBIW Akademie
- Dr. Richard Straub, IBM EMEA
- Prof. Win Veen, Delft University of Technology
- Mr. Soeren B. Henriksen, Danish Athletics Federation
- Prof. James Powell, University of Salford
- Mr. Markku Hannonen, City of Kotka
- Mrs. Natascha Hoffner, Wissensfabrik BilfingerBerger SE
- Mr. Manfred Schmidt, Deutscher Mittelstandsbund DMB e.V.
- Mr. Marc S. Tenbieg, Deutscher Mittelstandsbund DMB e.V.
- Prof. Dr. Dr. Klaus Eckrich, Fraunhofer-Gesellschaft
- Prof. Dr. Jörg Knoblauch, tempus
- Mrs. Kim Heiltsch Siemens AG
- Mr. Franz Langeacker, Datakontext
- Dr. Güntrich Habig
- Mr. Hans-Georg Schnauffer, ThyssenKrupp AG
- Mr. Jürgen Grenz, index Internet und Medienforschung GmbH
- Mr. Frédéric Olivier, Dextra Corporate University
- Mr. Nando Stocklin, Pädagogische Hochschule Bremen
- Mrs. Gudrun Porath, Redaktionsschau Porath
- Mr. Michael Spencer, Sound Strategies Ltd.
- Mrs. Corinna Pregla, Deutschland - Land der Ideen
- Mr. Manfred Schmidt, Wissensfabrik BilfingerBerger SE
- Mrs. Natascha Hoffner, spring Messe Management GmbH
- Mr. Alexander R. Petsch, HRM Research Institute GmbH
- Mr. Stefan Köster, spring Messe Management GmbH
- Mr. Markku Hannonen, City of Kotka
- Mrs. Ulrike Reinhard, Pädagogische Hochschule Bern
- Mrs. Johanna Coleman, Wissensfabrik - Unternehmen für Deutschland
- Mr. Frank Witsask, Bayer AG
- Prof. Dr.-Ing Klaus Henning, RWTH Aachen
- Mrs. Renate Henning, OSTO Systemberatung GmbH
- Mr. Alfred Höhn, PricewaterhouseCoopers
- Mr. Simon Dücker, Cognose GmbH
- Mrs. Thaia Poyome, checkpoint Learning
- Mr. Konstantinos Tziokeles, papagei.tv
- Dr. William Schlimm, Mistrus Group Inc.
- Mr. Peter Kalvelage, RESEARCH in VISION
- Mrs. Anne Drever, DUV SUD Akademie GmbH
- Mr. Thomas Wagenpeil, DUV SUD Akademie GmbH
- Mr. Benjamin Brüser, Emmes Enkel
- Mr. Jürgen Thiesen, ITconsult
- Mr. Roland Vestring, London Speaker Bureau
- Mr. Holger Vogel, Agentur ohne Namen GmbH
- Mrs. Aylin Gözalan, TU Chemnitz
- Mrs. Aylin Gözalan, TU Chemnitz
Impressions of Festive LEONARDO Award Ceremony at Grandhotel Schloss Bensberg 2012

Dr. Wilfried Stoll, Prof. Dr. Hans-Jörg Bullinger, Prof. Leif Edvinsson

Prof. Dr. Johann Löhn, Dr. Theodor Niehaus

Prof. Sugata Mitra, Dr. Sushmita Mitra, Søren B. Henriksen, Nando Stöcklin

Günther M. Szogs, Dr. h.c. Kurt Stoll

Rainer Wieland, Vice President of the European Parliament

Simon Dückert, Prof. Dagmar Woyde-Köhler, Günther M. Szogs
Wikipedia founder Jimmy Wales followed Jacques Delors as the second winner of the Leonardo Award.

An invaluable collection of knowledge on the internet which is both easy to access and to which everyone can contribute – ten years ago sceptics mocked the whole idea of the Wikipedia project. But the online encyclopedia has proved its critics wrong: hundreds of thousands of volunteers have helped to make Wikipedia the largest repository of knowledge known to man, and revolutionised knowledge creation within society generally as well as in the education and business worlds. It is for this achievement that Wikipedia’s founder Jimmy Wales was awarded the Leonardo – European Corporate Learning Award.

In terms of launching this approach into the digital age, Jimmy Wales is the ideal choice given his personal commitment to the idea of Wikipedia and the contribution made by volunteers across the globe. Wales has inspired many people to actively contribute their knowledge and creativity to the creation of the encyclopedia in their country and how the success of this venture has now led to the emergence within businesses of many projects which adopt a similar approach. Trying to keep up with the huge explosion of knowledge in Wikipedia is an ongoing challenge for the business world. Companies not only owe a debt of respect to the online encyclopedia and the work of its volunteers but now also promote the Wikipedia ethos within their own organizations.

