



# **UNESCO Creative Cities Network**

*Monitoring Report 2008 – 2016*

*Berlin, Germany*

## **MONITORING REPORT 2008 – 2016, BERLIN, GERMANY**

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### **INTRODUCTION**

Berlin inspires. Not only has the city masterfully handled reunification, it has also evolved into a culturally diverse, tolerant, and cosmopolitan metropolis attracting talented individuals and creative minds from all around the world. Today, creativity is Berlin's key distinguishing feature. The city has become a hotspot for the creative and startup scene — from design, advertising, fashion, art, film, music and a constantly growing digital scene.

Creativity is also the city's perspective for the future. The economy is recording a stable trend towards growth driven by innovation and creativity, its two main assets. Berlin still has lots of free space and room to grow, as well as robust networks, a vibrant creative landscape and an outstanding infrastructure in education and research.

Berlin's reputation is attracting growing numbers of people. The city's population is increasing by several ten thousands every year — indicative of Berlin's appeal and the opportunities it has to offer. The city is pleasant to live in, and consistently achieves high scores in international rankings for quality of life, affordable rents and moderate costs of living.

This development is driven by a mix of attractiveness, an influx of new ideas and a proactive power to innovate which extends far beyond the creative industries. Thanks to the right balance between economic growth and cosmopolitan outlook, a creative climate and enough space for entrepreneurs from around the world, Berlin will continue to take its place among the leading locations for the creative industries in the years to come.

The UNESCO certification as “City of Design” was a milestone in recognizing Berlin's creative potential. It helped highlight the creative industries and design sector in Berlin itself as well as abroad and put more awareness on these fields of competence. The certification was combined with lots of other supporting and promotional activities. It strengthened Berlin's confidence to undergo the process of structural change from an industrial to a creative and digital economy, deepened the exchange between Berlin and other creative cities and forced a deeper intercultural understanding. Berlin is highly motivated to become part of an intensive exchange of experience with other creative cities worldwide. Cooperation projects have taken place so far with Copenhagen (fashion), Athens (fashion), Paris (design), Shanghai (design), Buenos Aires (design) and Montreal (design/ architecture) and many other cities.

In Berlin, more than 195,000 people are currently working in the creative industries sector, which corresponds to 10% of all employees in Berlin. The city's 30.000 companies operating in the creative industries generate a yearly turnover of more than 18 billion euros. Berlin offers creative enterprises and design companies excellent framework conditions - internationally recognized training institutions, innovative fairs and festivals and last but not least synergetic networks.

A dense landscape of design companies, service providers, showrooms, fairs and sales platforms has emerged in the last 10 years. Design stands for inventiveness, variety, innovation and interdisciplinary work, but is also a serious economic factor. Berlin has 4,400 design offices working in the areas of industrial, product, fashion, graphic and communication design. Many Berlin-based designers take strong

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cross-disciplinary approaches, some market and distribute their products themselves. Others have national and international approaches and are committed to growth.

### Facts and Figures

Design Companies:	3,500 (2009)	4,400 (2013)	+26%
Turnover Design Sector in 1,000 €:	690,000 (2009)	830,000 (2013)	+21%
Employees in Design Sector:	10,600 (2009)	12,700 (2014)	+17%

The certification and the growth of the sector are incentives for the city to improve the conditions for creative businesses. Starting in 2010 the Senate for Economics, Technology and Research drafted a design strategy with the aim of strengthening the sector's economic power and innovative potential, and also to further secure Berlin's position as a design metropolis.

Based on these findings Berlin has developed a number of new formats including, for example, the Hybrid Platform, a transdisciplinary format bringing together designers and engineers, the Industrial Design Campaign, presented at numerous fairs around the world, and the Design Transfer Bonus Program, which provides funding for projects that utilize design services in order to develop innovative solutions. Additional funding has been provided to support presentations abroad showcasing Berlin's Fashion and product design highlights (fashion: "Berlin Showroom"/ design: "Berlin Design Selection").

Furthermore, startups and cross-industrial collaborations have been supported via competitions with prize money, coaching and workshops, for instance, "Start your Fashion Business" and the Design & Healthcare Competition, as well as the design competitions in cooperation with the UNESCO Creative Cities Network. An interdisciplinary and collaborative approach is characteristic for Berlin. This ability to think outside the box harbors a significant potential for innovation which needs to be leveraged more intensely in cooperation with traditional industries as well as through collaborations on an international level.

