

# EUROPEAN SILK ROAD CULTURAL FUND

## Why a European Silk Road Cultural Fund (ESRCF)?

- The European Silk Road Cultural Fund wants to make a potential ‘European Silk Road’ (an infrastructure initiative originally suggested by researchers from The Vienna Institute for International Economic Studies – wiiw) a cultural, human-centred and positive, “tangible” EU-wide and international success.  
Why ‘Culture’: Because it needs a culture of connectivity, a culture of innovation and a culture of investment.
- 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 invited to share, co-design and inspire projects where in the end others (decision makers) decide on how to spend billions of tax payers’ money without any gratification or ‘due diligence’ of the individual content shared during inspirathons, hackathons, machathons, round-tables, and conferences 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 for instance a European Silk Road, 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 (f.e. European Patent Office principles & protection) so that each content-contribution finds some basic ‘acknowledgement of intensity’.

## 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. Its legal structure is a registered non-profit organization based in Vienna: Callias Foundation ([www.callias-foundation.org](http://www.callias-foundation.org))
- 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-built idea finds support on a political level (EU-Commission/EU Parliament).
- The ESRCF is a crossroads project. It connects innovation, creativity, responsible innovation and fair ‘due-diligence’ of EU-citizens’ inclusion, creativity and innovation.

## What are the next concrete steps?

### Timeline

Q3 2023 – Q4 2025 (24 month):

**DESIGN** Prototype of the platform (via [www.esrcf.eu](http://www.esrcf.eu)) (Define the Concept and the engagement structure through a set of priorities and outcomes of initiatives such as for instance a 'European Silk Road' (ESR) in cooperation with the European Patent Office (ESR as a framing / narrative to contextualize potential solutions / patents for the ESR = Interessengruppe 1). Goal: To activate concrete realization / solutions / proposals. Involving other organizations as ICT, ÖBB, Stadt Wien (Innerstädtische Beziehungen).

**CONNECTIVITY** – the connection between culture and economy: culture of innovation / culture of progress / culture of investment / culture of cooperation / culture of economies. Interessengruppe 2: Der freie Markt: Käufer (die EU-Kommission/Nationale Bahnen etc. unter dem Dach der Idee #europeansilkroad / Gemeinnützigkeit als Qualitäts- / Bewertungs- / Anspruchsgarant). Sobald eine der vom ESRCF identifizierten Projekte/Lösungen gekauft wird, fließt ein zu verhandelnder Prozent (%) der Verkaufssumme in den ESRCF zurück, der dann im Rahmen der gemeinnützigen Zwecke über einen Schlüssel x (+ Community voting für konkrete Projektvorhaben zB Konzerte) in die gemeinnützigen Satzungszwecke der Callias Foundation zurückfließt (=Wohlstandsbeteiligung / Circular Economy).

**DELIVER** Pitch (Engage 'the market' (investors etc.) who buy concrete solutions) (2 months) including a timeline for concrete call of proposals in Q4 2024 (f.e. research of patented European solutions in High-Speed trains innovation) Q12025 (f.e. overcoming of income disparities between East and West Europe) Q2025 (f.e. how to harmonize the European railway network?)

**DISSEMINATE** Present Pitch in front of the market / Investors / EU-Parliament / EU-Commission (1. October 2025) (Ideate) (12 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 'Value – Index' compiled by Jan Moritz Onken for the criteria of a 'fair price' – model for participatory content creation around three key vectors / questions and the [www.europeansilkroad.app](http://www.europeansilkroad.app) based on the cooperation between the wiiw and Callias Foundation funded by the German Federal Cultural Foundation (Kulturstiftung des Bundes).

Key-structure (Steuerrechtliche Gesamtkonstruktion, die EU-weit funktioniert) (,Geschäfts=Finanzierungsmodell' im Rahmen gemeinnütziger Leistungen)

1. Ein Geschäftskonto der Callias Foundation: The '**Fund**' as an 'economic factor' has been developed (Darstellung aller Studien / qualitative Absichten : kann als Kategorie auf der [www.europeansilkroad.app](http://www.europeansilkroad.app) / auf der Domain [www.esrcf.eu](http://www.esrcf.eu) eingerichtet werden).
2. AGB (needs to be developed) : **Who pays** (shares / inspires) '**money**' **where/how/in** which form/for what .. kind of content / solutions / matching / inspiration / co-designing etc.? (Denkbar ist eine kleine finanzielle Unterstützung für Entwürfe oder für die Recherche im Patentregister als Förderantrag)
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)? (das ist der 2. Teil, wenn die 'Favoriten' im Markt gekauft werden. Dann fließt x% Geld zurück in den Fund) (Aufwandsentschädigungen müssen auch für das operative Geschäft der operativen Struktur des ESRCF kalkuliert werden und eine Aufwandsentschädigung für den Expertenrat? (Rolle: Erforschung und Bewertung der Absichten + Fähigkeiten )

Realisation-structure:

Developing of a member based collaboration platform with a community based, value driven defined 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 (Value 'Index' driven) ranking / due diligence for content shared in different participatory formats with high fiscal relevance.

Jan Moritz Onken  
Goldeggasse 6/3  
1040 Wien  
01.01.2024