



The Pool

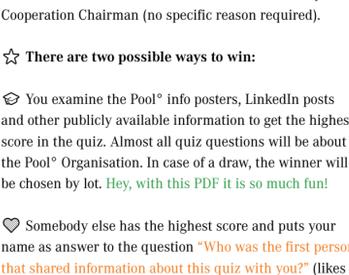
The Pool Organisation

Cooperative Quiz Competition



We suggest you put this document into a slim window beside your browser with LinkedIn. For a chance to win, you need to send an e-mail to quiz@poolorganisation.org until 2018/07/31 (we extended for a month).

To calm you down: The Pool wants to accelerate Innovation without accelerating people. So we think that this quiz is best done while listening to our licensed Pool Experience Ambient Track 'The infinite' - written, composed and produced by Thomas Lemmer and part of his Album 'PURE': <http://www.thomas-lemmer.com/pure>
Spotify Playlist: <https://www.linkedin.com/feed/update/urn:li:activity:6394904756367147008>



Anybody can win 1 of 2 life-long Honorary Chairman Positions!

Such a position does not include too many benefits yet (currently, you will only be allowed to attend all Pool presentations), but these privileges are amended each time the Pool changes its organisational status. Once the organisation has got its final status as a Foundation with fixed statutes, these are planned to include life-long free lodging in a Pool flat and a Pool pension - just as for all other Chairmen and Chairwomen. Details about the lodging rights as well as size and conditions of the pension still have to be defined. Good that you are allowed to attend all meetings - and speak your mind there!

In the final Foundation, you will even have a full Vote in some Inner Circle Decisions - you will be backups for other Chairmen who cannot attend a Voting and you will be invited as additional Votes into some Decisions by the Cooperation Chairman (no specific reason required).

There are two possible ways to win:

You examine the Pool info posters, LinkedIn posts and other publicly available information to get the highest score in the Quiz. Almost all quiz questions will be about the Pool Organisation. In case of a draw, the winner will be chosen by lot. **Hey, with this PDF it is so much fun!**

Somebody else has the highest score and puts your name as answer to the question **"Who was the first person that shared information about this quiz with you?"** (likes and comments that you see in your feed count - if not from people representing the Pool). If you have the information directly from Athena, myself or another person/entity representing the Pool, you may just put in the name of somebody you love...♥

If we manage to get this viral, so that Jeff Weiner & other VIPs want to found a Meta-Pool Organisation, the next 4 highest scorers or lot winners from this Competition become designated Chairmen - along with their 4 Sharers.

If you do not win, your participation will stay confidential, your data will be erased after the quiz and The Pool will not contact you.
Only if you are one of the two winners; then your name will also be published on the Pool Website on 2018/12/24.

From each answer you select, please copy the Emoji into the body of your HTML e-mail. One after another, the 33 Emojis will add up to a string that forms your individual Answer-DNA. At the end, add your own name and the name of the person that first shared information about this quiz with you, plus and inside "[]+ []+ :

... .. ☺ 🎧 📧 = [YourName]+[SharerName]

Depending on your answers, The Pool will calculate your individual score, measured in 0 - 21 Credit Points. Often, more than one answer is correct - and different answers to different degrees.

The more true the answer and the higher the relevance - for Pool and Athena - the higher the score for the answer. For a better understanding, we listed the score of Pool Credit Points for the answers to the first question:

Question #1

What is 2018 different to other years?
<https://www.linkedin.com/feed/update/urn:li:activity:6386602564628152320>



☺ 2018/04/01 was Easter Sunday (110°)

🎧 2018/04/01 was not April Fool's Day, but Easter Sunday and April Pool's Day (210°)

Question #2

The Pool is an organisation designed for continuous success through...?
<https://www.linkedin.com/feed/update/urn:li:activity:6388602564628152320>



📈 ... high shareholder value and return on investment.

♥ ... flexibility in structure, attractiveness for members and the purity of its targets.

🏢 ... strict hierarchical structure and chain of command.

Question #3

The Pool works on creating an easy-to-use and commonly accepted tool that helps to evaluate and compare the ecological impact of packaging solutions. What is the name of this tool?
<https://www.linkedin.com/feed/update/urn:li:activity:6388602564628152320>



🌱 Sustainability Matrix°

📊 CO² Matrix°

🌱 Sustainability Wheel°

Question #4

Why was the Mommy Programme posted so early?
<https://www.linkedin.com/feed/update/urn:li:activity:63872258972785153>



👩 Only Mommies are allowed in the Pool Organisation.

