

THE PATH TO THE FUTURE IS LOCAL

TEMPELHOF-SCHÖNEBERG - A BOROUGH AND
ITS BUSINESSES LEADING THE WAY

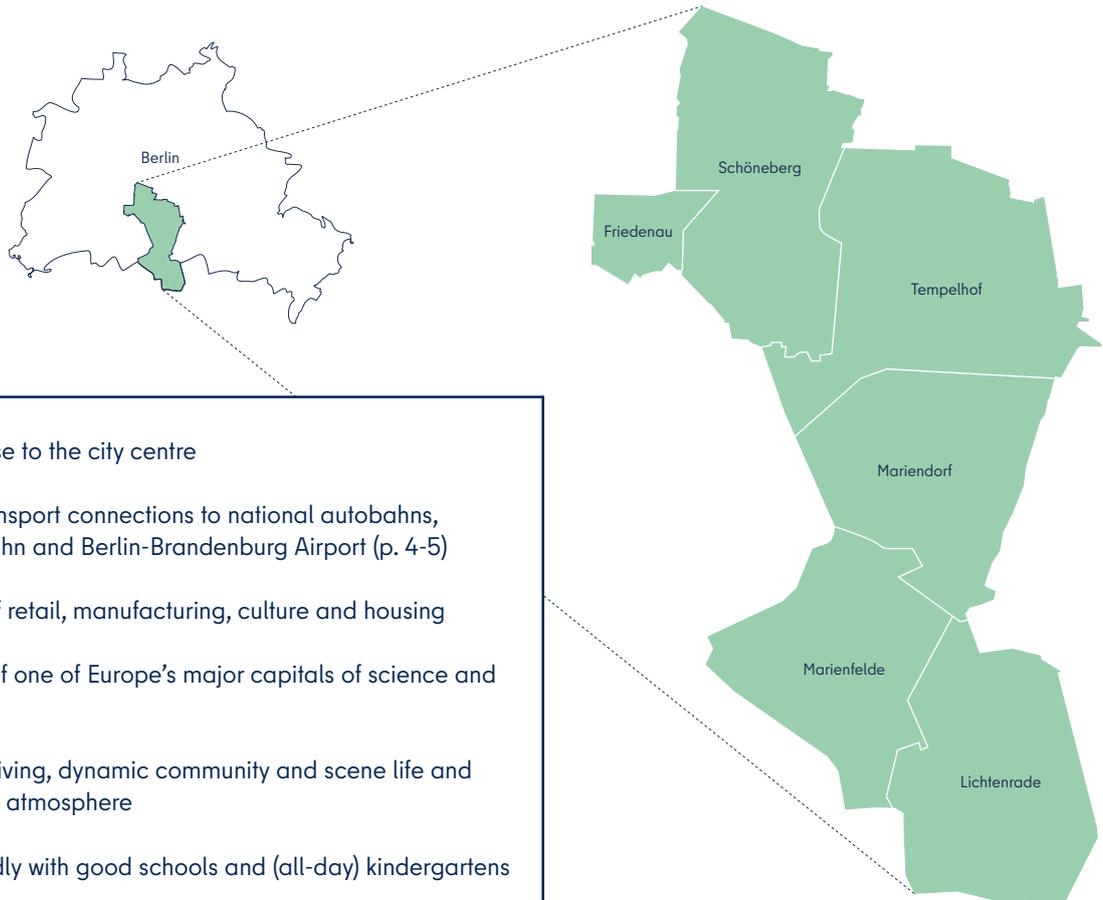


BERLIN



TEMPELHOF-SCHÖNEBERG - THE PATH TO THE FUTURE IS LOCAL

Tempelhof-Schöneberg is part of one of the most exciting and attractive metropolises in Europe. That alone ensure many advantages as a place of doing businesses, but there are others too:



- Located close to the city centre
- Excellent transport connections to national autobahns, Deutsche Bahn and Berlin-Brandenburg Airport (p. 4-5)
- Urban mix of retail, manufacturing, culture and housing
- At the core of one of Europe's major capitals of science and academia
- Low cost of living, dynamic community and scene life and international atmosphere
- Family-friendly with good schools and (all-day) kindergartens
- Spectacular parks such as the Tempelhofer Feld former airport and the Marienfelde Nature Conservation Station - with an in-house Nature Ranger
- Great locations for daytrips - like Spreewald and the Brandenburg Lake District
- Borough with a huge diversity of industries, from traditional artisanal traders to innovative future technologies
- Highly active: the Enterprise Networks (p. 50) and the Office for Local Economic Development (p. 14)
- First borough with a sustainability charter (Green Stag, p. 12-13)
- And last but not least: the lowest commercial tax of any German city with a population of more than 500,000



THREE OPINION QUESTIONS

INSTEAD OF A FORMAL INTRO, BOROUGH MAYOR ANGELIKA SCHÖTTLER OF THE SOCIAL DEMOCRATIC PARTY HERE ANSWERS THREE QUESTIONS ON LOCAL ECONOMIC POLICY.

Angelika Schöttler (SPD) has been mayor of the borough since 2011. As a computer scientist, she sees the Office for Local Economic Development as a logical necessity.



Frau Schöttler, what's your view on the borough's economy?

With Daimler, GASAG and BSR, we have some of the city's biggest employers. We have several innovation hubs and future technology clusters, but a lot of manufacturing industry too, alongside more traditional trades and crafts. Living and working are tight-knit here – in some parts of the borough there's a metropolitan charm, in others it's more of a suburban or even rural idyll. Preserving and developing this unique mix is something I see as one of my main responsibilities.

Which of the Office for Local Economic Development's projects are closest to your heart?

There are so many important projects like our Alliance for Business and Labour, for improving the situation in terms of labour market policy. Our borough's Enterprise Networks are especially close to my heart, though. Just the amount of communications work going into this is enormous. The networks also support many social and environmental projects. Their dedication makes them a pillar of the community. Which is why we've been in close contact with them, offering active support and doing a huge amount of development work.

What do you see as the most important issues for the future?

It's important to retain the 'Berlin mix'. Our communities are mixed-use, I want to offer publicly owned space for use as part of this mix, to create courtyard complexes for local businesses and traders. We also have to offer small and medium-sized businesses massive support to help them recover from the Covid crisis. This will also include pushing forward with transport infrastructure projects. To support our economy, the borough has for years been working hard towards the construction of two new rail stops on the Dresdner Bahn line (see p. 4 and 14). Another key issue is sustainability. The Green Stag Charter, our Tempelhof-Schöneberg sustainability charter, is a kind of network of networks – the coming together of everyone who wants to drive forward the borough's shift towards its climate-neutral, socially just best. I think we're heading in the right direction!

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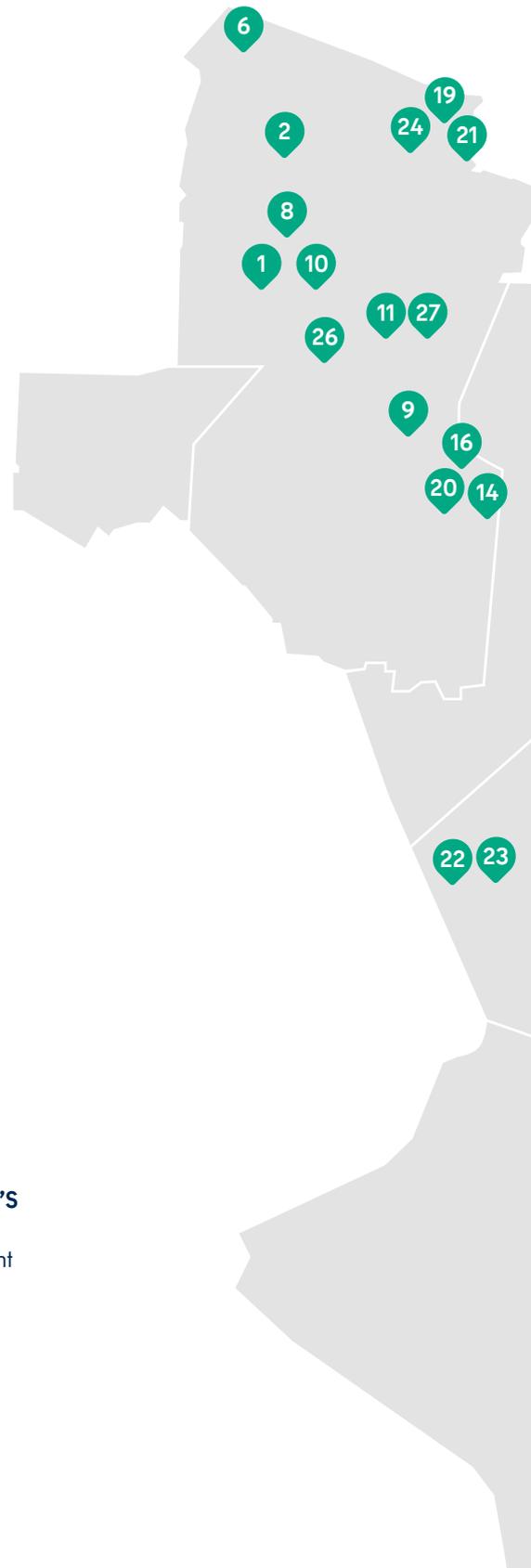
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TEMPELHOF- SCHÖNEBERG: THE PATH TO THE FUTURE IS LOCAL

As a location, Tempelhof-Schöneberg has a unique combination of advantages. The people who live, work and do business here love the borough's central location and its proximity to what drives things forward.

TOP TRANSPORT CONNECTIONS

As a top-class location, Tempelhof-Schöneberg stretches from the city centre to Berlin's southern limits, putting all major transport hubs within easy reach:

- Good connections to the **A10 (Berliner Ring)**
- The **A100** and **A103** autobahns run directly through the borough
- As do the Bundesstraßen (national highways) **B1**, **B96** and **B101**
- Direct rail connection to **Berlin-Brandenburg Airport (BER)** and to regional and long-distance
- Deutsche Bahn networks from **Bahnhof Südkreuz**
- Industrial railway connections
- Canal connections to **Teltow Canal**
- Seven **S-Bahn** lines and a dense, high-frequency **U-Bahn** and bus **network**
- (only a few minutes to City West and City East)

LONG-DISTANCE AND REGIONAL RAIL STATIONS

The borough is home to Berlin's second-largest inter-city rail station, **Bahnhof Südkreuz** (for long-distance and regional networks, S-Bahn, U-Bahn and bus.) It is one of Deutsche Bahn's 16 'rail stations of the future' and a testing ground for sustainable transport and energy plans.

Stations located close to the borough and reachable in a matter of minutes:

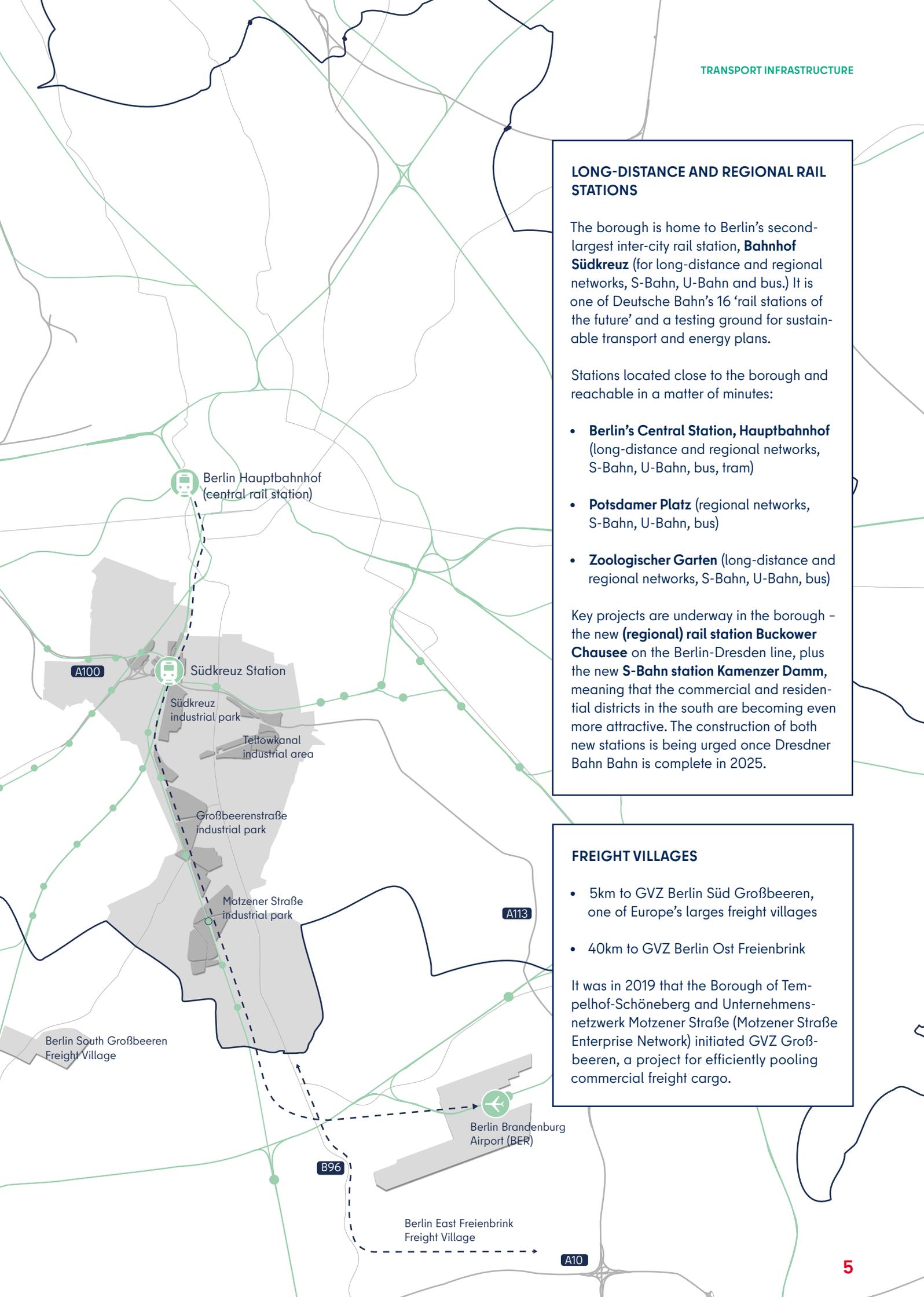
- **Berlin's Central Station, Hauptbahnhof** (long-distance and regional networks, S-Bahn, U-Bahn, bus, tram)
- **Potsdamer Platz** (regional networks, S-Bahn, U-Bahn, bus)
- **Zoologischer Garten** (long-distance and regional networks, S-Bahn, U-Bahn, bus)

Key projects are underway in the borough – the new (**regional**) rail station **Buckower Chausee** on the Berlin-Dresden line, plus the new **S-Bahn station Kamenzer Damm**, meaning that the commercial and residential districts in the south are becoming even more attractive. The construction of both new stations is being urged once Dresdner Bahn is complete in 2025.

