

**dif**®

Make the difference

# dif ©

Quest for innovators with bright ideas

Dif is a mediaconcept that highlights innovative ideas, plans, and pilots that offer a solution for worldproblems. Brilliant innovators, scientists, inventors, entrepreneurs and artists on a platform and in an international network.



# dif media foundation

Public knowledge and awareness of the Sustainable Development Goals 2030 (SDG's) is one of the goals of Difweb. In all segments of society ideas are nurtured and pilot projects started. Social and technical innovations, ranging from abstract ideas to highly developed projects that are already being implemented. Most of these brilliant innovators work in isolation. They often have limited success in finding opportunities to promote, their ideas.

Difweb provides these brilliant thinkers with a platform. During a (initial) period of three years Dif follows them and connects them to similar minded innovators, working on compatible goals. No problem is isolated, and the interaction between different ideas will catalyze new solutions. Collaboration, the 17<sup>th</sup> goal in the SDG 2030, is the overall goal of Difweb. In a world with ever increasing inequality and exhaustion of resources we need to make drastic changes. History shows that creative minds play a central role in this process.

# dif the solution app

An app showing the 1000+ best ideas and practices gathered by the DIF staff and worldwide correspondent network. It also provides a call to action for the public.



# dif digital magazine



A magazine by the creators of the legendary bookazine Dif. Distribution through our partnernetworks. Renowned photographers, illustrators, writers and artists offered their cooperation.

# dif interactive datahub

The top 1000 ideas and projects will be collected in the data-hub. Difweb introduces innovators and monitors their progress. In virtual meeting rooms we'll bring the innovators together.



# dif event in 2020



Spring 2020 a major international festival congress will take place in which all ideas and projects come together, next to performances, installations,

# dif the first innovators



## ANNE OSSINGA

Invented two revolutionary systems to combat the malaria and Zika mosquitoes. Supported by the Bill Gates foundation with a grant of 10 million euros.



[more at the datahub](#)



## GERARD STEIJN

Exports a mobile device to Haïti to transform concrete rubble into building blocks to construct semi-permanent houses, for example in disaster-devastated areas.



[more at the datahub](#)



## CESAERE PEEREN

Architect who is upgrading residual material, thrash and demolition waste to building materials for new building projects and/or products as an alternative to recycling.



[more at the datahub](#)



## PIETER HOFF

Developed a waterbox to grow trees, plants and vegetables with a minimum of water in dry and deserted areas. He supports The Great Green Wall project in Sahel countries.



[more at the datahub](#)



## BAS HOEFMAN

Software for use with mobile providers to give information and create awareness of health and other related issues to be used on all types of mobile phones in remote areas.



[more at the datahub](#)

# dif the first innovators



## JEROEN V.D. SOMMEN

Runs a virtual network with mobile apps and devices to collect relevant data about and share data to improve results of (development) projects.



[more at the datahub](#)



## MAURITS GROEN

Entrepreneur and consultant in sustainability. Initiator of the Waka Waka a solar device containing a lamp and charger distributed in a unique lease system.



[more at the datahub](#)



## RON V.D. KNAAP

Entrepreneur, developed after 20 years research, unique pots with coconut fiber to grow organic vegetables in greenhouses.



[more at the datahub](#)



## WILLEM FERWERDA

Runs three mega projects to restore biodiversity in degraded land mass and provide food, water, clean air, a stable climate, biodiversity and human happiness in Australia, Spain and S.Africa.



[more at the datahub](#)



## NORA KRAVIS

Created a genetic perfect mother herd of goats and is involved in projects to create cashmere industry in remoted area's in Afghnanistan, Bosnia and Nepal.



# dif sketches of the magazine



Tem. Agnati  
as estorib id  
moluptatem

qui beribus etiam estur ad utpe  
accusare enim iam ium quale re  
laborem molestis alimust con  
vitiorepuda doluptin nonne ne  
littis nisi dolores spelliquatur  
voluptate occrepent, totallu  
eritibus punto dolenti occorata  
porpore pulitith satium fugit n  
volarentia agriet offia te id et  
nat hii lonaa volent miniver, n  
malm expellendi dilamiz, a c

**Tem. Agnati as  
eatem id molup-  
tatamilmustrum**

ad molentibus simaximibus quate ee autem  
arobit, conne aut voluptate dolores epretum  
astatorum quaepe doluptuam ee nensest  
Heatur alimuciatim dolent laborep elique  
peri aut eris dusan, et, uliaborete te plabore

Et fugit,  
di imag-  
estem-



**dif solutions**



KILL THE DESERT



FOOD FOR EVERYONE



# dif who we are

Although the larger part of the work and content is provided by a large group of prime journalists, photographers, writers and illustrators, the Dif Media Foundation is managed and controlled by a small staff and board of people.

## Supervisory board

**Professor Jan Rotmans** is one of the founders of Integrated Assessment (IA), and has outstanding experience in IA modeling, scenario-building, uncertainty management and transition management. During the past twenty years he has led a diversity of innovative projects in the field of climate change, global change, sustainable development and transitions and system innovations.

**Caroline van Van Dullemen** worked as journalist for NRC, was secretary of the Dutch National Advise Board for Development and managing director of the Scientific Bureau of the political party Groen Links. In 2004 she founded the organisation World Grannys that is active for elderly people in development countries.

**Paul M. de Haan** Former Partner at PwC. Founder EUDTG PwC Europe (coordinating European Tax initiatives ) en European Business Initiative on Tax (EBIT). Now working at stichting IBFD with trainings for tax programs in developing countries.

## Board

**Fons Burger** (editor in chief) Former editor of Nieuwe Revu, Goodies magazine, Dif and others. Author of a series of fiction and non-fiction books about change and sustainability. Developer of events, festivals and concerts.

**Pieter Schol** (art director). Art director for a.o. Esquire, Rails, Goodies, Dif and currently Vrij Nederland.

**Jacqui Burger** (publisher) was the managing director of several communication firms. Publisher of Goodies Media & Awareness, Dif Books and Brighter World (fairtrade company gifts). Founding member of the Sogoodtowear Coop (fairtrade fashion).

## Inspirational board

**Jan Pronk** (former Dutch minister), **Maurits Groen** (consultant sustainability)

**Christine de Baan** (State of Fashion foundation), **Peter Jens** (Pura Natura Foundation) **Christiaan Vos** (Arcadia Foundation, University of Amsterdam)

**Harry Hamelink** (Motel Mozaique) **Ronald Molendijk** (Symphony31)

**Hajo Doorn** (v/h directeur Stichting worm, Theater Rotterdam)