

Today, a sprint starts to rebuild European social platforms

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Social platforms are the critical communication infrastructure in our lives, communities, and democracies. From how we communicate with our loved ones and connect with our neighbourhoods to exchanging ideas and sharing our thoughts.

20 years ago, Europe had a thriving generation of social platforms and the entrepreneurs, designers, and programmers building them. A capability and an industry that have been lost. Rebuild is a catalyst to support and serve the new generation of European social platforms, with Margrethe Vestager, former Executive Vice-President of the European Commission as patron.

"I've experienced the influence of social platforms and their critical importance to our European digital infrastructure first-hand," says Margrethe Vestager. "At this moment, there is both an urgency and a momentum to act. It's time to build again."

"Europe was once one of the birthplaces of social platforms. We can do it again if we rebuild, but it's going to take all of us in Europe to make it happen", says Thomas Madsen-Mygdal, founder and Chairperson of Rebuild. "Rebuild is here to foster and facilitate a new generation of human-centred social platforms; and an industry."

Rebuild is a catalyst to rebuild European social platforms as a possibility, as an industry, for better solutions and product innovation – through gatherings, programmes, and tools.

Gatherings: Three 48-hour gatherings Rebuild1, Rebuild2, and Rebuild3. Designed to connect, build, and act. Paris, Helsinki, and Copenhagen.

Programmes: Rebuild is starting several programmes to engage key actors. The first ones rolling out are an investor programme inviting European VCs to engage and a board programme activating European digital leaders and social platform designers to become board members in the new European social platforms.

Tools: Rebuild is facilitating the creation of a number of tools and methods to make it easier to understand, to design, and create social platforms. Among these are a taxonomy of social platforms, a social design framework, interviews with social platform pioneers, and a social platform directory highlighting European social platforms with an open invitation to map and share. It's all accessible today in beta on rebuild.net, the digital collaboration platform for the initiative.

Ditte Graa Wulff, CEO of Rebuild, comes with an intention to serve and the energy to move fast: *"I hold the deepest respect for the entrepreneurs who take on the task of rebuilding social platforms at this point in time. It's critical that we support them, and that we do it now in the most straightforward and action-oriented way that we possibly can".*

For the same reason, Rebuild is intentionally designed to close down in exactly one year. On 15 December 2026, Rebuild will host the last gathering in Paris, after which it will close down, open-sourcing all frameworks, tools, and resources back to the industry.

For more information:

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About Rebuild

Rebuild is a 12-month catalyst to rebuild European social platforms. It's an NGO, registered in Denmark, supported and funded by European entrepreneurs.

People: Ditte Graa Wulff – CEO, Thomas Madsen-Mygdal – Founder, and Chairperson, Margrethe Vestager – Patron

Rebuild starts today with an invitation for everyone in Europe to come together to rebuild European social platforms. The Rebuild digital platform is live and in beta, and the first gathering will take place 1-3 March 2026.

You can follow and get access to all Rebuild resources at www.rebuild.net.