FREIGHT VILLAGES

- 5km to GVZ Berlin Süd Großbeeren, one of Europe's largest freight villages
- 40km to GVZ Berlin Ost Freienbrink

It was in 2019 that the Borough of Tempelhof-Schöneberg and Unternehmensnetzwerk Motzener Straße (Motzener Straße Enterprise Network) initiated GVZ Großbeeren, a project for efficiently pooling commercial freight cargo.



RESEARCH, SCIENCE AND ACADEMIA

Berlin is a metropole of academia, with a high density of research institutions and centres of excellence:

- 4 research universities, including the **Technische Universität (TU Berlin)** and **Humboldt-Universität zu Berlin (HU)**
- 7 universities of applied science, including the **Berlin School of Economics and Law** in Tempelhof-Schöneberg
- Around 30 state-recognised private universities, such as **SMT European School of Management and Technology**, the **ESCP Business School** and the **Hertie School of Governance**
- 4 art universities
- 1 university hospital (**Charité**)
- 93 non-university research facilities and institutes

The **Berlin School of Economics and Law (HWR Berlin)** is located in the borough, alongside its training institute, the **Berlin Professional School** and the **Institut für Nachhaltigkeit (INa, Institute for Sustainability)**, **Berlin University of the Arts (UdK)**, **Sigmund Freud University Berlin** and **TU-Campus EUREF gGmbH**. Also located in the borough: **SRH Berlin School of Popular Arts (SoPA)**

Academia and the economy are well-connected here, working together in a number of ways. The Office for Local Economic Development will help you find the right **research partners**:

wirtschaftsberatung@ba-ts.berlin.de



The Berlin School of Economics and Law has 14 integrated and associated institutes specialising in issues such as sustainability and data-driven digital transformation



A HAPPY PLACE AT THE LETTE ASSOCIATION

A happy place was brought into being in 1866 when social policy expert Wilhelm Adolf Lette launched the Lette Association for 'promotion the female sex's capacity to work'. His daughter Anna Schepeler-Lette later developed it into a school board. It has long been helping empower young men too. Ten training programmes are offered, and some professions - like metallographer or medical-technical radiology assistant - have even been newly created.

Manual work - something you can grasp with both hands, in the most literal sense - is at the core of it all. Drawing especially - whether it's pharma-tech assistants sketching cell structures or fashion designers sketching out clothes. The emphasis is on community and seeing the big picture, with a special lesson named Glück teaching just that - happiness and how to be confident and live well. Another thing that makes Lette Association into a happy place is its work alongside Schindler Deutschland. Initiated in 2013 by the Borough of Tempelhof-Schöneberg's Office for Local Economic Development, it runs great future-oriented projects like the Lette Design Award by Schindler for new talent in photography, graphic design and fashion.

letteverein.berlin

The Schöneberg's Lette Verein has for 150 years been profiling the requirements and day-to-day realities of modern professions and training young people in keeping with the times.

A SUSTAINABLE FUTURE FOR TRADITION

GILLETTE - THE WORLD'S SHARPEST FACTORY

A fun fact from Gillette's Europe-wide report on personal grooming: twice as many men shave their toes as do their legs. While the lower extremities may not receive as much attention as the chin when it comes to male hair removal, every follicle is of scientific interest to Gillette. For over 80 years, the world's sharpest razors - like the Fusion 5 and the Skinguard Sensitive - have been made in Berlin-Tempelhof. It is almost 130 years ago since its founder King C. Gillette invented the wet razor with interchangeable blades, putting an end to morning shaving cuts. But the same question spurs on Gillette today: how can we make shaving even closer and even smoother? After so many pioneering years, this becomes a matter of extraordinary precision. The technology is a trade secret and the facility, home to 800 employees, is a smart factory. And it's getting even smarter, as Gillette is making clever use of its strategic location by inviting Berlin start-ups to pitch for cooperation projects. With its innovative 3D printing department, the Berlin razor experts are especially attractive for trainees.

gillette.de



MERCEDES-BENZ - THE ELECTRIC PIONEER

The future is electric and emission-free. That's something Mercedes-Benz is sure about. The company is systematically focusing on an Electric First policy on its way to carbon neutrality. All vehicle models are set to be electrified - and the production facilities will become energy-efficient, networked smart factories.

In parallel to electrification, the company is thus pushing forward digitalisation in its global production network. The focus is on MO360 - the Mercedes-Benz Operations 360 digital ecosystem. The Berlin facility will play a key role: developing and testing pioneering apps for MO360. And the plant also produces e-mobility components. That electric pioneer vehicles were being built on this very spot over a hundred years ago is surely a coincidence. But a wonderful one.

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BSR - TRASH TALENT

Millennials can't imagine how run-down the image of BSR, Berlin's sanitation department, used to be. A 1999-launched ad campaign changed this forever, transforming invisible street cleaners and refuse collectors into sparkling cult figures. The catchy slogans on posters, refuse trucks and litter bins weren't just the talk of Berlin. There was worldwide amazement at the emotions advertising can awake, thus generating employer branding. But our trash talent hasn't rested on its laurels! BSR, one of the largest and most environmentally friendly employers in the city, is located in our borough. Two examples: more than half of the waste at BSR is collected in climate-neutral vehicles powered by biogas from the BSR's own plant and generated from organic waste. BSR is making both our city and the future cleaner: InfraLab on the EUREF campus in Schöneberg is thought/work space in which BSR develops green ideas alongside other infrastructure companies, start-ups and universities.

bsr.de



Oliver Kramny with a small selection from the enormous range on offer at Die Sechste, the gourmet section of the department store

BRINGING IN NEW REGULARS, KADEWE STYLE

Of course, you can take a shopping trip yourself to KaDeWe: international runway fashion, stylish Berlin labels, insider beauty brands. And then head up to the sixth floor, across the terrazzo floor made from Berlin river sand, to the legendary Austernbar. Maybe you'll go for Utah Beach oysters from Normandy that have developed a sweet, nutty perfection over several months in an ocean bay with freshwater inflow. But you can also get these and other delicacies delivered to your company and impress business partners over lunch; or you can have an entire catering service designed around your own ideas. The team around Oliver Kramny, chef of the renowned gourmet institution, translates brand messaging into taste: present your spring collection alongside patisserie every bit as beautiful accessories. Regional organic canapés that perfectly reflect your sustainability strategy. Or home cooking reinterpreted for the modern era, as a perfect way to reflect your company's long history.

KaDeWe

Tauentzienstraße 21-24

KaDeWe's 6th-floor restaurants remain open until midnight - even after the shops have closed

foodservice@kadewe.de

OPEN TO THE WORLD, URBAN AND A HIGH QUALITY OF LIFE

TEMPELHOFFER-FELD - EUROPE'S BIGGEST PICNIC SPOT

Just like all Berliners, Tempelhofer Feld constantly reinvents itself: it's been a meadow, railway station, military field, horse and car racking track, a sports stadium, war site, airlift, and a recreation area. It's already over a hundred years since the first picnic blankets were laid on the grass here, prior to the Prussian army doing military drills and aviation pioneers like Gustav Lilienthal, Graf Zeppelin and Orville Wright taking to the air. And now the picnic blankets are back. Since the airport ceased operating in 2008, Tempelhofer Feld has been Europe's biggest inner-city park. Kiteboarders glide over the vast sea of grass. Cyclers and joggers zoom along the former flight path, past grazing sheep and breeding skylarks. But its next form of being is lurking in the shadows: there are plans for the airport to become a public benefit-oriented location of the future, a creative incubator. This is acceptable to Berliners on the condition that a sufficient area remains for picnic blankets.



BAYERISCHER PLATZ - WITH PARK AND WEB PORTAL

The elegant neighbourhood around Bayerischer Platz in Schöneberg lost its lustre in the post-war decades. Many shops stood empty and what green space was left no longer felt as inviting as it had back in the twenties for Elsa Einstein and her husband Albert. Or the writers Erich Kästner and Carl Zuckmayer, or singer Claire Waldoff. Since 2009, businesspeople and local residents have been newly helping restore the square to its former splendour. Redesign of green spaces was the first project run by the Bayerischer Platz Quartier Association. They won over the borough council - and also lend a hand themselves in looking after the flowerbeds and running cleaning campaigns. The Langer Freitag (long friday) neighbourhood festival is held once a year. For its most extraordinary project yet, the association worked alongside the Office for Local Economic Development and Berlin's public transport authorities: the Contemporary History Portal at Bayerischer Platz U-Bahn station now offers a gateway to the past. Photos, films, documents and events show the neighbourhood's Jewish history between 1900 and the Nazi era.

quartierbayerischerplatz.de / cafe-haberland.de

WHERE LITTLE PLANTS GROW IN THE BIG CITY

The borough's kindergartens all have imaginative names – like Großstadtpflänzchen (Little Plants of the Big City) and Kunstmäuse (Art Mice). But they also have modern educational concepts for all children, be it at Kleine Ungeheuer (Little Monsters) or at Wunderkids.

The district's schools are some of the most in-demand in the city: the sports-specialist primary school in Taunusviertel is the official partner of the two-time German football champions Hertha BSC. There's the Sophie Scholl School, a socially engaged UNESCO association school in Schöneberg specialising in teaching French. Or the Ulrich von Hutten Grammar School in Lichtenrade, with its sustainable student-run businesses that regularly take top positions in competitions. And those who can't get enough of learning can sign up to the youth art school, the music school, or one of three circus schools. And for those that still have time, there are our seven libraries (one of them on wheels), numerous pitches, parks and courts for kickabouts, basketball, beach volleyball, five swimming baths, eight skateparks, five BMX tracks, or two roller hockey pitches – and of course the absolute very, very best playgrounds in the city!



FC INTERNATIONALE - THE TÜV-CERTIFIED STANCE CHAMPIONS OF SCHÖNEBERG

FC Internationale shines! And not just on account of the number of golden football trophies in the Inter-Arena trophy cabinet. Numerous other awards show off the best of the club: prizes for democracy and tolerance, social engagement, courage and understanding; for exemplary youth work, refugee projects and inter-school cooperation. They've received the DFB (German Football Association) Integration Prize, and even the Stern des Sports (Star of Sports) – four times. In 2021, Inter became the first amateur club in Germany to receive the ZNU sustainability certificate from TÜV Rheinland, the main German inspection and certification association. These days, the club's success isn't just demonstrated in terms of trophies and certificates – it's measurable in tests, reviewed every year to check up on progress.

But the club's stance is best emblazoned on its kits. In the very spot where other clubs advertise salami or betting companies, FC Internationale states proudly: No Racism.

inter-berlin.de

THE GREEN STAG CHARTER

THE GREEN STAG SUSTAINABILITY CHARTER FOR THE BOROUGH AND ITS BUSINESSES

Visionary entrepreneurs, networks and the borough have joined forces. Together, they want to promote sustainable regional business and deliver sustainable success. Anyone who wants to get involved is always welcome.



From upper left to lower right:
District Mayor Angelika Schöttler, Carsten Bredow (IGG Malzfabrik), Karin Teichmann (EUREF), Ulrich Misgeld (Motzener Straße Enterprise Network), Marcia Behrens (Großbeerenstraße Enterprise Network), Gerd Thomas (Südkreuz Enterprise Network), Natalia Bahancova (The Drivery), Guido Schütte (BMDF Industrial Park Berlin-Mariendorf), Frank Schach (Schindler Deutschland)

Sustainability drives innovation: new technologies increase efficiency while also reducing resource consumption and costs. Businesses, products and services are seen more positively – which influences purchasing decisions. And by no means least, a company’s sustainability is something that employees can identify with. This retains and motivates good staff. And the environment profits too, of course.