### GENERAL INFORMATION

Name of the city:	Berlin
Country:	Germany
Creative field of designation:	Design
Date of submission of the report:	February 28 <sup>th</sup> , 2016
Entity responsible for the report:	Senate for Economics, Technology and Research, Berlin
Previous reports:	Report 2006, January 2007 Report 2007, January 2008
Focal point of contact:	<a href="mailto:Tanja.muehlhans@senwtf.berlin.de">Tanja.muehlhans@senwtf.berlin.de</a> Deputy Director ICT Media Creative Industries, Senate for Economics, Technology and Research, Berlin

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### **About Berlin**

- fundamental structural change since the fall of the wall in 1989
- 3.4 million inhabitants
- primarily based on service sector, significant industries include creative industries, media, ICT, healthcare industry, biotechnology, optoelectronics, traffic engineering and energy
- more than 100,000 new jobs in the last ten years
- small and medium-size companies are key to Berlin's economy
- nominal GDP: 120 billion euros/ GDP per Capita: 35,500 euros
- around 40,000 new businesses per year

### **Success Factors**

- attract young talent around the world, also many large companies
- inspiring atmosphere, rich cultural offerings
- affordable rents, still sufficient industrial real estate and low costs of living
- networks as multipliers and reasonable political strategies

### **Our Fields of Competence/ Senate for Economic, Technology and Research, Berlin**

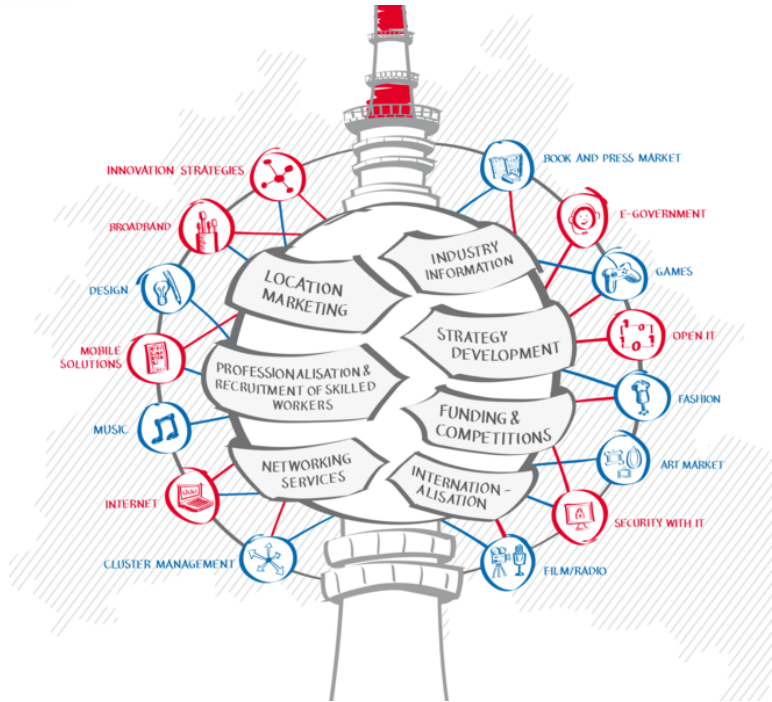
Department for ICT, media, creative industries

- marketing activities
- adapt/ develop financing instruments
- establish/ finance internationally relevant platforms in Berlin
- open new markets/ support distribution activities
- foster cross innovation/ cross sectoral collaboration/ supporting innovation hubs
- focus on technological trends/ new business opportunities
- joint strategy building process together with companies

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## What We Do



## Our Context: Multiple Stakeholders



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### **CONTRIBUTION TO UNESCO CREATIVE CITIES NETWORK'S GLOBAL MANAGEMENT**

Number of UCCN annual meetings attended during the last four years: all of them  
Hosting of a UCCN annual meeting and dates: Not up to now

Hosting of a working meeting:  
Working Meetings of CODs regularly during DMY International Design Festival  
Working Meeting & 3 day COD program during International Design Festival in May 2014

Hosting of an international conference with a focus on creative industries:  
International Creative Industries Conference in September 2012  
Design Conference during International Design Festival in 2014

Financial and/or in-kind support provided to UNESCO's Secretariat:  
Supporter and co- initiator of Cities of Design communication platform

Membership of the Steering Group: Not up to now

Participation in the evaluation of applications:  
Around 20 applications evaluated  
Up to 20 delegations per year

Regular requests of UCCN applicant or newcomer cities, also from other disciplines

### **MAJOR INITIATIVES IMPLEMENTED AT LOCAL LEVEL**

#### **Major Initiatives implemented at local level benefiting Creative Industries**

##### **Creative City Berlin Website**

Creative City Berlin is the central platform for creative and cultural entrepreneurs in Berlin. The website keeps them informed about recent support in the form of funding programs, scholarships, workshops, jobs or events and highlights market trends in the creative industries and cultural happenings in Berlin. This forum is intended to give a voice to Berlin's creative scene and offers a lot of matchmaking tools. Through interfaces and co-operations, Creative City Berlin is also linked to local networks, cultural and creative blogs as well as job market websites. Creative City Berlin is co-financed by the Senate for Economics, Technology and Research. The website has more than 1.2 million visitors per year.