All speeches and interviews held with the award winners are available on www.leonardo-award.eu.
awarded to

JIMMY WALES

ARCHITECT AND FOUNDER OF WIKIPEDIA

for

- Extending the role of contributing, consuming and accessing knowledge to all
- Shifting mindsets towards daring to share what has been learned
- Providing universal access to communally contributed knowledge
- Stimulating changes in the organization of knowledge and lifelong learning and thus
- Inspiring companies, institutions and organizations, and - at the core of it individuals -
  to make value-based use of competence and work together for the benefit of all.

Patronage:
European Parliament
Federal Ministry of Education and Research
European Economic Senate
The New Club of Paris

President Prof. Dr. Jerzy Buzek
Federal Minister Prof. Dr. Annette Schavan
President Dr. Ingo Friedrich
President Prof. Leif Edvinsson

September 21, 2011
Review
Award winner 2010: Prof. Dr. Jacques Delors – the benchmark for future award winners

Jacques Delors was awarded for his impulses and outstanding performance to achieve a European educational vision and policy, as well as for his role as the “brain” for “life-long learning” within the UNESCO education commission scope.

Jacques Delors ensures support for the Leonardo Project above and beyond the actual award. Because for him the effort made for knowledge and education is not only the key to solving current problems in Europe, but also to how we want to live in the future. He identifies with the goals of the “Leonardo – European Corporate Learning Award”. He is happy that his educational vision is honored. And he is just as happy for anticipated future award winners and additional educational initiatives that will advance his initiatives and ideas.

Excerpt from Hans Dietrich Genscher’s laudatory speech: “Knowledge is power. Power against intransigence, narrow-mindedness, against elitist arrogance, against resistance to progress and contempt of others. Lifelong learning means lifelong acquisition and dissemination of knowledge – this is the message that Jacques Delors, the great European and great humanist conveys to us. It is a pioneering act to give your award to persons who offer visions all across Europe and thus for the whole world such as lifelong learning in every form, who create beacon projects, who by imparting knowledge and education open hearts and minds for educating the heart, for which there can be no more dignified society in the global world. Who, ladies and gentlemen, could be more worthy of receiving this award than Jacques Delors, the great European who became a visionary for the challenge of learning to know, to do, to live together, to be?”
is awarded to

JACQUES LUCIEN JEAN DELORS

A PASSIONATE ARCHITECT OF EUROPE
WHOSE VISION OF LEARNING INSPIRES OUR FUTURE

Under the patronage of:
the German Federal Ministry of Education and Research
and the European Economic Senat (EES)

Cologne, October 12th 2010

Alexander R. Petsch
Founder of the HRM Research Institute

Prof. Dr. Winfried Sommer
Academic Director of the “Professional Learning Europe”
The LEONARDO Advisory Board

The Leonardo Advisory Board with representatives from nine countries makes sure that the selection process is based on unbiased recommendation of international personalities of highest esteem. Its freedom for judgment is indisputable due to the international reputation and independency of its members. They meet in a confidential setting.

Prof. Leif Edvinsson
- President of "The New Club of Paris"
- World's first Chief Knowledge Officer and "Brain of the Year" 1998
- World's First Professor for Intellectual Capital, University of Lund, Sweden
- Founder and CEO of UNIC - Universal Networking Intellectual Capital AB
- Founder of "First Future Center"

Søren B. Henriksen
- Former President of the Danish Athletic Federation
- Former CEO of the Danish Chamber of Commerce
- Founder and former president of European Round Table for Business Related Services
- Member of Steering Committee and Board of Directors of the European Employers Organization in Brussels
- Former Vice President of European Trade Organization – EuroCommerce Brussels

Professor Günter Koch
- General Secretary of "The New Club of Paris"
- Member of the Board of the Fraunhofer Institute FIRST in Berlin
- Affiliated with the Vienna-based Knowledge Management Associates/Academy/Association and its cooperation partner “execupery”
- Former CEO of the Austrian Research Center (ARC) in Seibersdorf, today called Austrian Institute of Technology (AIT), Austria’s largest applied research organization
- Member of the board of the Association of the Austrian Software Industry (VÖSI) as software engineering management expert

Markku Markkula
- Chairman of the Board of the Finnish Information Society Development Center TIEKE
- Member of the EU Committee of the Regions, CoR for 2010-2014 as member of commission for Education, Youth, Culture and Research and Commission for Economic and Social Policy ECOS
- CoR rapporteur on Digital Agenda for Europe
- Advisor within Aalto University to Aalto Presidents
- Former director of the Lifelong Learning Institute Dipoli of University of Technology in Helsinki