THE BOROUGH COMMUNITY OF VALUES JOINS TOGETHER

In our borough, there are many companies who have known this for a long time and are integrating it into their strategies: this includes pioneers of international prominence, family businesses that have always followed the honest principles of the traditional merchant, and other businesses that are taking their first steps towards increased environmental friendliness. Though they might all be coming from a different place, they have something in common: they belong to a regional community of values.

THE GREEN STAG SHOWS THAT WE DO THINGS SUSTAINABLY HERE

In the winter of 2020, some of them got together with the borough’s local government to turn these values into a charter. The Green Stag is a voluntary commitment that aims at shared goals: more sustainability and better readiness for the future. The businesses that sign up to the charter are getting networked and working together so that they can actively shape this change. And by no means least, they see the shared Charter logo as a way of communicating their commitment to the world – and inspiring others.

gruenerhirsch.berlin.de



THE GUIDING PRINCIPLES OF THE GREEN STAG FUTURE CHARTER

1: LOCAL ADDED VALUE

With our conscientious entrepreneurial activities and regional networking, resources can be combined and synergies can emerge – to the benefit of Tempelhof-Schöneberg as a place of doing business.

2: ENTREPRENEURIAL SUCCESS AND JOBS

Our goal is future-proof entrepreneurial success that sustainably delivers jobs and apprenticeships in the borough. To make this possible long-term, we focus on innovation and always strive to adapt to the constantly changing market.

3: EMPLOYEE WELLBEING

We are acutely aware that long-term success is linked to the wellbeing of employees. We support our employees based on their strengths and create a climate of appreciation, health, and satisfaction.

4: NATURAL RESOURCES

In awareness of the limited supply of natural resources such as raw materials, soil, air, and water, we act in a resource-efficient way. Via responsible handling, efficient production and taking things like material cycles into account, we are improving our ways of doing business and are reducing consumption.

5: ENERGY AND EMISSIONS

In response to human-made climate change, we are pursuing significant reduction of operational energy consumption and emissions. We are committed to renewable energies and environment-oriented optimisation of our company.

6: PRODUCT RESPONSIBILITY

We take responsibility for the environment and actively commit to a sustainable value-creation process and lifecycle for our products.

7: SUSTAINABLE INNOVATIONS

We encourage innovative solutions in products and services and contribute actively and in a forward-looking way to ensuring the future viability and attractiveness of Tempelhof-Schöneberg as a place of doing business.

8: EMPLOYEE RIGHTS

For us, respect for labour rights and human rights is part of our identity. We see this as valuing diversity and protecting labour and human rights. This is why we actively ensure that all people have the same rights and opportunities, regardless of factors like their ethnic background, language, religion, age, gender identity, disability, or social status.

GET INVOLVED

Sign up now and become a part of the Future Charter of the Borough of Tempelhof-Schöneberg

gruenerhirsch.berlin.de

»LOCAL ECONOMIC DEVELOPMENT: PASSING THE BALL TO BUSINESSES«,

MARTINA MARIJNISSEN, HEAD OF THE BOROUGH'S OFFICE FOR LOCAL ECONOMIC DEVELOPMENT

What exactly does the Office for Local Economic Development do within the borough?

It starts with listening to our businesses. We're always listening, we are interested in everything, we know almost all the stakeholders. Then we look for ways to shorten paths and remove obstacles. If you want to set up a business or need investment, we put you in touch with IBB [Berlin's city-run investment bank] or the Berlin Senate's funding department. If you're on the lookout for staff, we bring the Employment Agency on board. If you need expertise or collaboration with others, we'll network you with the right companies, universities and research institutions. In football, we'd say we're passing the ball to businesses and putting them through on goal.

It is individually tailored to businesses?

Yes, of course. Companies in an area often have similar problems or requests, however, so we tackle them together. A current example is our efforts for better public transport connections in the Bessemer Quartier in the south of Schöneberg. Additionally the borough has for many years been dedicatedly supporting our local businesses by working towards the construction of two new railway stops on the Dresdner Bahn line. Beyond that, we're using a showcase project in an attempt to bundle logistics and switch to electric power. These three large networks are included in our GRW Regional Management scheme, as are other hubs and businesses such as Marienpark and the Schindler Campus. That's hundreds of companies, from all sectors and of all sizes.



With a spectrum of this size, is there a common denominator, a kind of »borough spirit«?

Alongside digitalisation, the borough's businesses are increasingly focusing on sustainability. That doesn't just start with Greta. The EUREF Campus has been climate-neutral since 2014, NEMo, a zero-emissions project in and around the Motzener Straße area, was launched in 2010. And Micro-Hub Te-Damm had been going since the start of October 2020, to name just three examples. You can also see something of this spirit in the Green Stag sustainability charter. What these large networks and pioneer businesses are doing there is unique amongst towns, cities and municipalities in Germany!

Rolling out the green carpet for companies: Martina Marijnissen, long-time head of the borough's Office for Local Economic Development, and her team. Back row, from left to right: Merve Dikme, Segah Uguz, Heike Marfilius. Front row: Sventha Schütz and Mirka Schuster



SERVICES PROVIDED BY THE BOROUGH'S OFFICE FOR LOCAL ECONOMIC DEVELOPMENT AND CONSULTATION

- Businesses from Tempelhof-Schöneberg
- Companies interested in moving here
- Founders of new businesses

Can take advantage of the following services:

- Advice for resident businesses
- Advice for founders and relocating businesses
- Providing structural data
- Advice on funding opportunities for programmes and projects
- Support with applications and approval procedures
- Liaison with other Borough Authority departments
- Putting you in contact with institutions, advertising associations, business circles and other local business interest groups
- Advice on finding skilled labour and information on all vocational training issues
- Information on the Borough Alliance for Business and Labour - BBWA
- Participation in industry and business meetings, trade fairs and conferences
- Representation in municipal bodies, urban development planning and within the Regional Training Network
- Contacts for the Green Stag Charter (see p. 12/13) and Green Buddy Awards (see p. 17)



LESS IS MORE: PILOT PROJECT FOR GENERAL FREIGHT LOGISTICS

Every day, something like 800 trucks drive through the Motzener Straße industrial and commercial park. About half of them are what is called destination and source traffic: they bring general freight (usually on pallets) to and from the roughly 200 companies located here. Many of their paths are unique, even though starting point and destination are often close together - located within the industrial estate or in the GVZ Berlin Süd freight village in nearby Großbeeren.

Noise, emissions, dense traffic, costly journeys with half-empty trucks - is this what the logistics of the future will look like? Stakeholders in the region thought otherwise - and with financial support from the Berlin-Brandenburg regional planning department, they launched a feasibility study looking at the potentials for collecting general freight centrally at the GVZ or Motzener Straße industrial and commercial park, calculating the most efficient routes, and delivering everything together. Ideally on electric trucks!

Project partners:

- The Borough of Tempelhof-Schöneberg
- The Town of Ludwigsfelde
- The Municipality of Großbeeren
- Unternehmensnetzwerk Motzener Straße e.V. (Motzener Straße Enterprise Network)
- ipg Infrastruktur- und Projektentwicklungsgesellschaft mbH (ipg Infrastructure and Project Development Association)

Contact wirtschaftsberatung@ba-ts.berlin.de to request the findings of the survey (in German only) of the Bundling General Freight from GVZ Großbeeren Freight Park survey



MICRO-HUB TE-DAMM: THE LAST MILE GOES SMART

Tempelhofer Damm is one of the busiest roads in the borough. Which brings with it the typical side effects: traffic jams, noise, CO₂. A Micro-Hub for the last mile is set to change all that: located at Tempelhof S-Bahn at the A100/B96 autobahn junction, the sub is a large shipping container, decked out in wood to give it a bit of city style and powered via its own solar generator. A smart prototype, it is fitted with internet and a large industrial fridge for food storage. All goods delivered to local companies and shops arrive by electric cargo bike.

Project Participants:

- The Borough of Tempelhof-Schöneberg
- Smart City | Deutsche Bahn
- Federal Ministry of Transport and Digital Infrastructure
- Tempelhofer Damm Enterprise Initiative
- and other businesses

Are you interested in the Micro-Hub and the future of sustainable city-centre logistics?

Contact: jan.j.kruska@deutschebahn.com

GREEN BUDDY AWARD

PRAISE FROM THE BEAR

The Green Buddy Award was launched over ten years ago as a borough-wide environmental prize. It has since received submissions from all over Berlin. The award shines a spotlight on innovative businesses.

It seems to be throwing its arms up in the air and cheering – and inviting the whole world to join in. The expressive pose of Berlin’s bear statues is just made for a prize trophy. Oscar and Bambi could learn a thing or two from the bear’s enthusiasm. And that’s not all: each Green Buddy is a one-off. The trophies are individually designed for each winner, meaning that their outstanding efforts for socially and environmentally friendly business is honoured in the best way possible. The Green Buddy won by the printing firm Ruksaldruck in 2011 in honour of its joined-up ecological processes is decorated with splashes of green. And Malzfabrik’s 2017 award for heritage protection is painted with a silhouette of the renovated building ensemble. And in 2018, the climate-natural chimney sweeper Christian Liebermann was given a Buddy featuring his own bear-like image. All winners also get a certificate and €2,000 in prize money.

There are five categories. Three of them – Smart Cities Solutions, Reduce-Reuse-Recycle, and Retail are awarded to firms across Berlin. In the borough, start-ups and young projects can apply for the Young Buddy Award. Local companies and sole traders who have had notable success in reducing use of resources are eligible for the Environmentally Friendly Production/Close-to-Production-Site Services category.

Is your company worthy of an environmental prize? Apply here:
berlin.de/greenbuddy

WHO PRESENTS THE AWARD?

The Green Buddy Award’s cooperation partners are Buddy Bär Berlin GmbH, Berlin Partner for Business and Technology, Investitionsbank Berlin, BSR, and Marienpark Berlin – all of whom donate prizes and sponsor the award ceremony. Other awards are granted by Handelsverband Berlin-Brandenburg e. V. and the borough’s Environment and Nature Protection Office.



The Tempelhof-Schöneberg environmental prize, the Green Buddy Award

»WE'RE PROVING HERE THAT THE ENERGY TRANSITION IS FEASIBLE AND AFFORDABLE«,

REINHARD MÜLLER, EUREF AG



EUREF-CAMPUS - UTOPIA IS LOCATED IN SCHÖNEBERG



The EUREF-Campus a site for the future of the Green Economy and a vision of a smart city, but the future has long been a daily reality here. And Campus long since reached Germany's 2040 climate goals - back in 2014.

In the Centre of the City Emerges the Future of the City in Schöneberg, not far from Südkreuz railway station, research institutions, global players and start-ups are working with and alongside one another on intelligent solutions to energy problems at the EUREF (European Energy Forum) Innovation Campus.

A MODEL SITE FOR BERLIN'S SMART-CITY STRATEGY

The urban future is already reality here at the former gasworks. EUREF and all its rental units are climate-neutral. The in-house cogeneration facility is powered by biomethane from Brandenburg - and there are photovoltaics and wind power plants too. The buildings themselves have roughly 1,000 data points that register whether there is a need for heating or air conditioning. All the major players in charging infrastructure are present. Deutsche Bahn and Schneider Electric - the latter recently named the world's greenest company - have innovation centres here. Deutsche Bahn is moving its digital division to the Gasometer (see the interview on page 20 for more). And number of start-ups, Technische Universität Berlin, and the Mercator Research Institute are also part of Reallabor, an energy transition laboratory.

FEELING GOOD AT REALLABOR

If the word »laboratory« makes you think of ice-white tiles and a sterile atmosphere, you'll be rubbing your eyes in surprise as you walk through these premises. Reallabor is urban and lovingly planned out - because feeling good is part of the work of the future. The energy systems in the brick buildings of the old gasworks have been upgraded in conformity with heritage protection law and are flanked by state-of-the-art office buildings made of metal and glass. There's a beach volleyball court, a solar filling station (the largest, of course), and an e-car charging point every few metres. On wooden terraces, in the gentle sway of the reeds and surrounded by birch trees, you can meet for a soy latte or pitch a project. In the shadow of the Gasometer - which once stored energy in the form of gas - the EUREF is a modern storage facility for ideas and a think tank for Germany's Energiewende (energy transition).

euref.de



On the site of a historic gasworks, companies and institutes are working on energy supply solutions that are fit for the future

THE EIFFEL TOWER OF SCHÖNEBERG

The Gasometer is an industrial landmark from the days of the German Empire. Over a hundred years later, an office building is being slotted into this striking steel structure. EUREF's CEO Reinhard Müller here speaks about the challenge of renewing a landmark.

INTERVIEW WITH REINHARD MÜLLER, CEO OF EUREF AG

Back when the Gasometer was first built in 1910, the neighbourhood protested. They said the steel colossus was too big, too ugly, too dangerous. The current reconstruction plans have their critics, too. Do you always expect urban projects to meet with more resistance than ones in flat countryside?

