

**ZUKUNFTSORT**  
Wirtschafts- und Wissenschaftsstandort  
Berlin Schöneweide

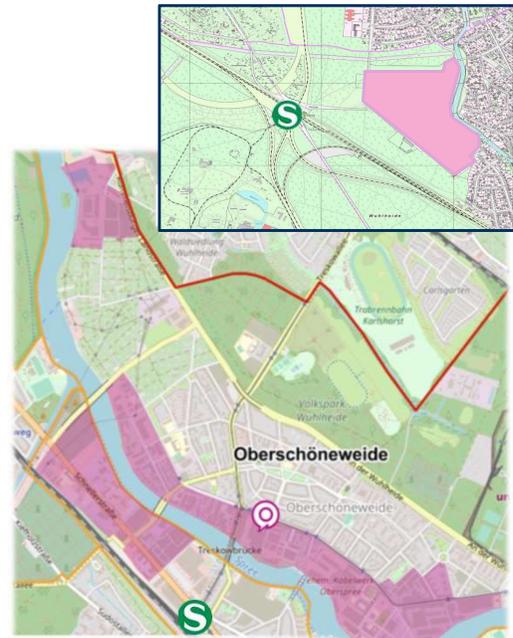
**Berlin Schöneweide**

Technology and urbanity in Berlin's southeast



## Schöneweide, a place for creating future innovation

- Covers an area of ca. 132 ha
- 2 technology and start-up centres
- 5 scientific institutions, including Berlin's largest university for applied sciences (HTW Berlin)
- A mix of industries: photonics and optics, media and the creative industries, energy and environmental technology, IT and automation, microsystems and materials
- Special feature: vast landmarked industrial area linked to the history of AEG
- Working, living and leisure all in one place







**Industriestadt Schöneeweide**  
Process of transformation after German reunification

- 1994 Strategic reorientation
- Founding of district-run innovation hubs in the 1990s
- 1995-2010 Designation as a development area and inclusion in the “Urban Historical Monuments” programme
- 1999-2007 Setting up of neighbourhood management agencies
- 2006 Establishment of the University of Applied Sciences (HTW Berlin)
- 2011 Setting up of a regional management and business promotion agency
- 2012 Schöneeweide is designated a “Zukunftsort”, a place creating future innovation in Berlin
- 2015 Inclusion in Berlin’s Smart City strategy
- 2020 Investors eager to develop



**ZUKUNFTSORT**  
Wirtschafts- und Wissenschaftsstandort  
Berlin Schöneeweide

---

4



## Industriestadt Schöneeweide

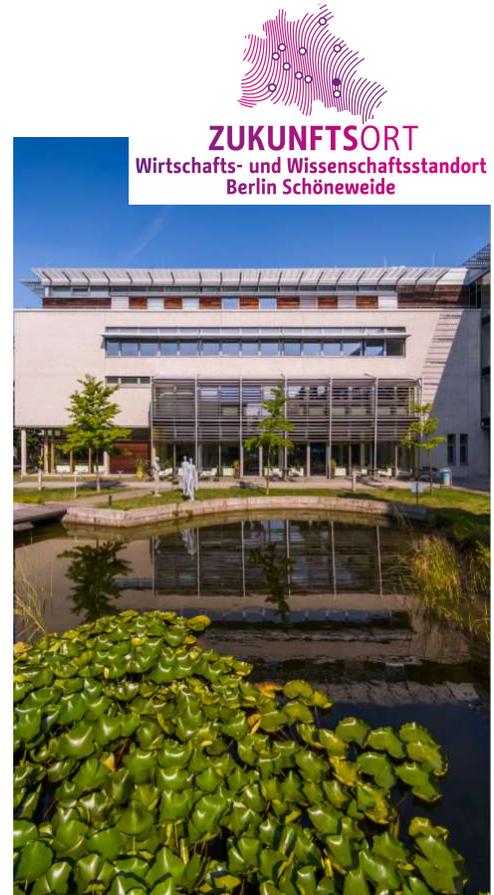
Process of transformation after German reunification

- Examples of how ERDF funding was used:
  - Culture and creative industries, development of new economic industry potentials in Schöneeweide (2010): 524,214.93 €
  - Identifying and fostering main focus points of development in the Treptow-Köpenick district (2011): 459,229.13 €
  - Schöneeweide Visitor Centre – Tourism development through industrial heritage (2013): 344,936.87 €



## Innovation Park Wuhlheide

- First technology and start-up centre in Germany's Eastern states
- Innovation park with high-quality production and commercial areas integrated into a park-like setting:
  - Area covering 32 ha
  - 50,000 m<sup>2</sup> lettable commercial area, ca. 90 % let out
  - Industry focus:
    - Bio and medical technology, optoelectronics and sensor technology, environmental and energy technology, materials technology and mould-making, construction and renovation technologies
  - Possible uses:
    - Move-in ready office, warehouse and manufacturing spaces to let (special funding for start-ups)
    - Setting up of own business locations under ground leases of up to 66 (+33 years)
  - Potential area for development: ca. 50,000 m<sup>2</sup>
  - Mobility: e-charging stations, direct access to public transport (bus and S-Bahn), planned new access road to BER, and a fast cycling route