🌱 Because it is connected to Sustainability.

🗨 To make clear it is not negotiable. Other things might still be negotiable (for the Founding Members).

Question #5

What is the advantage that Founding Members have compared to other Members of the Inner Circle?
<https://www.linkedin.com/feed/update/urn:li:activity:6387453733441282048>



👥 Their number of Representatives is not limited.

☆ They take part in important Pool decisions like next study topics, equipment to buy, memberships, etc.

🏠 They can stay in the Inner Circle as long as they wish.

Question #6

Why is Innovation Athena holding an engagement ring?
<https://www.linkedin.com/feed/update/urn:li:activity:6387781724876407488>



👰 Karel J. Golta gave it to her.

👁 She is checking if it is good enough for Tobias.

🏢 The Design & Innovation Agency co-founding the Pool will soon be occupied with Pool work alone.

Question #7

What is expected to be the first result when the Pool Organisation forms a powerful Alliance of Suppliers?
<https://www.linkedin.com/feed/update/urn:li:activity:6388152743492014008>



👩 Prettier packaging.

👩 Better briefings.

♻ Less packaging waste.

Question #8

What people are often - without any packaging experience - the most important people in the Innovation Process?
<https://www.linkedin.com/feed/update/urn:li:activity:6388530203173490588>



👩 Consumers

👩 Designers

👩 Marketers

Question #9

For what people is it a natural 'upgrade' to learn a little more and become a finishing effects expert?
<https://www.linkedin.com/feed/update/urn:li:activity:63888723736663721541>



👩 Marketers

👩 Designers

👩 Salespeople

Question #10

What properties of a packaging help to communicate high product quality?
<https://www.linkedin.com/feed/update/urn:li:activity:638923438537618432>



👩 A great shelf impact.

👩 A strong material and solid feeling to the whole pack.

👩 A good shelf blocking effect.

Question #11

Why did Athena want to wear a blue-collar jeans shirt on the Promotion photo?
<https://www.linkedin.com/feed/update/urn:li:activity:638959308095915968>



👩 The blue is complementary to her hair colour.

👩 She is a science fiction communist.

👩 She loves Lana Del Rey and her vintage style.

Question #12

For what products are we still used to Counteradvertising?
<https://www.linkedin.com/feed/update/urn:li:activity:638959689567277056>



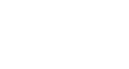
👩 Tobacco

👩 Sugar

👩 Music

Question #13

What is the reason for the Design Industry is the Pool planning to ban?
<https://www.linkedin.com/feed/update/urn:li:activity:639032073854624192>



👩 Brand Strategy Presentations.

👩 Unpaid Pitches.

👩 Cosmetics to Article comments on LinkedIn.

Question #14

Why are (good) rules for Cooperation so important?
<https://www.linkedin.com/feed/update/urn:li:activity:639073381595852800>

👩 To protect the smaller parties, e.g. small companies and freelancers.

👩 So that the Pool rules for good.

♥ Because everybody loves rules.

Question #15

Hamburg has the largest number of Packaging Design Agencies in Germany. It is also the city in Germany (some say in Europe) with the largest number of ...
<https://www.linkedin.com/feed/update/urn:li:activity:6391047631556079616>

👩 ... Gas stations.

👩 ... Bridges.

👩 ... Persian carpet traders shops.

Question #16

What is in your opinion most important to achieve more (real) Packaging Innovation?
<https://www.linkedin.com/feed/update/urn:li:activity:6391404967097303040>

💎 Brand Owners and Retailers need to understand the full value of packaging for their brands: a product quality evaluation modifier and brand communication with extensive consumer contact!

👩 The parties with the money need to start using money together for higher goals.

👩 Brand Owners and their Creative Agencies need hands-on education and project support.

Question #17

Why does Athena grin so strangely on the Education photo (or is it a smirk)?
<https://www.linkedin.com/feed/update/urn:li:activity:6391405703071825920>

👩 Inside, she is laughing about a specific company.

👩 Because the glasses are magnifying her eyes and she knows that in Homer's epic works, Athena's most common epithet is Glaukōpis (γλαυκῶπις), which is often translated as „owl-eyed“ or „big-eyed“.