There were more supporters of our plans than critics. But even then, it's a good idea to listen to critics. It gives you a broader and clearer perspective. Resistance has always made me perform better. I came to Berlin in the seventies and saw how resistance by the squatter movement saved a lot of valuable buildings from destruction. With the Gasometer, it's the other way round: we're the ones saving the heritage site. We're renovating as part of the building works and even restoring it to its former appearance.

What did it look like historically?

Most of the time, the Gasometer was full. I lived close to here in Leberstraße, it was still operational back then. The gas tank filled up every night, rising right up to the top and making all sorts of metallic rattles and muffled groans. Unlike back then, we leave the upper ring empty. At the crown, there's going to be a publicly accessible Sky Lounge with an amazing view. The new building has a glass facade too, so that as much transparency as possible can be maintained.

As the building contractor, you're dealing with two additional challenges: heritage protection and urban redevelopment with many special interests. What keeps you pushing forward?

We're preserving a heritage site while also creating a new, future-oriented landmark - alongside 2000 new jobs. In the middle of the city, on an existing commercial site. An economic use that ensures long-term preservation. The Gasometer was pioneering when it was built over a hundred years ago, and it's pioneering again now. Which is pretty amazing.



He has a vision, but doesn't see himself as a visionary: EUREF developer Reinhard Müller on the Gasometer (before its redevelopment and expansion)

»SUSTAINABILITY AND DIGITALISATION WILL BE THE KEY DRIVERS OF OUR **TRANSPORT** OF THE FUTURE«,

CLEMENZ DOBRAWA, MERCEDES-BENZ FACTORY BERLIN



Clemenz Dobrawa, site manager at the Mercedes-Benz factories in Berlin and Hamburg (pictured here at the Berlin plant)



With around 2,500 employees, the Mercedes-Benz plant in Berlin is Daimler's oldest production site

MERCEDES-BENZ - CAR PRODUCTION 4.0

The car plant in Marienfelde, Berlin represents innovation. Even in the Kaiser era, it was working on electric transport. It's become a pioneer again: as a test and skills centre for the digitalisation of Mercedes-Benz factories and a producer of e-components.

Berlin has already been an innovation hotspot for electric drive. It was about a hundred years ago that the then Berlin-Marienfelde Motor Vehicle and Engine Factory, forerunner of today's Mercedes-Benz-facility, presented its first electric vehicle back in 1898. And the circuit is still going today, with the group's oldest plant producing components for electric Mercedes-EQ-models. The site is also set to become the Mercedes-Benz Digital Factory Campus - a skills centre for digitalisation. In the future, innovative software applications for the MO360 digital ecosystem will be developed here.

FROM BERLIN, FOR THE WHOLE WORLD

Across a whole range of state-of-the-art pilot lines and test cells, software applications are developed, tested and made ready for mass production in a real production environment. After testing, they are rolled out in Mercedes-Benz-plants worldwide. Mercedes-Benz has enlisted the support of the tech group Siemens. Back in the Kaiser era, the two companies were still competing to develop electric vehicles. With the support of the State of Berlin, however, the two worldwide corporations are now uniting their innovative forces to digitalise and automate the car industry. From Berlin, for the whole world! The Berlin site is thus set to become a key driver for car production of the future: digital, flexible, highly efficient and maximally sustainable. And Berlin-made components will continue to be part of Mercedes-Benz vehicles. Something the pioneers Werner von Siemens, Gottlieb Daimler and Carl Benz would probably find simply electrifying.

daimler.com

SCHINDLER DEUTSCHLAND - DIGITAL UPWARDS

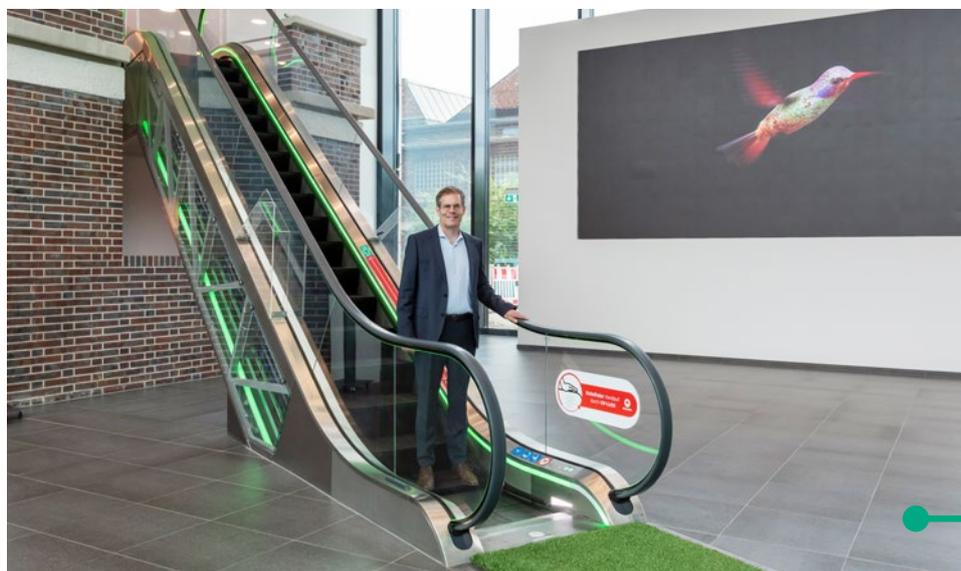
Schindler Deutschland is both a storied company and a start-up. In Berlin since 1906, it's been located in Mariendorf since 1964. All the company's business in Germany is managed here. And construction on an Innovation Campus for the future of urban transport has been underway since 2017.

Parents know. If you're in an elevator with a kid, there's one thing that can't happen: don't press the button before they do! Kids love the powerful magic that makes the doors move to the side and sets in motion the mysterious box that brings them somewhere new in the blink of an eye. In modern, smart elevators from Schindler Deutschland, there's a whole load more magic. They take commands and can be controlled with your phone. They calculate the fastest route and, if there are several routes in a building, they coordinate amongst each other. When they're empty, they use UV-C light to clear the air of viruses and germs. They have infotainment screens and Ahead Guardians that send technicians to the lift before a malfunction occurs. Interesting for homeowners: a new drive technology that quite literally slows down energy consumption. When breaking, electricity is saved and pumped back into the domestic grid.

CAMPUS FOR TRANSPORT IDEAS

In developing innovations for elevators, escalators and services, Schindler has had many good experiences with start-up collaborations. They rejuvenate the storied company's own start-up power. They are currently building a veritable fountain of youth in Berlin-Mariendorf: an open innovation campus with a makerspace. The idea is to enable young, imaginative companies to develop within a participatory community. The common theme is the future of urban transport. Sustainable, of course, just like the campus itself. That's why it doesn't just stop with the vertical transport concept - there's also a horizontal one with a solar e-vehicle charging point made from regional wood. Schindler's fully electrified fleet of company cars will also make stopovers here.

[schindler.com](https://www.schindler.com)



Reducing emissions and resource consumption:
Jörg Naescher, Supply Chain Director at Schindler Deutschland AG

THE DRIVERY - TOGETHER INTO THE FUTURE

At Ullsteinhaus, a collective of visionaries is working away on the future of transport. At Europe's biggest innovation hub, AI super computers, fully equipped workshops and carefully selected service partners are on hand.



Forward into the future: Timon Rupp, founder and CEO of the innovation community The Drivery, and the DeLorean that is soon set to become an E-DeLorean

Not plutonium - just household waste. A banana peel and an almost-empty beer can, to be exact. Via nuclear fusion, they provide the 1.21 gigawatts that the most famous of DeLoreans used to fly back to the future. As per the dreams of Hollywood in the eighties. In the actual future, Timon Rupp is following in the footsteps of Emmet 'Doc' Brown, the legendary scientist and time traveller. Rupp founded The Drivery, an innovation community, in 2018. And as its first collaborative project, he's driving the cult car DeLorean into the future: the 'E-Lorian' is being converted into an e-vehicle. The open-innovation project is both a PR exercise and part of the programme - as e-mobility and autonomous driving are both key clusters at The Drivery. Many members and partners are working on it. And on big issues like connectivity and shared mobility, too. In fact, pretty much every major international future-shaping issue is being looked at here too.

SHARED USE OF EXPENSIVE TECHNOLOGIES

At over 10,000m², the space is something of a utopia for industry visionaries. Everything they need and could dream of is at the tip of their fingers: co-working desks, offices for growing businesses and video/podcast studios can be booked when needed. As can two €70,000 AI supercomputers and a large GPU farm. Lifting platforms, professional tools, 3D scanners and diagnostic tools lie in wait in the Makerspace, too. The Drivery's selected service providers are all safely on board when it comes to transport issues. And at the event space, start-ups, industrial companies, specialists, investors, research institutions and politicians come together. The Drivery is a place for synergies and making contacts.

thedrivery.com

**»EVEN THE
HEALTHCARE
INDUSTRY NEEDS
A COMMUNITY
WHERE PEOPLE
PICK EACH OTHER
UP AND EMPOWER
EACH OTHER«,**

CONSTANZE LANDT, TIB MOLBIOL SYNTHESLABOR GMBH

TIB MOLBIOL - TURBO-HUMANISM

They research for people: TIB Mobilol has for 30 years been developing pathogen-detection tests – and is always at least one DNA sequence ahead of the competition.

When a passionate researcher such as Olfert Landt launches a company and operates it alongside his wife Constanze Landt – a doctor in biology, no less – one thing happens: that company strives to meet its maximum research potential. The second a new and potentially dangerous pathogen is detected anywhere in the world – even in a tiny number of people, chickens or elephants – the Landts will be hot on its heels. Or, more accurately for pathogens, its DNA. The Landts do not rest until they find conclusive evidence for the virus, bacteria or parasite in question. And the commercial profitability of their research takes second place for the both of them.

Even despite – or perhaps even because of this mission – TIB Mobilol was in the black from day one. Their passion for research makes them quicker than their competitors. Their excellent contacts with leading experts always puts them on the right track: they were thus amongst the first to deliver diagnostic components for outbreaks of anthrax, bird/swine flu, E. coli (EHEC), Zika and MERS.

But in 2020-21, Covid-19 pushed TIB Mobilol to its very limits. They were the quickest once again, however. Even before anyone in Germany had recognised a pandemic was coming, production was in full swing in Schöneberg. First for Asia – but then the case numbers exploded around the world. The Landts and their 30 or so staff worked late into the night – but even then couldn't keep up with test kit assembly. Until a neighbourhood company gave them a call: at the neighbouring Malzfabrik, some of the creatives and makers at New Wave were in a lockdown-enforced lull. Instead of twiddling their thumbs, they wanted to roll up their sleeves. Constanze Landt didn't hesitate for even a second.

tib-molbiol.de



Constanze and Olfert Landt in the laboratory where they developed the world's first PCR test for COVID-19. To their left, their much-admired neighbour Felix Schmidt, who alongside his New Wave crew were only too happy to offer last minute help in putting together and packaging up the test kits.



MELAG - INNOVATION FOR A SPARKING SMILE

At almost every dental practice, you'll find a Melag autoclave for sterilising dental instruments. Even though the Tempelhof company is in a comfortable position as a global market leader, it has just declared a revolution.

»Every 18 minutes, an angle piece falls in love with Careclave« - playing on a famous German dating site ad, this marketing slogan will probably also resonate with you if you have anything to do with the dental industry. In which case you would also be able to appreciate the revolution the medtech company MELAG is bringing about. Now in its third generation, this family-owned company is run by the brothers Sebastian and Niklas Gebauer and is recognised as a leader in hygiene devices for clinics and doctors' surgeries. Since 1951, its development and production has been based entirely in Berlin, across a 30,000m³ space located right in the centre of our borough. And they're staying here too, with investment currently being made into expansion.

The casanova Careclave is the result of nine years of research: an innovative 4-in-1 multi-functional device for preparing angle pieces (usually called 'drills' by those not in the trade) and other dental instruments. It can disinfect, care for, sterilise and digitally document devices to boot - all while being little bigger than a microwave. Which doesn't just save space: it also saves time, which can then be spent on patients. On its Facebook profile, MELAG shows photos of dentists and their teams beaming next to their new miracle boxes - it seems like Careclave doesn't only charm angle pieces.

melag.com

Making sure we've got bite long into the future: Dr Niklas Gebauer and his brother Sebastian Gebauer, Co-CEOs of Melag

RABOFSKY - WORLD-CLASS FOLDING MACHINE

During the Covid-19 lockdown, two women in Cologne crafted 35,901 bits of paper into butterflies. This world record took them half a year. At the same time, the Rabofsky company in Berlin folded about 12 million FFP2 face masks. The human vs. machine comparison is maybe a bit unfair, but even folding machines like to tackle challenges and competition. Rabofsky's Pleatmaster, for example, holds the world-record working width: 3.2 metres. The world's fastest knife folder is likewise a Rabofsky machine: The Rotaryworker delivers more than 300 folds a minute.