## Technology and Start-up Centre Spreekie (TGS)

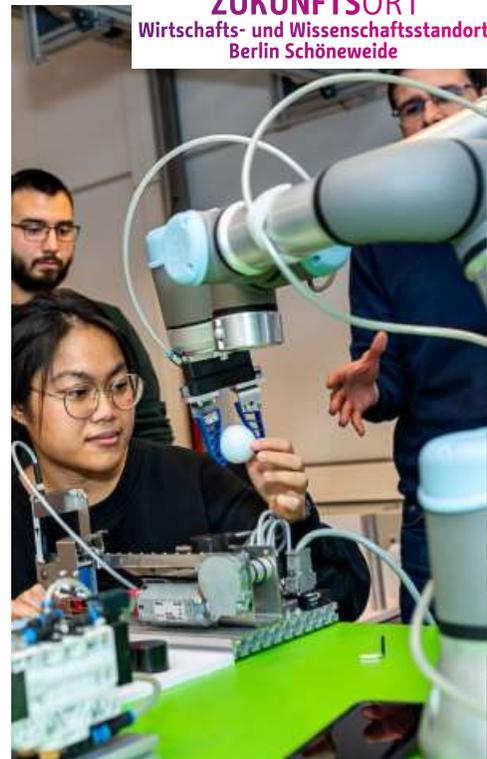
- One of Berlin's largest start-up centres
- ca. 2 ha state-owned area
- 21,616 m<sup>2</sup> lettable office, laboratory, workshop and warehouse space, 8,300 m<sup>2</sup> of which are designated for science and research:
  - HTW Berlin, including DE:HIVE, a centre for game design, arts, and technology
  - Concept for teaching and research in the 21st century: integrates study courses Game Design & System Design Game and creates space for research and entrepreneurship also with regard to processes and dynamics (ERDF: 2008, Games Lab, approx. 2.38 million euros)
  - Positive effect: it creates other EU projects in the fields of digital technologies and design, regional SMEs, e.g.:
    - INTERREG: Baltic Game Industry (2017-2020)
    - ERDF platforms and centres for applied research together with and for SMEs: proto:n (2016-2020)



**ZUKUNFTSORT**  
Wirtschafts- und Wissenschaftsstandort  
Berlin Schöneeweide

## HTW Berlin – University of Applied Sciences

- Largest university for applied sciences, located on the Spree river since 2009
- 70 courses: in the fields of engineering, robotics, information technology & health, energy & environment, construction & real estate to design, design & culture, new: cyber security
- Put in numbers: 14,000 students, 9,000 of which in Schöneeweide, 280 professors, 800 lecturers, 450 cooperative projects
- Important catalyst for ongoing development of business locations, multiplier, know-how provider, innovation driver
- Brisk use of ERDF and ESF funding:
  - Implementation of 30 structural fund projects in the 2014-2020 funding period alone
  - Sources of third-party funding: structural funds account for the largest share of EU funding



**ZUKUNFTSORT**  
Wirtschafts- und Wissenschaftsstandort  
Berlin Schöneeweide

## Ways out of the current crisis // ESF application of HTW Berlin opens up solutions

- Situation:  
Failure of established management systems during the coronavirus crisis, the enormous efforts in recent months to digitise and decentralise processes are not sufficient for coping with the "new normal"
- Project idea consists of 3 integrated components:
  - Coping strategies and organisational structures in the "new normal"
  - Digital Enterprise – Empowering SMEs to cope with crises using technology
  - SME support "Open Data Science Competency Network"
- Required funding: 2.37 million euros

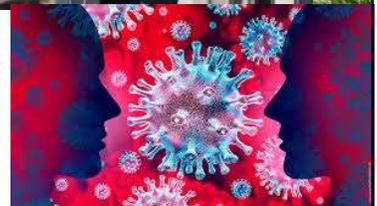


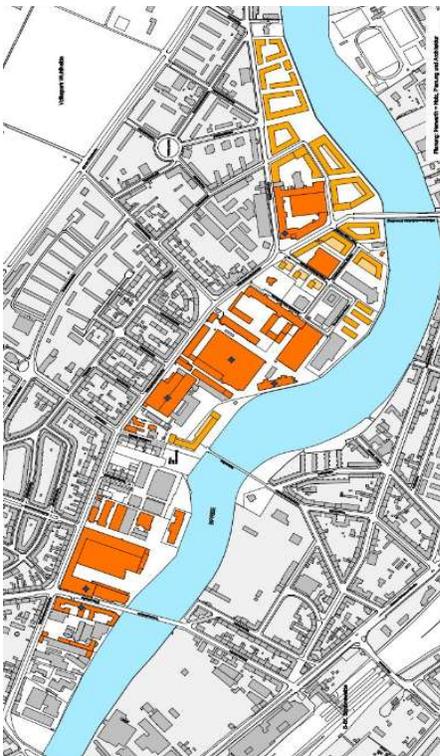
Foto: © Lightspring/Shutterstock.com

## Visibility of cooperation between science and business

- Innovation Workshop Schöneweide: FROM IDEA TO PROTOTYPE – Playful development of ideas for future-oriented fields of action, while getting to know new partners for implementation
- Cooperation platform of HTW Berlin for SMEs, launched together with the Regional Management Berlin Schöneweide, format has been adopted for university teaching
- Offers Berlin-based SMEs tailored infrastructures for cooperative projects with students and professors from HTW Berlin
- Working on business issues using the design thinking method
- Other EU projects are taking up the idea of the innovation workshop: e.g., the ERDF project proto:n