👩 She is very fond of herself because she is so smart.

Question #18

What privileges is an Honorary Pool Chairman Position planned to include in addition to Life-long free lodging in a Pool flat and a Pool pension?
<https://www.linkedin.com/feed/update/urn:li:activity:63917725480396289>

👩 A Tesla Model S as Pool car.

👩 A really cool lanyard with name tag.

👩 Your own Newsfeed from the Knowledge Tree°.

Question #19

The Pool Organisation is structured into the Inner Circle and ...?
<https://www.linkedin.com/feed/update/urn:li:activity:639211354800197632>

👩 ... the Outer Circle.

👩 ... The Greater Circle.

👩 ... the Peripheral Circle.

Question #20

Trainees become Juniors and ... ?
<https://www.linkedin.com/feed/update/urn:li:activity:6392496453925292896>

👩 ... the rest is Peter principle.

👩 ... Juniors can become Experts with a mentor.

👩 ... Seniors become Experts who develop and pitch new Innovation Services.

Question #21

From which country does Karel J. Golta originally come, before staying in the USA for a while and then deciding that Hamburg really is the most beautiful city in the world?
<https://www.linkedin.com/feed/update/urn:li:activity:6392507065708875776>

DE German Democratic Republic (DDR)

BE Belgium

CH Switzerland

Question #22

How much higher is a full-time Pool Chairman's standard annual salary compared to a full-time Pool Senior's?
<https://www.linkedin.com/feed/update/urn:li:activity:639285737276169583104>

8 80.000,-€

6 60.000,-€

4 40.000,-€

Question #23

In what year is the film „Blade Runner“ set?
<https://www.linkedin.com/feed/update/urn:li:activity:639321908062211840>

👩 2018

👩 2019

👩 2023

Question #24

What is more POWERFUL than Nuclear Weapons°?
<https://www.linkedin.com/feed/update/urn:li:activity:63935078917344604160>

👩 Athena°

👩 LinkedIn together with the Pool Organisation.

👩 LinkedIn as a democratic tool.

Question #25

What is the motto of the British Special Air Service (SAS)?
<https://www.linkedin.com/feed/update/urn:li:activity:639462721078390785>

👩 Who sweats, wins.

👩 Who plans, wins.

👩 Who dares, wins.

Question #26

Which percentage of a Contribution Budget can still be used by (and for) a Member - but only in pursuit of the Foundation's Mission Targets?
<https://www.linkedin.com/feed/update/urn:li:activity:6394948080781381632>

👩 50%

👩 75%

👩 80%

Question #27

How many spots for Inner Circle Chairmen are currently planned for the Pool°?
<https://www.linkedin.com/feed/update/urn:li:activity:63953373276169583104>

1 5 Founders + 9 Suppliers/Agencies + 1 Temporary.

2 5 Founders + 8 Suppliers/Agencies + 2 Temporary.

3 5 Founders + 7 Suppliers/Agencies + 3 Temporary.

Question #28

What kind of organisation is the Pool planned to become in the end?
<https://www.linkedin.com/feed/update/urn:li:activity:6395338078715088896>

👩 Private-owned Limited Company.

👩 Non-profit Foundation with fixed statutes.

👩 Stock-listed Company.

Question #29

Why will the Pool have a Helping Hands Programme?
<https://www.linkedin.com/feed/update/urn:li:activity:639615417857761952>

👩 Because soon, computers will be the experts in almost everything - and we will be their Helping Hands.

👩 To balance the „Karmic Footprint“ of a (potentially elitist) expert organisation.

👩 Because sometimes, you just need a Helping Hand.

Question #30

Why is Honesty so important for Sustainability?
<https://www.linkedin.com/showcase/sustainability-athena/>

👩 To fairly evaluate the impact of alternative options.

👩 So experts do not hide behind their expertise.

👩 To be able to include other parties' opinions.

Question #31

To what music is Athena listening on this picture?
<https://www.linkedin.com/feed/update/urn:li:activity:6392855078917344604160>

👩 The Queensryche Album 'Operation Mindcrime'

👩 A playlist full of Lana Del Rey songs.

👩 Thomas Lemmer's Album 'PURE'.

Question #32

Who should play the Strategy Game of Humanity's survival?
<https://www.linkedin.com/feed/update/urn:li:activity:6396353895278635008>