With mask production, managing director Michael Sperling reacted to the often disappointing quality of import products. On the spur of the moment, he decided to bank on 100% made-in-Germany quality. But Karl Rabofsky GmbH's core business is the development of innovative special folding equipment for other companies. Not for butterflies (yet) – but Rabofsky folding machine-made filters clean the air, their window blinds dim rooms, and their airbags save lives. Which is also pretty nice.

rabofsky.de



It's a family affair: Dr Michael Sperling runs the business with his wife Andrea (not pictured here). His son Alexander, daughter Anja Mann and their best friend Stephani Gittner manage various projects.



AAP - IT'S WHAT TRAUMATOLOGISTS DREAM OF

If bones suffer a complicated break, they need to be put back together with implants. Which is why Tempelhof's Aap Implants and its wide range of plates and screws offers the right range of solutions to make surgical procedures easier for doctors and patients. But when the implants are inserted into the body, infections can occur. One particular danger is bacteria that are resistant to common antibiotics. To combat this, the Tempelhof-based company has developed a suitably future-oriented technology: an innovative, antibacterial silver coating that prevents bacterial infections without the use of antibiotics.

However, metal is and remains a foreign body – so once the body has healed, the metal has to be removed in a second operation. But Aap is working away at a solution for this, too: resorbable implants made of magnesium alloy. Because they gradually break down, they are allowed to stay in the body. A trauma dream!

aap.de

»CULTURE AS A VISION IS HOLISTICALLY CREATIVE, ENVIRONMENTALLY FRIENDLY AND SOCIALLY CONSCIOUS«,

SIGRID NIEMER, UFAFABRIK E. V.





UFAFABRIK - THE SECOND LIFE OF THE BLUE ANGEL

Where film careers once began, idealists now live and work. ufaFabrik has long been internationally renowned – as an example of needs-oriented urban development and as a model for energy-efficient events.

The former film lab was once a major cinema institution: Fritz Lang filmed his magnum opus *Metropolis* here. Billy Wilder spent many hours here in his UFA days. And in the screening room, Marlene Dietrich saw the rough cut of *The Blue Angel*, the film that would become her international breakthrough. In the mid-seventies, UFA pulled the plug and area surrounding Teltow Canal became overgrown, remaining so until several years later when a group of young idealists recognised it as their future paradise.

They launched a project for ‘artistic, social and ecological creative processes’ – the ufa-Fabrik residential and culture centre. Even before the first bed had been made, the variety show was running, the circus was juggling, and in the neighbourhood cafe, the Ufas were serving sandwiches from the in-house organic bakery. Other stages were added later on. Alongside a kids’ farm. And the Free School. And the neighbourhood centre, including a family care service. Right in the middle of the metropole, ufaFabrik is a village in which everything is somehow more colourful, nicer, and more fun. The green roofs even have more plants than the average Berlin meadow. From circus spotlights to bedside lamps, everything is supplied with in-house electricity – initially via a cogeneration generator and later with a full cogeneration facility, wind power and photovoltaics. The toilets are flushed with rainwater and the toilet paper flaunts the image of the Blue Angel: not the stunning Lola this time, though, but the renowned German environmental seal.

ufafabrik.de



A cultural oasis in the middle of the city. Sigrid Niemer, founding member and board member, in front of ufaFabrik's summer stage.



SONY MUSIC - BACK FOR GOOD

At the corner of Bülowstraße and Potsdamer Straße, September 2020: Sony Music has returned from Munich. Back to one of the most important creative hubs in Europe, the major label is working to become a creative hotspot in the borough.

Sony Music's return to Berlin is for the same reason that sooner or later, every musician ends up here, sometimes for a while, sometimes forever. The list is endless and illustrious - not least David Bowie, mentioned here from civic (borough) pride alone. He was a Schöneberger for three years. Berlin's musical appeal is due to the city being steeped in creativity in every sediment - from the underground to the street, from clubs to high culture. There's hardly anywhere in the world as exciting for musicians as Berlin. So after a six-year interlude in Munich, Sony Music has returned. Back for good. With legendary sub-labels such as Ariola, Columbia Records, RCA and Sony Classical. And with equally legendary artists like Clueso, Igor Levit, AC/DC, Udo Jürgens, P!nk and Adele.



The office space was designed by music space architects as homage to Berlin's club scene - and with the needs of musicians in mind

Musician and Echo Prize winner Vanessa Mai at Sony Music's Circle Studios



A musical gem: The new Sony headquarters has a futuristic but invitingly transparent aura

WORKPLACE WITH A CLUB ATMOSPHERE

The new headquarters at Bülowstraße are an ode to the club scene. It wasn't office specialists that were hired for the interior design - it was the music space architect duo Karhard. Among their creations is Berghain, the techno temple created out of ruins. They were inspired by legendary Schöneberg clubs like Loft, Metropol, Dschungel and 90 Grad. But for Sony Music, they mixed club vibe with work reality: each level is full of sound-optimised workstations and lounge-esque meeting cubbies, with the materials used exuding notes of disco, soul, glam and techno. It's easy to imagine that these spaces get people working at an especially creative level - even spontaneously breaking in dance when new tunes from Beyoncé or Mark Forster arrive.

NETWORKING THE MUSIC WORLD AND THE NEIGHBOURHOOD

On the ground floor, the major label has set up Circle Studios for its artists. At 150m², it's perfectly equipped for any band, song and group recordings, live concerts or multimedia content. And uniquely, it's open for the community: the label will offer Schöneberg teens mentoring programmes and songwriting/video workshops. A wonderful triad of social commitment, youth promotion, and good neighbourliness.

sonymusic.de

MALZFABRIK - NATURAL BEAUTY WITH INNER VALUES

The abandoned Malzfabrik - a former malt factory - was reborn as a close-to-nature commercial park. These days, a dynamic mix of artists and entrepreneurs works here, inspiring each other with innovative solutions.

Malzfabrik's Instagram account proudly proclaims it to be the most attractive place to work in Berlin. You immediately see the love that the Malz Team has for this historic site: across hundreds of pictures, the old factory poses like an up-and-coming model, here a red-brick wall in the sunset, there in the morning light as it falls across the tiles of the Machine Hall. Flowers in the nature park, ducks in the biotope. Cotton clouds behind the kilns, snowflakes in front of the kilns. The kilns, though! Four metal hoods standing out from the roof like knights' helmets, they are the Malzfabrik's trademark. Back in the day, these vents used to draw out the humid air from the grain-dryers.

SPACE FOR CREATIVE INNOVATION

In the inter-war era, the Malzfabrik was Europe's biggest malt factory. And today, it's the best place in Europe to work, located close to nature and in the middle of the city. With ateliers and exhibition spaces for artists; with historic production halls for manual crafts and trades; with so much flexible space for creatives. And this creativity isn't just limited to cultural goods and services: also resident at the Malzfabrik are a digital garden rental company, an IT social enterprise and a non-profit that interprets medical German into patients' native languages. There's even a real fish and herb farm on the site. In a recirculation system, cichlids and basil fertilise and water each other - a resource-saving process known as aquaponics.

Some parts of the factory have something of a »modern ruin« charm



The brick isn't just a leftover of bygone times: the warm reddish brown of the brick facade is what gives the premises their warm atmosphere



A WORK COMMUNITY - AND AN ECO-SOCIAL ONE, TOO

What all tenants here have in common is a desire for innovation and values. There is a sustainability coordinator and a community benefit report; the old buildings have undergone ecological renovation; there are charging points for electric vehicles on the site; and the event team grants special discounts to events that focus on sustainability. The innovative building-use concept has already won numerous environmental awards, including the borough's Green Buddy Award. But there's no praise that means as much as seeing how well the concept works: innovative products in old buildings, happy faces during an brainstorming session in the park, people laughing during lunch by the on-site swimming lake. Click - another post the Instagram account.

malzfabrik.de

A palm tree in the foreground, with four striking kilns in the background. The grounds of the Alte Mälzerei (a former malt works) aren't just a great place to work: they're also a sought-after backdrop for film and photo shoots



CARSTEN BREDOW, MANAGING DIRECTOR OF IGG MALZFABRIK MBH

Beyond protecting the planet, what defines your sustainability plan?

For our tenants, protecting the environment is very important. And it's also healthier to work in an office whose walls are painted with eco-paint, of course. But people need more than just a place to work: as well as the charming atmosphere they get here, there's also an in-house recreation area. There's Wi-Fi throughout the park, seating for outdoor meetings, a tenant vegetable garden and two ponds. So it doesn't just have flair, it also creates a great microclimate. The general good comes into it too. We support art, culture and start-ups, for example, and offer fair and flexible rents. That's why our community is so multifaceted and inspiring.

How do you become a tenant of the Malzfabrik?

Get in touch with us and have a little patience. All the studios, offices, and spaces are rented out at the moment. There's hardly any turnover, because everyone feels so comfortable here. But we're renovating three more buildings, ecologically and in conformity with heritage law. They include an old silo building with hanging silos, which we'll convert to offices by installing mezzanines. In the salad box, there are easily dividable production spaces for artisanal manufacturers. Those who are interested can bring their needs to the table.

Patience and ideas, then. Anything else?

Similar values. Here, sustainability comes about in many small steps, and there are a lot of opportunities here to join in with that. From a shared green electricity contract to bulk-ordering coffee. We've also put together the Green Steps brochure and we're working on a green rental contract.

Lord of the Kilns: Carsten Bredow runs Malzfabrik, where he only welcomes companies that are particularly kind to people and the environment





BÜLOWBOGEN - ODE TO THE JOY OF WORK

These residential homes and commercial courtyards from the Kaiser Era have a unique radiance. Many of them in our borough have been wonderfully preserved.

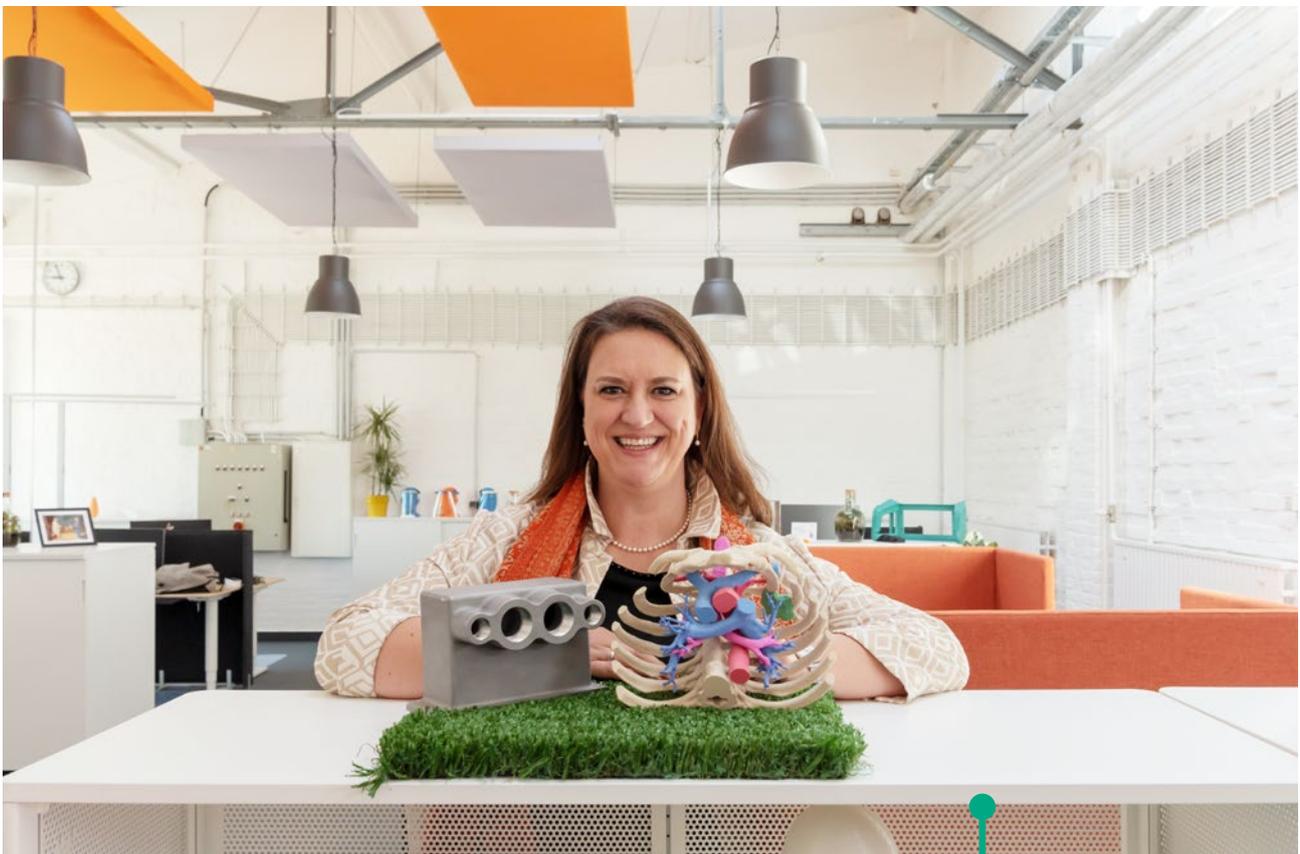
The owner of this picture-perfect courtyard business park had a licence to print money. Starting in 1889, publisher and printer Pass & Garleb, produced magazines, encyclopaedias and literature for five successful decades. The bestsellers at the turn of the century were luxury, multi-volume Schiller editions. Banknotes were printed for a while in the twenties - during the era of hyperinflation, however. Companies from various areas of the arts are base here today, of the kinds that Schiller paid such powerful homage to back in the day: architecture, poetry, visual design (text and graphic design agencies) - and drama (production companies). But IT companies and manual crafts and trades also appreciate the creative atmosphere of the rental community. An exciting mix of sectors that encourages synergies. Or, as Friedrich Schiller would have said: »For strength must wed with strength, and so impart / Beauty to life and life to forms of art«.

buelowbogen.de

Not everything was better in the past, but some things were better: a Gründerzeit (imperial era) commercial building in the centre of Schöneberg

»DRIVING ON DIGITALIZATION BY COMBINING INDUSTRY 1.0 WITH INDUSTRY 4.0«,

STEFANIE BRICKWEDE, MOBILITY GOES ADDITIVE E. V.



