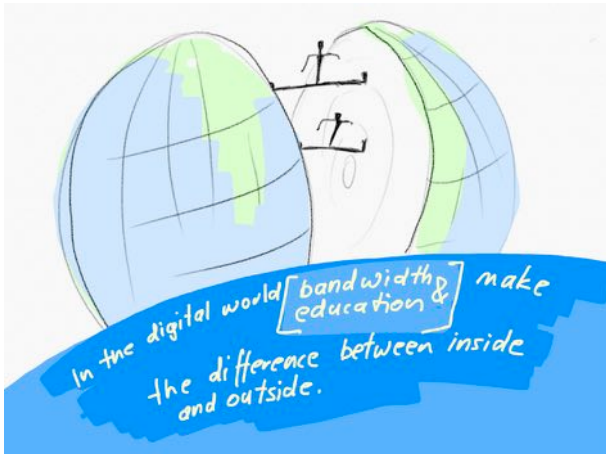


# Disrupt Collaboration!

## 4 Thesis for Africa and Europe in the Digital Age

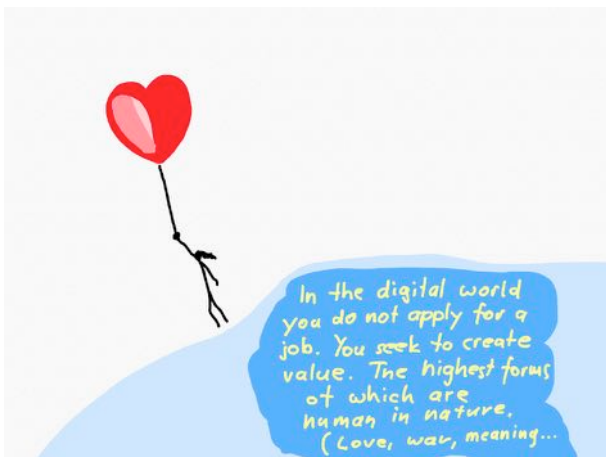
Empowerment



In the digital age, web access **empowers** individuals and organizations.

In African countries, the digital age empowers the growing middle class and allows people to be consumers, creators and citizens at the same time. Decentralized African-European networks will gain importance. The digital age has the potential to transform the passive roles of consumers and voters into a "multitude": Connected individuals who create and exchange their own information, services and goods through networks.

Income



In the digital age, **income** will be created rather by innovative solutions than by traditional jobs.

In Europe, the industrial age has created big corporations with masses of steady jobs. In Africa, it has not. Meanwhile, both face the digital transformation. While African countries try to create new formalised jobs, European countries try to preserve jobs and social security systems. Solutions to both can be found in social innovations, partly triggered and enabled through digitisation. Europe and Africa can learn from each other.

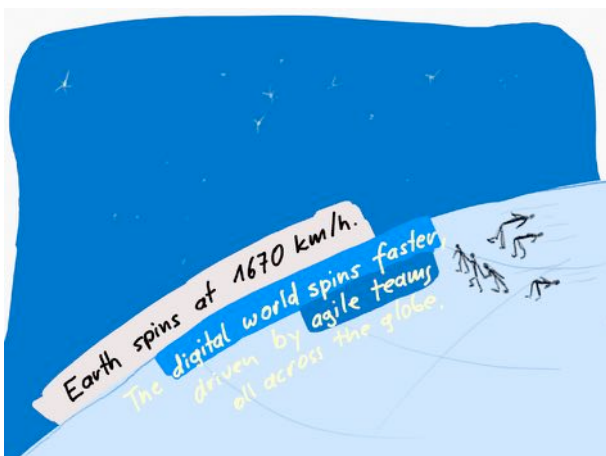
Purpose



In the digital age, **purpose-driven** organisations will solve local problems.

Successful African-European collaboration will be based on purpose-driven organisations. The purpose of any organisation is to solve problems of customers and bring learning, meaning and prosperity. Purpose can bridge cultures and become a unifying enabler. Challenges involved are worth solving.

Co-Creation



In the digital age, **co-creation** will shape African-European collaboration.

The success of African-European cooperation will be fostered by co-creation through agile teams. As networks, with people from all over the world, they will follow an approach of "test-and-learn" rather than "plan-and-implement". Leadership will be much more about creating the right conditions for collaboration than about giving direction.