

During the IncredibleEurope Europe 2049 Idea Challenge at the Incredible Summit, a total of 905 ideas for Europe's innovative and creative leadership in the world of 2049 were generated collaboratively in a matter of minutes.

There are some very clear directions as to the issues that are central to the majority of ideas proposed - and we've grouped them around ten key points. This is a very valuable hint - it shows not just the direction where Europe should be heading, but also pinpoints targets and goals for the upcoming work of the IncredibleEurope association.

The ten key issues were:

1. Europe's traditional culture is a major asset and inspiration for every field - from business to politics!
2. European houses should be as affordable as cars, trains as fast as planes.
3. Europe needs brand new transportation: electric cars and better public transport.
4. Politics: stop struggling for today's interests and start solving tomorrow's challenges.
5. Green is the new black. And pink the new white. (And the World isn't just green and pink.)
6. Europe must push for quality. Not speed.
7. Less hierarchic thinking for more innovative doing - the trainee manages the company for a day.
8. Europe needs European role models recognizable in and beyond the continent. And Europe needs European networks driving for change.
9. New education - which strongly appreciates and embraces difference and diversity, learning from other Europeans and learning from our children.
10. Believe in ourselves - and in our shared, European identity. Fear can ruin any idea: optimism is a key element of leadership.

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