Contagious enthusiasm: anyone who talks to MGA Managing Director Stefanie Brickwede will immediately want to get involved in additive printing

MOBILITY GOES ADDITIVE – THE 3D PRINTING NETWORK

Germany is the home of 3D printing. The sector's leading companies are located here, and all kinds of research and experimentation takes place here, too. Mobility Goes Additive – the industry's key international network – is based in our borough.

An apartment building made by a 3D concrete printer, three floors – printing it is quicker than building it the traditional way. On the other end of the scale, there's the first heart printed from human tissue – as miniscule as a cherry, but a big step on the way to organ printers in the operating theatre. And the moon dust printer sounds like something from science fiction – it melts down lunar material and uses it to print a settlement. On the moon!

These spectacular projects are merely the experimental peaks of current, rapid developments. 3D printing has long since evolved from prototype manufacturing into manufacturing actual usable products. Many of these are small-run or individual items, but in the long term it will also be a case of mass production, across industries and branches. The experts have no doubt about it.

Many innovations need alliances – which is why many of these experts have joined forces to create the internationally leading Mobility Goes Additive network. They collect and share expertise, break down barriers, and explore approval and safety issues. Based in Berlin, they launch projects and drive forward the development of products, machines, software and materials.

With its contacts, the network also makes it possible for medium-sized companies to get started with this vital technology – and make storage costs, logistics and especially product development fit for the future.

mga-net.com

INTERVIEW WITH STEFANIE BRICKWEDE, MANAGING DIRECTOR OF »MOBILITY GOES ADDITIVE E. V.«

Why should SMEs bother with 3D printing?

So that they don't get left behind. Developments are very advanced in some sectors, and things can progress very quickly. An example: In the US, it took just 500 days to completely shift production of hearing aids to 3D printing. And especially when it comes to individualised products like orthoses, insoles or implants, the trend is unstoppable. Those not optimising their products will fall by the wayside.

So the benefit of 3D printing is that you can better tailor products to target groups' needs?

That's one benefit, but there's others: new freedom in design and features that wouldn't have been possible before. More stability and safety when a part is printed in its entirety, rather than being assembled from parts. 3D printing can compensate for supply bottlenecks and reduce delivery times. If you manufacture devices or machines with a long guarantees, you save on immense storage costs and solve the problem of obsolete spare parts.

How does additive manufacturing compare to conventional manufacturing in terms of environmental performance?

That isn't so easy to answer in general terms. Various studies are in progress at the moment. But there's a lot that's already clear: because you print based on need from a batch size of 1, and no longer cast, mill, or punch, there's no more overproduction and material waste. You even save on recycling costs, as there's no leftovers to recycle. In transport applications, lighter materials and constructions help to minimise fuel requirements. Parts printed on-site also do not have to make a long cross-ocean container-ship journey.

What's your advice to anyone who's interested?

Come to one of the events to share ideas with print service providers and users. It's inspiring at the very least and in the best case, the starting point of a revolutionary project.



GOLD RUSTLERS IN MARIENPARK

Data is the gold of the digital era. And the borough is now getting its own Fort Knox with NTT's new data centre – perfectly air-conditioned and with an in-house technical crew.

Back in the 19th-century Klondike Gold Rush, prospectors would likely never have imagined that information would one day become more valuable than the glittering precious metal.

DATA IS THE GOLD OF THE POST-INDUSTRIAL SOCIETY

That's why the NTT colocation data centre at Marienpark will be as secure as Fort Knox: the tenants' valuable IT is placed in a high-security building with cameras and access controls, secured with a three-metre high fence with anti-climb and anti-dig technology, and monitored around the clock by a security team. The only ones allowed through the gates and barriers are the ones with the right chip or, in some areas, the right PIN. Or authentication can happen via biometric scan of the vein patterns on the palm of the hand. Which is even more secure than fingerprints or retinas.

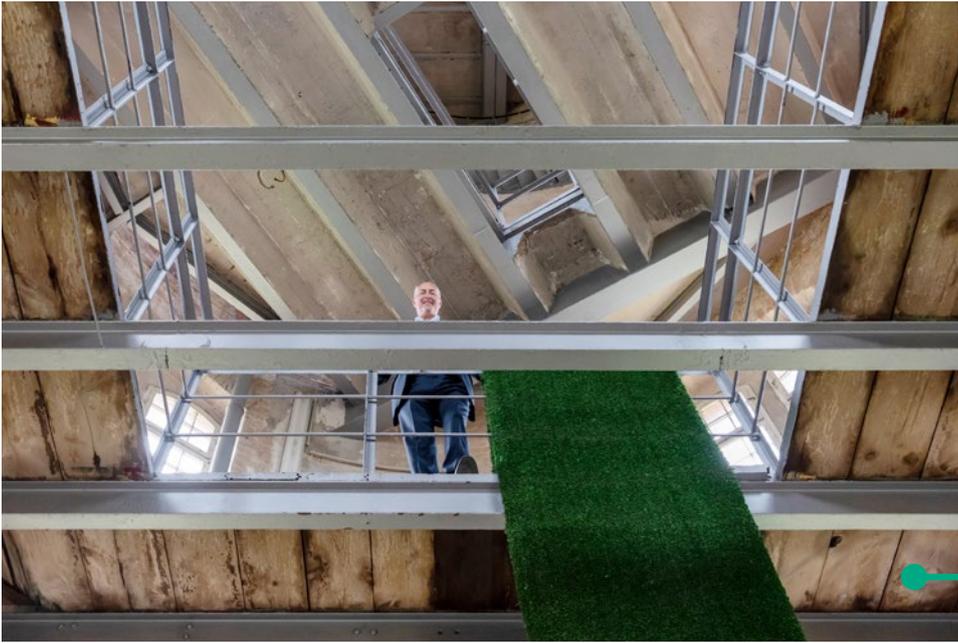
If you rent a rack, cage or suite for your data server here, your technical operations will be secure too. NTT bases the design of its data centres and their highly redundant infrastructure on the European 50600 standard and Tier 3 in the four-tier US classification system TIA-942. Redundant supply paths take all single points of failure (SPOF) into consideration. Making complete failure almost impossible!

A specialist team maintains the systems and supports customers – from procurement to installation. In working out how to connect to the world, customers will be spoilt for choice with hundreds of well-known carriers and cloud providers from the connectivity ecosystem. The national treasure at Fort Knox, meanwhile, just quietly gathers dust.

datacenter.hello.global.ntt/de-de



A perfect IT ecosystem in a close-to-nature business park: In Marienpark, highly digitised companies benefit from proximity to the NTT data centre



Developing the old gasworks into a space for additive manufacturing, artificial intelligence, and cloud computing: Guido Schütte

INTERVIEW WITH GUIDO SCHÜTTE, CEO OF BMDF GEWERBEPARK BERLIN-MARIENDORF GMBH & CO. KG

At the Marienpark business park, the heritage-protected brick buildings of the old gasworks stand next to a hyper-modern data centre. How does it all fit together?

Perfectly. Marienpark is much more than a business park - it is where New Work meets the New Manufacturing Economy. The industrial heritage site is full of charm. And the word park doesn't just stand for a collection of companies - there really is a park here. The idyllic nature grounds are something of an additional outdoor work area. But the future is hidden behind these historic facades: in the form of companies that rethink traditions and use future-facing technologies. Having a direct connection to a data centre of such power is a real plus for such companies.

How do companies take advantage of this?

The data centre is still under construction. But a network for AI, the AI park, and one for 3D printing are already based here: Mobility Goes Additive, which even includes an open online platform. And there's also the IAM Coworking Hub, with start-ups right at the heart of the 3D printing industry. With great contacts, as well as a prototype and demo centre. Marienpark is becoming a key location for additive manufacturing, AI and cloud computing.

Are all of your tenants digitally active?

The AI network and the PR agency somewhat more than Dörrwerk, the brewery, the roastery or the bakeries. But they all use the community as a network and think outside of the box. Working with the Dörrwerk's Rettergut brand, Brewdog brewery has developed an innovative beer brewed from unused fruit. And the bakery uses Brewdog's malt residues in its »craft bread«. Did I mention that Brewdog runs one of the best beer gardens in Berlin? That's another plus about doing business here.

marienpark-berlin.com

»IN BERLIN, CORPORATES AND **START-UPS** WORK TOGETHER UNDER IDEAL CONDITIONS«,

JULIA NEUMANN, PROGRAMME MANAGER OF THE TELEKOM HUBRAUM INCUBATOR



Start-ups don't work without coffee - either with cow's milk, oat milk or soy milk. Which is why Hubraum is such an important venue - as Julia Neumann well knows.

A STABLE START AT HUBRAUM

At the old phone exchange, phone calls used to be connected by hand. Since 2012, Telekom has been connecting with tech start-ups - and thus creating business opportunities for both sides. The focus is on 5G, »the internet of things« and artificial intelligence.

You're developing a hologram assistant for tax returns or a holo-deck for travel? Your game allows players to delve into completely new dimensions? Do you make it possible for doctors to perform VR surgery? Or do you organise mixed reality concerts or find other ways to use tech to solve problems in previously unimaginable ways? And all you need to get it ready for market is a HQ with just the right qualities - and possibly an investment?

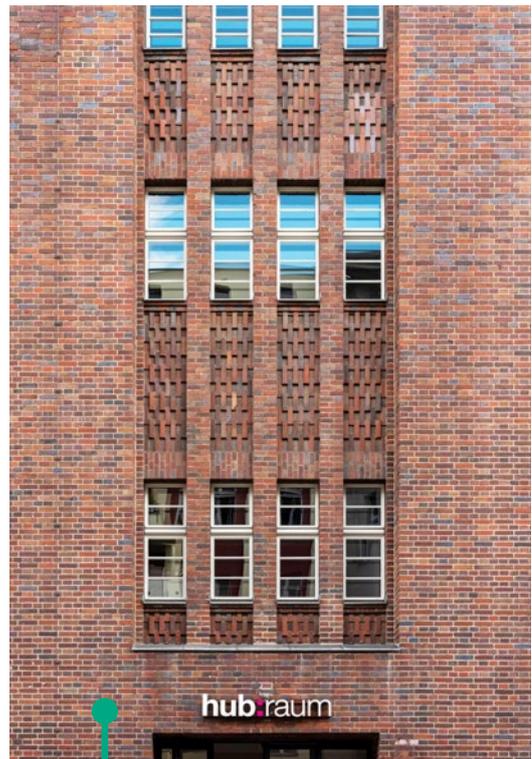
Then Hubraum at Winterfeldt Straße 21 in Schöneberg is the right place for you. It is at the heritage-protected former telephone exchange, where the 'Fräulein at the exchange' used to connect calls by hand, that the leading European telecoms company Deutsche Telekom has set up its incubator.

STUDIO WITH 5G KEY TECHNOLOGY FOR XR, AI, AND IOT

In addition to investments, Hubraum also offers mentoring and access to Telekom's networks, customers and technologies. There's a coworking space, a studio with a design-thinking area, a maker space with 3D printers and XR equipment, and more. The 5G garage provides the fastest and most stable internet currently available. There's no quicker ping anywhere! There's also a fully networked model apartment and a ground-floor café with an event area. While there's no shortage of cafés, bars and restaurants around Winterfeldt, none of the others have a professional ring light mounted on the wall every few metres, nor do they attract international tech experts to meet-ups.

If your start-up already has a tested and functioning prototype you want to turn into a stable product on the market, get in touch with Julia Neumann and her Hubraum colleagues: »I'd like to place a call!«

hubraum.com



»I'd like to place a call!« - the old Telephone Exchange in Schöneberg is now a tech incubator for Deutsche Telekom



In the Retro Camper, prototypes are tested for (normal) user experiences. The Startup Harbour team takes a rare break for this photo on the deckchairs. From right to left: Veronika Brandt, Marisa Neupert and Anna Hünemohr

BOSCH STARTUP HARBOUR – A SAFE HARBOUR FOR START-UPS

At the Bosch Startup Harbour, young entrepreneurs spend six months prepping to become »seaworthy« before setting off to discover new worlds.

