

EUROPEAN SILK ROAD CULTURAL FUND

Why a European Silk Road Cultural Fund (ESRCF)?

- The European Silk Road Cultural Fund wants to make the European Silk Road (wiiw) a cultural, human centred and positive, “tangible” EU-wide and international success.
- The ESRCF wants to address the social problem, that EU-citizens are sharing their time and professional expertise in large participatory, inclusive, pan-European projects and are very often actually invited to share, co-design and inspire projects where in the end others (decision makers) decide on how to spend trillions of tax money without any gratification or ‘due diligence’ of the individual content shared during inspirathons, hackathons, machathons, round-tables, Conferences etc. at the very beginning leaving many Citizens frustrated and passive.
- The ESRCF wants to facilitate the exchange of knowledge in co-designing large projects like a European Silk Road (wiiw) integrating sustainability, quality of experience and inclusion (affordability) and at the same time providing a platform and environment where each contribution gets (within 24h) a ‘due diligence’ from a council of experts so that each content-contribution finds some basic ‘acknowledgement of intensity’ brought into an idea like the European Silk Road.

What is the European Silk Road Cultural Fund?

- The ESRCF is a think-do tank. A design hub, accelerator and network of ‘contributors’ at the same time.
- The ESRCF is a protected algorithm which helps communities to measure and estimate right from the beginning the input, participants at a hackathon, conference or inspirathon bring into a specific idea enabling each participant through the Fund-structure to become an ‘idea-holder’ with the right to vote when it comes to Grant making, ‘due diligence’ of a contribution and a ‘responsibility holder’ who will get a fair-share/gratification in the moment this bottom-up-build idea finds support on a political level (EU-Commission/EU Parliamant).
- The ESRCF is a crossroads project. It connects innovation, creativity, responsible innovation and fair ‘due-diligence’ of EU-Citizen inclusion, creativity and innovation.

What are the next concrete steps?

Timeline

Q1 2021 – Q4 2022 (24 month):

DESIGN Prototype of the platform (APP) (Define the Concept and the engagement structure)

DELIVER Pitch (Engage investors) (2 months)

DISSEMINATE Present Pitch in front of Investors (12. April 2022) (Ideate) (4 months)

The European Silk Road Cultural Fund will unfold in three phases: Design, Delivery and Dissemination. The phases will partly operate in parallel, as individuals and partners interested in the first ideas for the criteria are most likely to become partners to deliver and scale up the initiative.

The Design phase

The result of the design phase is the 'Goldstandart' ('Value – Index' compiled by Jan Moritz Onken) for the criteria of a 'fair price' – model for participatory content creation around three key vectors / questions:

Key-structure

1. **'Fund'** as an 'economical factor' has been developed
2. **Who pays** (shares / inspires) **'money' where/how/in** which form/for what .. kind of content / solutions / matching / inspiration / co-designing etc. ?
3. **From what kind of sources** within the Fund **will be paid 'income'** / % from market adaption of solutions who found confirmation & certification by the ESRCF (responsible circular innovation)?

Realisation-structure

Developing of a member based collaboration platform with a community based, value driven defined 'Goldstandard' (Value – Index) with a point system/certificate/level "which makes sense" in terms of real time due-diligence through a hybrid structure of community based feedback-loops and Expert driven (Goldstandart / 'Index' driven) ranking / due diligence for content shared in different participatory formats with high fiscal relevance.

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Wien, den 6. Februar 2022