[www.creative-city-berlin.com](http://www.creative-city-berlin.com)

##### **Coaching Bonus Program (Coaching Vouchers)**

The Coaching Bonus Program was initiated in 2008 and offers subsidized coaching services and mentoring for start-ups and established enterprises in all creative sectors. They provide a pool of around



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70 coaches with in-depth knowledge of starting a business, business administration and the different creative disciplines. Around 100 enterprises annually benefit from this program with one third of these enterprises coming from the design sector.

[www.coachingbonus.de/](http://www.coachingbonus.de/)

### **Venture Capital Fund**

With its Venture Capital Fund Creative Industries (70 million euros) Berlin has financed more than 140 investments, over 50 ambitious Berlin start-ups including design enterprises like scarosso, tausendkind and C'est tout. This fund is especially designed for businesses in the creative industries sector. By the end of 2015, this funding program was able to create over 400 jobs. The fund was initiated and is co-financed by the Senate Department for Economics since 2008.

[www.ibb-bet.de/start.html](http://www.ibb-bet.de/start.html)

### **Crowdfunding Platform**

Crowdfunding has recently emerged as a financing instrument and has a growing market. The website [www.crowdfunding-berlin.com](http://www.crowdfunding-berlin.com) showcases Berlin-based crowdfunding and crowd investing projects currently ongoing in the creative and media industries. The aggregator portal pools key information, trends and events. The website provides a forum for an in-depth discussion and closely works together with many of the national and international crowdfunding platforms. Initiated and co-financed by the Senate for Economics, Technology and Research the aggregator platform aims at making Berlin a key European hub for crowdfunding. Within two years nearly 300 creative and cultural projects were successfully financed, around 80 from the design and fashion sector.

[www.crowdfunding-berlin.com](http://www.crowdfunding-berlin.com)

### **Design Transfer Bonus Program**

The Design Transfer Bonus Program helps SMEs to innovate their businesses. The program brings together companies from traditional sectors, e.g. manufacturing, healthcare, engineering, transport or logistics with design companies based in Berlin. The program is aimed at transferring innovation and design knowledge to SMEs developing tech oriented products and services. The companies get the opportunity to work with design experts early in the production process and develop new innovative solutions. The program provides incentives with funding up to 70% and a maximum of 15,000 euros. Since 2011 the voucher scheme, initiated by the Senate for Economics, Technology and Research, financed more than 150 cross-industry innovation projects. The program is an unbureaucratic innovation booster in the capital region.

[www.designtransferbonus.de](http://www.designtransferbonus.de)

### **More than 30 Competitions/ Awards since 2009**

As part of the competition series called "Berlin- Made2Create" the Senate for Economics, technology and Research supports young entrepreneurs from the creative and startup scene. Up to now more than 30 competitions on topics such as smart wearables, Internet radio, Apps4Berlin, evolving books, serious games, visual effects, creative technology and Start your Fashion Business have been organized. Of a total of 1,500 applications more than 150 innovative projects in Berlin have been awarded with prize money,

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media support and coaching services. The competitions are designed to strengthen the innovative power of Berlin's startup scene.

[www.berlin.de/projektzukunft/wettbewerbe/](http://www.berlin.de/projektzukunft/wettbewerbe/)

### **Opening New Markets/ Joint Presentations**

Every year the Senate for Economics, Technology and Research co-finances more than 20 joint presentations, for example in the context of the interior fair Salone de Mobile in Milan, fashion weeks in Paris and New York, digital marketing fairs like dmexco and the Games Convention in Cologne as well the Mobile World Congress in Barcelona. These joint presentations are organized by intermediaries and networks. The Senate for Economics, Technology and Research invests more than 1 million euros per year in presentations of the creative sector outside of Germany.