Kitchen appliances and tools, car accessories, security services, software and services – Robert Bosch GmbH has a wide-ranging global presence. Its skills profile is enormous and on the cutting edge: most of its services are digital, and a significant percentage of the devices are connected to the internet via sensors and microprocessors. Operational data doesn't only make the devices more reliable and more powerful – it also makes the company smarter. Insights from the IoT – the Internet of Things – are a powerful driver of innovation.

SAILING ON THE SEA OF IOT DATA

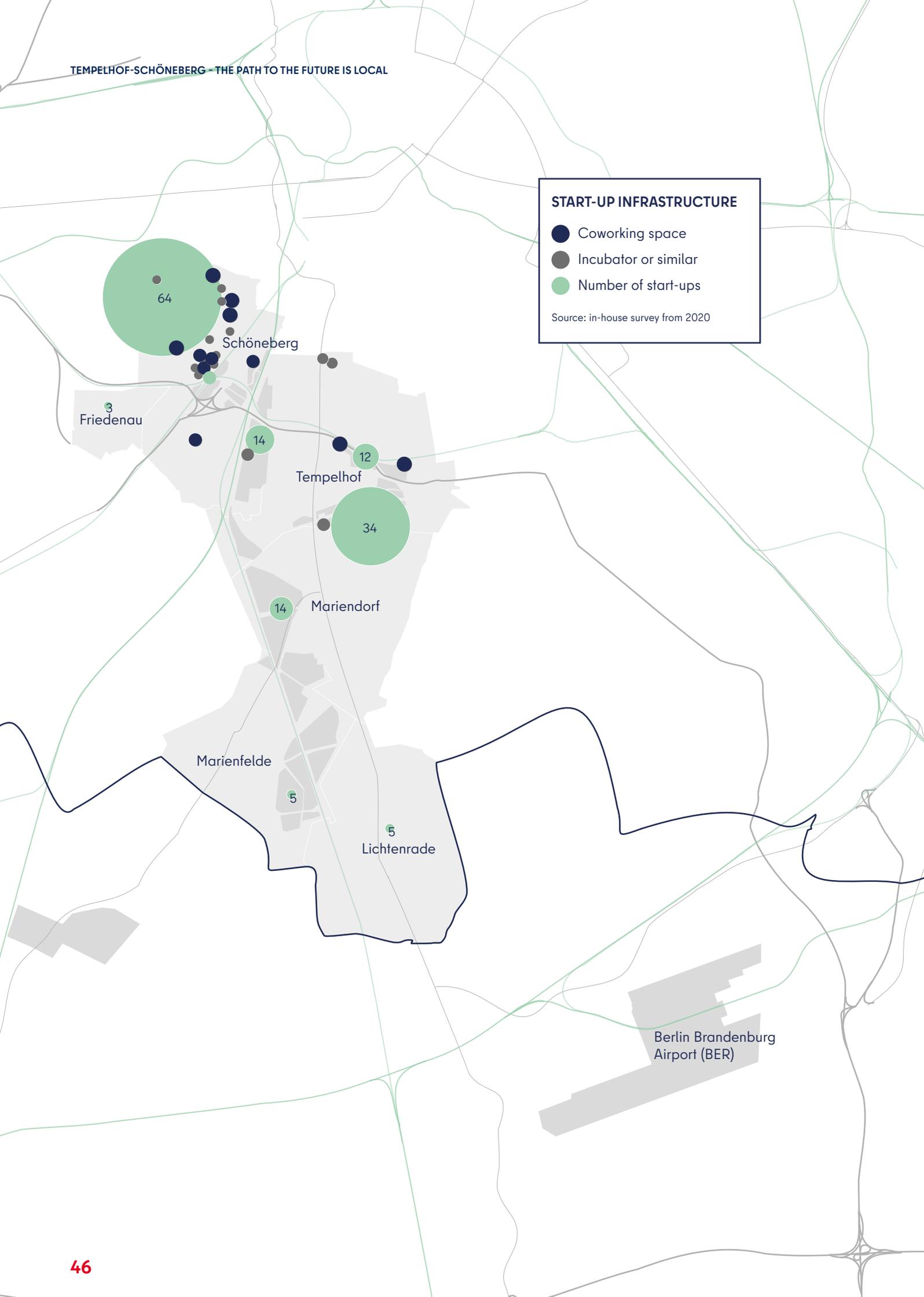
This is why a start-up incubator that gives entrepreneurs access to such data is so attractive. Deep-tech start-ups selected for the programme work closely with all of Bosch's business units. This benefits both sides – as Bosch wants to identify, support and advance IoT ideas at an early stage. Co-learning and co-innovation are the key principles at the Startup Harbour. Coaching, workshops, mentoring and the curriculum of the six-month programme are tailored individually to the needs of each start-up. While the founders dive deep into new technologies and business models, the basic necessities are taken care of: thanks to funding provided by the ESF European Social Fund and the state of Berlin, each member of the team receives a monthly €1,800 stipend. Even when the start-up gales are blowing with particular ferocity, it's almost impossible to end up shipwrecked at Startup Harbour. The start-ups may enter the programme at a very early stage but, the alumni survival rate – even 18 months after completing the project – is over 75 percent. So: IoT ahoy!

startup-harbour.com

START-UP INFRASTRUCTURE

- Coworking space
- Incubator or similar
- Number of start-ups

Source: in-house survey from 2020



**»WHEN CRAFTS
AND TRADES
ARE LOCALLY
EMBEDDED
AND SOCIALLY
COMMITTED,
INNOVATION
HAPPENS ALMOST
BY ITSELF«,**

KARSTEN BERNING, BAKER AND ENTREPRENEUR

BÄCKEREI JOHANN MAYER - THE CENTENARIAN WHO CAME FROM SWABIA AND STAYED

Since 1912, Tempelhof-Schöneberg has sworn on the Schrippe bread rolls from Bäckerei Johann Meyer. The great-grandson and fourth-in-the-family-line baker Karsten Berning has made it one of the best bakeries in Germany.

Obelix the Gaul fell into a cauldron of magic potion as a child - and it gave him superhuman powers. As a child, Karsten the baker regularly slept in a bread basket in his parents' bakery. This might well be the secret behind his otherworldly produce: bread with perfect crumb and a springy crust, the perfect balance of light and dark. The wheat bread is open, the rye bread rich, and the baguette is parfait - with the dough left for 18 hours to develop flavour. The sourdough even gets a full 20 hours. The baker himself only gets six hours sleep, but his dough always gets the rest it needs. Leaving mass-production and pre-mixed operations looking stale.

Karsten Berning got many of his recipes from his father. Who in turn got them from his grandfather, who got them from his great-grandfather Johann May(e)r - who brought it with him from Swabia. There's also some newer creations, like the gold award-winning butter croissants. The bakery has also received eight of the golden pretzels awarded by the regional baker and patisserie association. The Golden Pretzel is awarded for outstanding achievements in artisanship, service and training. When not baking, he, his wife and their children produce content for the bakery's Facebook and Instagram feeds. Alongside jokey YouTube videos, like the ones speculating about how the bread feels to be in the oven.

Community work is central to the family business's image of itself. They donate cakes to the local city mission and bake for Brot für die Welt (Bread for the World). They have supported the Berliner Tafel food bank for years. But their favourite is the witch's house arts and crafts event with neighbourhood kids in the run up to Christmas. He's also on the board of the Berlin Bakers Guild and is part of a Berlin Chamber of Trade working group encouraging young people to take up skilled crafts.

So when does he get to sleep? Certainly not at night. He's in the bakery from 1am. While he himself long since outgrew the bread basket, he occasionally laid his own kids down in one for a nap back when they were small. Maybe it will even transfer the magic to a fifth generation.

johann-mayer.de



He has won gold with his butter croissants and is a has won the Golden Pretzel award several times. And he has a heart of gold to boot: expert baker Karsten Berning

ORONDA - GOOD GOLD

Lustre with no dark side: at Oronda, one of the first Fairtrade jewellers in Germany, only sustainable precious metals and gemstones are used.



Dreamlike jewellery made of upscale gold – beautiful and durable! Water, air, chemicals and time – none of them can harm this noblest of metals. People have been mining gold and processing it into precious stones since the sixth millennium BCE. Rumpelstiltskin doesn't spin it out of gold and there's no goose laying golden eggs. Gold mining is no fairy tale and can often be rather more of a horror story: The mineworkers are forced to work under inhumane conditions and without protection, exposed to dangerous chemicals. Safety standards and environmental protection are ignored. Child labour is also not infrequent.

Back when she was working for other goldsmiths, Stefanie Holtz was alarmed by the conditions under which the raw materials were obtained. When she went freelance more than ten years later, she wanted to do things differently: so she set up a skilled crafts sustainability network and converted her own workshop. In 2015 she became the first in Berlin to get a Fairtrade certificate, with her Fair Mining license following in 2018.

It's not just that the gold they use is fairly traded and extracted without mercury and cyanide: her rubies, emeralds, and sapphires aren't used to finance war, either. The diamonds come from Canada or Australia, mined without exploitation or child labour. The pearls grow in sustainable farms.

A dream wedding ring for the most beautiful day of your life shouldn't turn the lives of others into a nightmare. The price of certified jewellery is somewhat higher than normal, but maybe there's a better kind of normal in making sure people and the environment don't come to harm. At Oronda, with Stefanie Holtz and husband Jürgen Krause, beautiful fairy tale jewellery always gets a happy ending.

oronda.de



Stefanie Holtz and Jürgen Krause are taking their golden work and making it fair and sustainable

»NETWORKS LIKE US GIVE COMPANIES STRENGTH AND A VOICE«,

ULRICH MISGELD, CHAIR OF UNTERNEHMENSNETZWERK MOTZENER STRASSE E. V.



Networking isn't just for the park: three chairpersons from the borough's three major networks

The borough's three largest networks have together launched a network for pushing forward with a sustainability charter: the Green Stag. We asked three board members to join us on a walk and philosophise about the benefits and impact of network-creating.

JOINING US WERE MARCIA BEHRENS, CHAIR OF THE GROSSBEERENSTRASSE NETWORK, ULRICH MISGELD, CHAIR OF THE MOTZENER STRASSE NETWORK, AND GERD THOMAS, CHAIR OF THE SÜDKREUZ NETWORK.

Ulrich Misgeld Let's dive right in: The three networks that we represent recently joined up with 16 networks from other boroughs to write an open letter to Berlin's politicians, with real demands about how the industrial and commercial sectors should be developed. There's still a lot of room for improvement. The small and medium-sized enterprises that sustain Berlin's economy don't always get the attention they deserve. We give them strength and a voice.

Gerd Thomas If you want to have an impact in the space between business and politics, you either need to be a big player or part of a network. But networks can also help large companies to show their beliefs that they belong to the social space, that they feel a sense of responsibility.

Marcia Behrens Networks are amazing at reacting quickly to the needs of their companies, at helping quickly.

UM But they also have an impact on the city and the region. We represent our members in several other networks, like the alliance of regions surrounding the new Berlin-Brandenburg Airport.

MB That's right, we do that in the Großbeerenstraße network too, of course. With our Network with Courage initiative, for example, we have networked across the city with projects that stand up against racism and discrimination. What's interesting to note is that this project in particular has brought us many new members. Companies where the staff had told management they wanted to do something for the community, and asked their employers to find options for doing so.

UM And then they asked you guys what they could do. We've had similar experiences.

GT It's the same with us. It's a clear sign that companies and their staff want to do something meaningful for the community. We're always open to new ideas.

MB In my experience, this is actually happening more often.

GT One thing with a particular drawing power is that regional networks combine work and regular life. Our area around Südkreuz isn't just a commercial one. You can do something for the local community and directly experience the effects of those efforts. We bring people



Marcia Behrens is the fifth generation of one of Berlin's oldest family-owned businesses: the packaging specialist Fapack. She sits on the board of the Großbeerenstraße network.

**UNTERNEHMENSNETZWERK
GROSSBEERENSTRASSE E. V.
(GROSSBEERENSTRASSE ENTERPRISE
NETWORK)**

Organisation: seven working groups that meet each month (e.g. KlimaPOSITIV, staff & training), quarterly meetings (with guests), seminars, skills training, workshops

Community engagement: Netzwerk mit Courage working against prejudice and discrimination, Arrivo RingPraktikum® apprenticeships for refugees, Action! SAFI professional qualifications for educators, BidZ professional integration through collaboration, Alpha professional orientation seminars, JUSTiQ for strengthening local teens, school partnerships, school pupil and apprentice mentoring, apprentice recruiting including RingPraktikum® for schools, P3 for potential, planning and praxis, LernBüro (Covid tutoring), Digitalisation: Now

Members: General Electric GE Power Conversion, Fapack, Gegenbauer, Amazon Deutschland Transport, Vattenfall, Pepperl+Fuchs SE, PIK AG, move green, and others

Become a member:
(0171) 2159 620 (Fri 09:00 until 13:00) or
info@netzwnetzwerk-grossbeerenstrasse.de

UNTERNEHMENSNETZWERK MOTZENER STRASSE E. V. (MOTZENER STRASSE ENTERPRISE NETWORK)

Organisation: three working groups (e.g. on energy, digitalisation, purchasing), monthly enterprise meetings, industry festivals (irregular), trade fairs, seminars, skills training and workshops

Campaigns, events and projects: NEMo Zero-Emission Motzener Straße (green electricity, solar panels, combined heat and power plants, charging stations for electric cars, energy-efficient building renovations, ecological design of green space, etc.), the »Grünes Kraftwerk« (green power plant), a visualisation platform for production of renewable energy, SLIM Smart Logistics in Marienfelde - a bundling general cargo transport alongside GVZ Großbeeren (see p. 16), circular economy and digitalisation projects conducted alongside universities, BilRes (education for resource conservation and efficiency), joint apprentice recruiting, ErfolgsfaktorFamilie (family success factor) - an annual industry open day, opening a kindergarten with work-friendly opening hours, joint Covid vaccination centre for the industrial park

Community engagement: School partnerships, regular Schule trifft Wirtschaft meetings, support for Marienfelde Nature and Experience Park

Members: boesner, Klosterfrau, Märkische Kiste, selux AG, India-Dreusicke Berlin, BarteltGLASBerlin, Roeper Formenbau, bau + art, Stanova Stanztechnik

Become a member: (0163) 6746853 or geschaeftsstelle@motzener-strasse.de
motzener-strasse.de



Marathon runner Ulrich Misgeld's stamina is also evident in his honorary position as a board member: he co-founded the Motzener Straße enterprise network 15 years ago

together - from companies, the cultural sector, associations, and the social sector. They get to know and to value each other, they can shape their social space together. I think that it's good for people when their social spaces are on a scale they can comprehend.

