



EUROPEAN UNION

European Regional  
Development Fund

Senate Department  
for Economics, Energy  
and Public Enterprises

**BERLIN**



# Europe Makes Berlin – Fit for the Future

innovative | climate-conscious | integrative | sustainable

The EU Regional Development Fund (ERDF) supports regions across the EU to promote joint development. Berlin, its businesses and residents also benefit from EU funding policy. By 2027, 680 million euros will flow into the Berlin ERDF programme, which, together with national co-financing, will grow to around 1.7 billion euros.

These funds specifically go towards promoting sustainable growth, strengthening future-oriented industries, and further developing our city as a hotspot for highly innovative start-ups. Comprising more than one-third of the budget, climate protection and energy efficiency are more firmly anchored in the ERDF programme than ever before. Another focus is on measures to develop disadvantaged urban neighbourhoods.

There are exciting EU-funded projects just waiting to be discovered all over the city!

## Local solutions to the shortage of skilled labour

The shortage of skilled labour in business and administration is also a major issue in the Marzahn-Hellersdorf district of Berlin. Whilst some are desperately looking for new employees, at the same time school leavers are flooding onto the training market every year. The challenge is to bring both sides together in the best way possible. The aim of the “Smartzahn-Cleversdorf” project is to recognise the potential for new growth at one’s own doorstep and to bring school children together with local small and medium-sized companies. The project was initiated by the “Schlaufuchs Berlin” association together with the Marzahn-Hellersdorfer Wirtschaftskreis e. V. (MHWK) and the district’s Economic Development department. With the aim of long-term cooperation between schools and companies, the three partners offer a wide range of services to bring young people into contact with their potential future employers.

“School and business are two areas that have few points of contact yet share the same interests. We have recognised that there is a need for a coordinating body for this purpose.”

Alexander Möller, CEO & Founder of “Schlaufuchs Berlin” e. V.

The European Regional Development Fund (ERDF) supports the project through the Economic Service Measures by tapping into the potential of district alliances for business and employment. This makes it possible to set up a job portal and comprehensively manage the network.



Young people learn about hairdressing

## THE COMMITMENT OF THOSE INVOLVED IS THE KEY TO SUCCESS

“Smartzahn-Cleversdorf” feeds off the people who put their heart and soul into the project. The offers include not only an online job portal with an internship portal but also getting to know companies and their fields of work.

## THE ERDF PROMOTES THE RELATIONSHIP BETWEEN POTENTIAL JUNIOR STAFF AND COMPANIES

To facilitate the step into the company, the project partners of “Smartzahn-Cleversdorf” also offer very personal support. Through job application training sessions, school children experience an authentic application process for a fictitious job from the partner network and receive valuable feedback on their application. The offer of dual practical experience and school in the 10th grade goes one step further. Young people can try out the professional environment and build up a relationship with a potential training company by having hospitations in said companies, parallel to their school lessons.

## THE ERDF IN ACTION IN BERLIN

The “Smartzahn-Cleversdorf” project sustainably promotes the establishment and maintenance of a solid network between schools and companies to counteract the local shortage of skilled labour, to show career prospects, and thus strengthen Marzahn-Hellersdorf as a business hub.

### The ERDF gets Berlin fit for the future by

- providing school leavers with realistic insight into training and work opportunities in local companies.
- assisting local companies in counteracting the shortage of skilled workers.
- boosting the local economy in the district.

## FUNDING

**Funding priority:**  
Produktivität der Wirtschaft  
[Productivity of the economy]

**Funding instrument:**  
Wirtschaftsdienliche Maßnahmen im Rahmen der bezirklichen Bündnisse für Wirtschaft und Arbeit (WdM)  
[Economically beneficial measures within the framework of the district alliances for Economy and Labour (WdM)]

**Funding amount:**  
€379,000 of which 50% is from ERDF

## CONTACT

Senate Department for Economics,  
Energy and Public Enterprises

Dr. Michael Knieß  
**Email:**  
Michael.Kniess@senweb.berlin.de

Schlaufuchs Berlin e. V. Lückstraße 56,  
10317 Berlin, Germany

Alexander Möller  
**Email:**  
a.moeller@schlaufuchs-berlin.de

**Photo credits:**  
Senate Department for Economics,  
Energy and Operations

**Editing and design:**  
ariadne an der spree GmbH



Initial contact with a potential employer



In dialogue with companies



Viewing company offers



Young people working in groups