



Europski dom Zagreb Europe House Zagreb

To: *Name*

Date, 2012

Dear Name,

We are pleased to invite you to the inaugural meeting of ***The Club of Zagreb***, which will be held at the Europe House Zagreb, Jurisiceva 1, on Thursday, September 27, between 4 and 8 pm. This meeting represents an opportunity for you to become acquainted with The Club of Zagreb's mission, in hopes of finding confluence between your own goals and work and ours. The invitation is to become a member and begin contributing to the greater whole through collaboration.

There are a growing number of global initiatives we are aware of that share at least some of the goals of The Club of Zagreb, which are to:

- Create a living society — whose institutions are capable of evolving and improving
- Bring creativity and innovation to bear upon basic societal structures such as public informing, governance, academic research, education...
- Open up vast new areas to research and entrepreneurship
- As Croatia enters the EU, allow a revitalizing cultural and political incentive to emanate from Croatia and empower civil society in Europe and the World
- Inspire a warranted sense of renewed opportunities and optimism about the future
- Contribute decisively to resolution of global issues by initiating entry into a new phase of progress

These lofty yet abstract goals, however, become still more attractive when pursued within a project that provides concrete, immediately doable 'moves' through which they can be reached. That is what The Club of Zagreb is about. Several initially distant initiatives converged and enabled its creation: the Creativity Centre and eSTUDENT organizations in Zagreb providing us a pool of talented young people; the Knowledge Federation international research community developing a strategy for real-life systemic change called The Game-Changing Game; The Europe House Zagreb and European Movement Croatia (organization partners of Key Point Dialog conferences in Europe House Zagreb since 2006) and the Inter-University Centre Dubrovnik providing us venues for internationalizing this work.

Why 'The Club of Zagreb'? In April of 1968, a year of global unrest when societal change seemed immanent, The Club of Rome was created to study the new human condition and give recommendations. And in December, at the now famous demo in San Francisco, Douglas Engelbart and his SRI lab showed then revolutionary information technology, developed to enable contemporary people to think together and solve their increasingly complex problems. Today we live in a society that is profoundly aware of risks and sensitized to change; and technology has been created that allows us to complete Engelbart's dream. The Club of Zagreb is in part a continuation of those early impulses—we carefully inherit the insights of the visionaries who created them—and in important aspects their complete re-design, because the conditions are now ripe for clarity and decisive action.

The Club of Zagreb can be imagined as similar to a club of people who share a passionate interest in a game, such as golf or bridge. What is different, however, is the purpose— we make strategic moves towards positive global change. The members of The Club of Zagreb are international players of The Game-Changing Game. More precisely, The Club of Zagreb is the club of what we term 'Z-players,' who by virtue of being advanced in their careers, are in a position to make creative moves to enable (by acting as mentors, inspiring role models, sponsors...) the 'A-players' (the young people) to 'play their career games' in a game-changing way, and thereby co-create the world they truly want to live in.

During the program, the introductory speech will extend into a public dialogue, in which the participants will have an opportunity to meet some of the key International and Croatian Z-players, including several leading experts in knowledge media and collective intelligence. The Club of Zagreb inauguration will be followed by a social hour.

For more information please visit KnowledgeFederation.org or contact us by email.

We look forward to further inquiries, and wish to know if you are considering attending this event.

With kind regards,

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