UM Definitely. Meeting in person - in real life rather than in the infinite digital world - is super important. If our company was in a village or a town, we'd be meeting the mayor and the priest every Sunday for a drink to talk about our issues.

MB That's exactly the feeling that our meetings have! Just that there's no priest. We talk about social and company issues. Someone will say, I have this and this problem. Someone else will say, same here, let's do something about it! Sometimes it's a technical project, sometimes it's about hiring skilled labour, sometimes it's about supporting schools.

UM Sometimes the project will have an impact on the company, but a wider social impact too. Quite a few years ago, the network raised money to start a kindergarten with business-friendly opening hours. We had the idea because the number of people working around here is similar to the number in a large company. A company like that would have an in-house daycare. So we launched a local kindergarten. Where kids are looked after by staff, from the neighbourhood.

MB It's the same with the school partnerships that all of our networks run. And with the trainee and apprenticeship programmes. We find the best young talent, so local young people have better opportunities and good prospects.

UM But a network does more than just solve problems. People give or arrange commissions for each other, getting to know trends and developments much faster.

GT This is a proactive kind of knowledge transfer that even benefits companies who might not be aware of the opportunities provided by a new development or technology. In climate protection, for example.

UM Exactly, they get carried along. When the network switched to green energy many years ago, some only came aboard because they didn't want to be left behind. But by now, everyone is happy that the community brought them along into the future - and we've expanded our zero-emissions NEMo project to include numerous other schemes.

GT Sustainability is also a key issue for us. As a network, you have a lot more power to try things out. Because a lot is still emerging at Südkreuz, you can get involved in a really elemental and future-strategic way.

MB We have a working group called KlimaPOSITIVE (climate positive). But sustainability also includes social issues. That's our strongest focus.

GT They definitely belong together! Whether people work in a company, live next door in an rental block, send their kids to school locally, or play sports here - everyone wants a healthy and peaceful environment.

MB The participants become more attractive as employers. And the common voice in the network makes your community efforts more visible.

UM And in the enterprise association, you have a lot more reach in terms of acquiring trainees. When 60 companies in a network get together and knock on the doors of a local school, it opens doors. Alone, companies have a harder time. Same with universities. It's only when we approach them as a network that they find it interesting.

GT True. But these are just the kind of opportunities that come about in an entrepreneurial setting. When Vattenfall has an hour playing football against Gasag on our pitch, or when your employees, Frau Behrens, help kids out with schoolwork when they've been stuck at home because of Covid, it's a win-win situation for everyone. Or how through your network, Herr Misgeld, a seminar room gets built in the neighbourhood nature park. This is the kind of solidarity in the community that everyone longs for.

UM Especially in a city as big as Berlin.



Bringing football and business together in the borough: Gerd Thomas, the first chairman of FC Internationale and board member of Netzwerk Südkreuz

NETZWERK SÜDKREUZ E. V.

Organisation: four working groups (hiring and training skilled workers, (employee) transport, IT and security, Bessemer Quartier), industry and business meetings, steering committees

Campaigns, events and projects: ZeroCity at Südkreuz (pilot project for urban life and work, transport, and innovative solutions for the energy transition), the local conectS digital networking platform, Zukunftslabor (future lab)

Community engagement: school partnerships. In planning: Sport trifft Wirtschaft (trade fair including a sport festival) and job mentoring

Members: IKEA, Malzfabrik, GreenPack, obeta electro, inno2grid, FC Internationale, CRONIQ, Schneider Electric, Bencon Energies, and others

Become a member: (030) 72094-501 or office@netzwerk-suedkreuz.de netzwerk-suedkreuz.de

OTHER NETWORKS IN THE BOROUGH

1. UNTERNEHMER-INITIATIVE TEMPELHOFFER DAMM

Tempelhofer Damm Enterprise Initiative is an association of businesses, business owners and residential tenants in and around Tempelhofer Damm. The main issues at the moment are bicycle traffic and the parking situation in and around the high street. A new approach is being taken, and the association has played a major part in it: at Micro-Hub Te-Damm, goods are distributed meticulously by cargo bikes (see p. 16).

Organisation: monthly meetings, workshops, theme evenings, New Year political reception

Campaigns and events:

Tempelhofer Sommer festival, Christmas lights for the high street, special Te-Damm coins, Te-Damm trophy

Community engagement: cultural sponsorship, fundraising, cleaning campaigns, environmental protection

Members include: Tempelhofer Hafen shopping centre, Stadt und Land Wohnbauten-Gesellschaft mbH, ufaFabrik (see p. 30-31), Galeria-Karstadt, Foto Zentrum Tempelhof Vivantes, church congregations, restaurants and retailers

Become a member:
(030) 68925111 or
ui-tempelhoferdamm.de

2. INTERESSENGEMEINSCHAFT POTSDAMER STRASSE

IG Potsdamer Straße represents the interests of residents, business owners, and institutions located between Kleistpark/Landwehrkanal and Gleisdreieck/Winterfeldtplatz. Joint projects are making this commercial and residential district more attractive and sustainable.

Organisation: participation in the neighbourhood committees (Tiergarten South District Forum, Schöneberger Kiezpalaver, Schöneberger Norden Neighbourhood Council and associated working groups)

Campaigns and events: Boulevard Grün (a project for making a main traffic thoroughfare green and sustainable), Greening Potsdamer (a green locations project), Kiez erfahren (a project for transforming how local traffic works) and guided tours on historic and social themes

Community engagement: contributing to the Schools in the Neighbourhood working group, a play street in Steinmetzstraße, campaigns on housing and rental issues, donation collection campaigns, and more.

Members: Evangelische Elisabeth Klinik, Kurmärkische Straße family meetup centre, gopublicberlin, Guldsmeden Hotel, hei design, Harb Feinkost, KIDZ, Kumpelnest 3000, P12 - Perspektive.Beruf. Zukunft, Sofram Restaurant, Villa Schöneberg, Zwölf Apostel-Kirchengemeinde, and other businesses and residents

Become a member:
info@ig-potsdamer-strasse.de

3. QUARTIER BAYERISCHER PLATZ E. V.

The association represents businesspeople, restaurant owners, entrepreneurs, and residents in and around Schöneberg's Bayerischer Platz. Together, they are creating experiences based on shared stories, with the aim of making their neighbourhood more attractive both as a residential area and a place for doing business (see p. 10).

Organisation: various working groups (e.g. for greening the plaza) Events, support for the exhibition, help for refugees)

Campaigns, events and projects: cultural events including lectures, readings, live talk shows and concerts for the We Are Neighbours event series, Christmas carolling, the annual Langer Freitag (Long Friday) summer festival, maintaining the exhibition in Cafe Haberland, shared maintenance of green spaces, and cleaning campaigns

Community engagement: the Contemporary History Portal at Café Haberland/Bayerischer Platz U-Bahn station, maintaining the exhibition, guided tours, »Wir sind Nachbarn« event series

Members: retailers, service providers restaurateurs and residents

Become a member:
(030) 23 60 75 03 or
info@quartierbayerischerplatz.de
quartierbayerischerplatz.de

4. ARBEITSGEMEINSCHAFT CITY E. V. (CITY WORKING GROUP)

City West, located around the famous shopping streets Kurfürstendamm and Tauentzienstraße, is easily the biggest, highest-turnover retail district in Berlin. With strategic PR and an urban development plan, the City Working Group is strengthening brick-and-mortar retail for the digital era, discovering and communicating common interests and developing forward-looking projects.

Organisation: regular City Talk with member companies, newsletter, podcast, »WerkStadt-Forum City West«, founding of the Business Improvement District Society

Campaigns and events: the Christmas market on Breitscheidplatz, Christmas lights at Kurfürstendamm/Tauentzienstraße, city guides, greening the central strip running down Kudamm/Tauentzien, development of a brand strategy for Kudamm, street partnerships with international shopping boulevards, light art under the railway bridges

Community engagement: annual charity fundraising events

Members: KaDeWe Group, Waldorf Astoria Berlin, Zoologischer Garten Berlin, Yorck-Kino GmbH, STAGE Theater des Westens, GASAG AG, Chopard, Berlitz, Bar jeder Vernunft, Victorinox Store Berlin, Bürgerstiftung Berlin, LEGO, Deutsche Oper, Bikini Berlin, SIGNA and many others

Become a member: fill out the application form on agcity.de

5. UNTERNEHMER-NETZWERK LICHTENRADE

The network links up Lichtenrade companies and entrepreneurs, strengthening member companies and improving cultural, welfare and social structures in Lichtenrade.

Organisation: monthly network meeting, lectures, company visits, New Year reception, digital members' area with a discussion forum and file template package

Campaigns and events: Neighbours Day, Summer Festival, Oktoberfest, Lichtenrader Advent Singing, public information events

Community engagement: support for local institutions such as the school pupil-run companies at Ulrich-von-Hutten-Grammar School, VfL Lichtenrade, Lichtenrader BC, and Volkspark Lichtenrade.

Members: service providers, local retailers, restaurants, craft workers, agencies, doctors, and pharmacies

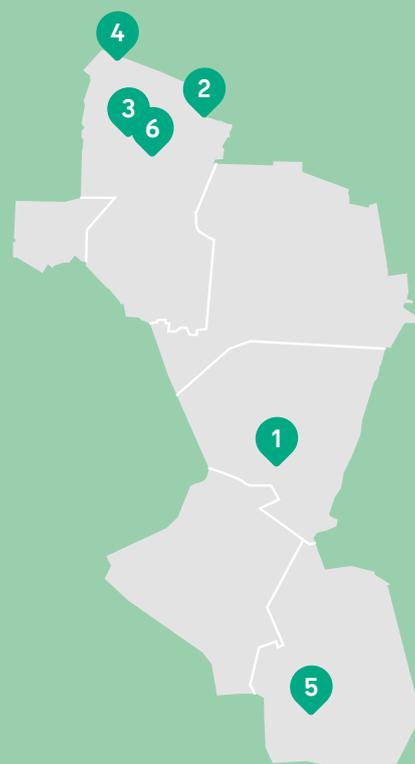
Become a member:
(030) 50 93180 50
or kontakt@un-lichtenrade.de
un-lichtenrade.de

6. UTS UNTERNEHMERIN-NEN-NETZWERK TEMPELHOF-SCHÖNEBERG

UTS Women Entrepreneurs Network Tempelhof-Schöneberg, a network for women entrepreneurs and solopreneurs, has been around for fourteen years and boasts around 100 members from architecture, law, coaching, gastronomy, health, real estate, culture and media, care and social work supporting each other. The management team is currently undergoing a generational change. UTS welcomes committed women who want to aim at new goals and projects and revitalise the network.

Organisation: bimonthly meetings, speed networking, steering groups, workshops, start-up advice sessions, women entrepreneur presentations and fairs

Interested? Write to heike.marfilius@ba-ts.berlin.de
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IMPRINT

PUBLISHER

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www.studio-alpengluehen.de

MAPS AND GRAPHICS

complan Kommunalberatung GmbH

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Umweltdruck Berlin GmbH
Sportfliegerstraße 5, 12487 Berlin
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Printed on Blue Angel-certified paper

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July 2021



Dieses Druckerzeugnis wurde mit dem Blauen Engel ausgezeichnet.



Our photographer Erik-Jan Ouwerkerk cycled almost 200 km through the borough on a cargo bike to take the photos for this brochure. Always at his side was the 'green carpet', a small section of artificial turf kindly provided by Morton Extrusionstechnik, based in Absteinach.

The brochure was created by the GRW Regional Management Office of Tempelhof-Schöneberg. The Office is funded as part of the GRW Improving Regional Economic Structures programme, implemented jointly with funds from the German Federal Government and from the State of Berlin, the latter represented by the Department for Economics, Energy and Public Enterprises and co-financed by the Senate Department for Finance.

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