Peter Palme
- Organizational & Learning & Development Manager Feldschlösschen AG
- Former Head Learning & Development EMEA Syngenta Crop Protection AG, Switzerland
- Former HR Manager at “The DOW Chemical Company”
- Former Manager for Global Training and Learning Technology at Nestlé 2002-2007
- Former Managing Director XWOMM GmbH
The LEONARDO Advisory Board

Prof. Dr. Peter Pawlowsky
- Professor for Personnel Management and Leadership studies
- Director at the Research Institute for Organizational Competence and Strategy (FOKUS) at Chemnitz University of Technology
- Co-founder and President of the Society for Knowledge Management 2001-2003
- Director “Executive” Master of Knowledge Management program at Chemnitz University of Technology

Corinna Pregla
- Professional artistic career as classical singer and moderator with broad experiences at the international cultural scene
- Graduate of the international EMAA Studies (II), University of Zürich
- Member of the Villa Vigoni, Italian-German Center of European Excellence
- Representative of the Federal German Initiative "365 Venues in Land of Ideas", under the patronage of the Federal President of Germany
- Ph.d student for Cultural Management at Conservatory Weimar
- Regular guest at Deutsche Akademie “Villa Massimo” in Rome

Prof. James Powell
- Emeritus Professor of Academic Enterprise and UK Ambassador for Social Entrepreneurship in Higher Education
- Director of both UPBEAT & Smart City Futures
- Officer of the Most Excellent Order of the British Empire for services for Science and Engineering Education
- Time Higher Award winner for Leadership in Technology Transfer and Engagement 2010
- Time Higher Award winner for Community Engagement 2004

Diego Sanchez de Leon
- Senior Executive at Accenture, responsible for talent & organization performance in Europe, Middle East, Africa and Latin America
- Human Capital Leader for Spain, Portugal and Israel
- Member of Spanish GEO Council and its advisory board
- Chairman of the board of Accenture Human Capital Management Solutions

Prof. Dr. Wim Veen
- Emeritus Professor for development of learning systems at University of Technology, Faculty of Technology and Management in Delft, Netherlands
- Consultant for educational institutions for private companies and governmental authorities
- Member of Dutch National eLearning Award
- His research focuses on new concepts and strategies for ICT enhanced learning in private companies and regular education institutions

Prof. Dagmar Woyde-Köhler
- Executive Director of New & Able Management- und Organisationsberatung GmbH
- Former Managing Director of EnBW Akademie GmbH
- Chief Learning Officer 2008 for implementing a most successful strategy for further education and for introducing Intellectual Capital Reporting for Energie Baden-Württemberg AG
- Former Director of Human Resources at Badenwerk AG
- Manager of “Science, Education, Youth, Art and Athletics” department as Ministerial Counselor for the state of Baden Württemberg
- Member of the “Ethics Commission”, the “European Corporate Learning Forum” and directing “MIND-KISS” project, which opens up new ways of experiencing art, science and philosophy.
The Steering Committee

Alexander R. Petsch
- Founder and CEO of HRM Research Institute and Messe in Mannheim, the leading organiser of trade shows for Human Resources Management, for eLearning, Online Marketing, Office Management, Corporate Health and occupational health and safety in Switzerland, France and Germany.
- Publisher of "personal manager", the magazine for HR professionals.
- Founder of Germany’s largest social networking portal for HR professionals, HRM.de
- Founder and former CEO of "spring Messe Management“ in Mannheim

Günther M. Szogs
- Secretary of the Advisory Board of the Leonardo European Corporate Learning Award
- Founding member of "The New Club of Paris"
- Member of scientific advisory board for Innovation for the German Federal Government
- Longtime expertise as head of skill- and knowledge management in major banks
- Speaker of knowledge-experts association

Prof. Dr. Winfried Sommer
- Co-initiator of the “Professional Learning Executive Forum”, for HR board members and Chief Learning Officers
- Former scientific director for congresses of HR professionals: PLE Professional Learning Europe, SeLC Swiss eLearning Conference and AeLC Austrian eLearning Conference
- Co-initiator with Prof. Dr. Uwe Beck of the Learntec in Karlsruhe
- Emeritus Professor for Sociology and Political Sciences at the Universities of Landau, Mainz, Esslingen and Karlsruhe

Patrons of the LEONARDO Award
- European Parliament: President Martin Schulz
- Federal Ministry of Education and Research: Minister Prof. Dr. Johanna Wanka
- The New Club of Paris: President Prof. Leif Edvinsson
Festive Award Ceremony of the LEONARDO European Corporate Learning Award 2013 will take place on September 16, 2013 at 18:00 hrs at Guest House of the Federal Republic of Germany Steigenberger Grandhotel Petersberg 53639 Bonn/Germany

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