## Vision & potential



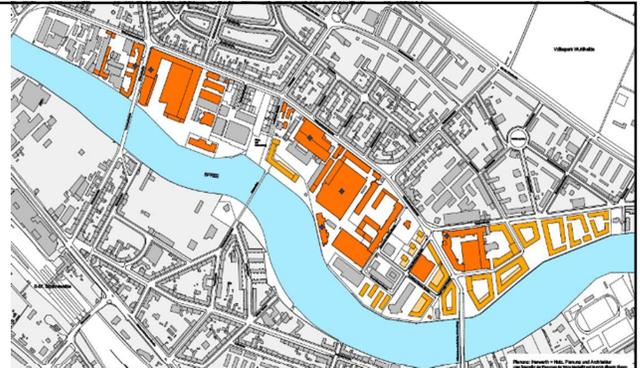
- **10,000 new jobs** by 2030 at “Zukunftsort” Schöneeweide:
  - Securing commercial space on private lots
  - Attracting commercial companies is managed by the district
  - Innovation and Technology Centre Industry 4.0
  - Textile Hub Schöneeweide
  - Funkhaus Nalepastraße: catalyst for “creative arts & technology”
  - Investors bent on the future mix with investors eager to develop
- **HTW moves to the Spree river completely** – adding 5,000 students
- **New Spree bridge** Wilhelminenhofbrücke
- Use of Spree river for water transport: **e-mobility and clean transport** for goods and commodities, complementing public transport, R&D of new technologies, last mile concept
- **Strengthening transport links** within the city’s and the European infrastructure
- **Shared identity based on industrial culture**



**ZUKUNFTSORT**  
Wirtschafts- und Wissenschaftsstandort  
Berlin Schöneeweide

## Problems & demands

- **Continued access to EU structural funds**
- Universities of applied sciences have worse starting positions for programmes focused solely on research compared to universities, although focusing more on their surroundings in terms of regional development  
=> **Applied research projects with regional partners continue to be important!**
- **Efforts to expand high-capacity broadband networks** must be stepped up, only piecemeal solutions to date
- **Most of the land is private**, makes targeted allocation of land based on business promotion more difficult – continuous communication, networking, & building awareness between local players is key
- **Site management GRW funding ends** in 2021, long-term funding required
- Lack of a comprehensive **traffic and public transportation concept**, possibly major growth obstacle
- **Expanding administration:**
  - Lack of planning capacity in local administrations for accelerating projects
  - Lack of formats for interdisciplinary exchange to initiate EU projects
- Factor in **digital transformation of the cultural and creative industries**
- Publicise **Green Deal** funding
- **Preserve the historic heritage**



## Schöneeweide will be a „Zukunftsort“ that...



- views the EU, the federal government and the state governments as important partners for development
- helps science and business to grow (together) symbiotically and highlights innovative subject areas
- has enough space for potential growth, which is sustainably developed according to the site's technological profile
- sets the stage for its creative and cultural scene
- fosters a vibrant industrial culture
- shapes the world of work 4.0



## Thank you for your time!

### Sven Schmohl

Bezirksamt Treptow-Köpenick von Berlin  
Wirtschaftsförderung  
Alt-Köpenick 21, D-12555 Berlin

Phone.: +49 30 90297 2536  
Email: sven.schmohl@ba-tk.berlin.de

[www.berlin.de/wifoe-tk](http://www.berlin.de/wifoe-tk)  
[www.facebook.com/wifoetk](https://www.facebook.com/wifoetk)

### Jana Herschelmann

WISTA Management GmbH  
Regional Management Berlin Southeast  
Ostendstraße 25, D-12459 Berlin

Phone: +49 30 5304 1115  
Email: info@suedost-berlin.de

[www.suedost-berlin.de](http://www.suedost-berlin.de)  
[www.schoeneweide.com](http://www.schoeneweide.com)



The Regional Management Berlin Southeast is a project of the business promotion department of the District Office Treptow-Köpenick Berlin in cooperation with the Senate Department for Economics, Energy and Public Enterprises as part of the GRW funding scheme (Joint Task for the Improvement of Regional Economic Structures), which is financed with federal and state-level funding. WISTA Management GmbH is commissioned with implementing the project.

Photos: Cathrin Bach (8,9,13), Andrea Künstle (1), Christoph Hildebrand (4,5), Thomas Rosenthal (6,7)