[www.ibb.de/](http://www.ibb.de/)

### **Major Initiatives implemented at local level benefiting the Design Sector**

#### Milestones

- 2006 Certification as UNESCO City of Design
- 2006 Create Berlin Network/ Innovation Project Design Reaktor Berlin
- 2007 Starting in 2007: many joint presentations in Milan, Tokyo, Beijing, Shanghai, etc.
- 2008 Venture capital/ microloans/ Coaching Bonus Program for creative enterprises
- 2008 Berlin Design Week/ Berlin Fashion Week
- 2009 Talent competitions (up to now more than 30)
- 2010 Study Design City Berlin/ SWOT
- 2011 ID Berlin - industrial design campaign
- 2011 Design Exchange Program - BerlinPoland
- 2012 Design Transfer Bonus Program
- 2012 Cross Innovation Program & Formats
- 2013 Berlin Showroom & design selection presentations worldwide
- 2014 Crowdfunding Aggregator Portal
- 2014 Design conference/ Berlin Design Week
- 2015 Berlin Popup Stores in cities worldwide

Every market sector needs flagship events to promote its international profile and visibility. In Berlin's design sector, these include the Berlin Fashion Week, DMY International Design Festival, Nightshift or Typo Berlin, which are platforms for local, national and international businesses for presentations and networking.

### **Berlin Fashion Week**

In the fashion industry, the Berlin Fashion Week provides a communicative framework for currently around 15 trade fair and fashion shows.

The Senate for Economics, Technology and Research promotes the local fashion industry since 2007 with a minimum annual budget of 1 million euros and an extensive portfolio of measures. Each year, we finance fashion platforms, fashion shows (80 up to now), cooperate with all fashion fairs, organize local fashion awards and invest in promotion and communication. Our Fashion Week website reaches 1.2

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million visitors annually. Numerous other programs have been opened for fashion companies, including the coaching services via the Creative Bonus Program, the Design Transfer Bonus Program and the Venture Capital Fund for creative industries. More than 120,000 buyers and media representatives attend each Berlin Fashion Week. Aside from the event's value for the fashion industry itself, up to 240 million euros flow into the Berlin economy every year benefiting, for example, hotels, restaurants and event organizers.

[www.fashion-week-berlin.com](http://www.fashion-week-berlin.com)

### **DMY Design Festival**

The DMY International Design Festival Berlin, founded over ten years ago, has become a »go-to« event for product designers, attracting more than 40,000 visitors annually. From 2008 to 2011 the Senate for Economics, Technology and Research co-financed the DMY Design Festival with the aim of establishing an international platform for design products, prototypes and material innovations in Berlin and supporting local and international networking.

Over 500 designers, companies and universities showcase their latest works and provide insights into the processes and concepts. Furthermore, design institutions from all over the globe show group exhibitions. The festival's talents section reveals new product developments.

[dmy-berlin.com/en](http://dmy-berlin.com/en)

### **International Creative Industries/ Design Conferences**

As part of the annual Design Week the design conference in 2014 illuminated design from surprising perspectives. Inspiration came from fields as diverse as mathematics, dance, scent, diplomacy, football and automobile. The city co-financed several conferences covering the challenges in the creative sectors in the last decade, examples are:

German Design Conference, 2007

[www.idz.de/de/sites/901.html](http://www.idz.de/de/sites/901.html)

European Creative Industries Conference, 2012

[www.berlin.de/projektzukunft/en/networking-events/international/ecia-european-creative-industries-alliance/](http://www.berlin.de/projektzukunft/en/networking-events/international/ecia-european-creative-industries-alliance/)

Elegance Conference, 2014 [www.triad.de/de/projekte/eleganz/](http://www.triad.de/de/projekte/eleganz/)

### **Nightshift - Open Design Studios/ Matchmaking**

Since 2011 the Create Berlin Network organizes an Open Studio Tour through Berlin based design offices. More than 70 studios in Berlin open their doors and invite visitors to talks, lectures and tours in which visitors can gain insight into the creative working environments. Besides these events numerous galleries, shops and design institutions organize exhibitions and give receptions. More than 5,000 visitors annually. In 2015 the Senate for Economics, Technology and Research was one of the main sponsors and organized matchmaking events between design agencies and executives of other sectors.

[www.create-berlin.de/](http://www.create-berlin.de/)

### **ID Berlin - Industrial Design Campaign**

Berlin stands for compelling industrial design. In 2011/ 2012 in cooperation with the International Design Center Berlin the city presented successful industrial design by Berlin-based design offices at the

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Hannover Fair, during the Unesco Creative Cities Conference in Seoul, Business of Design Week in Hong Kong as well as the Helsinki Design Week. The presentation aimed at strengthening the image of Berlin as a center for innovative product development and the design industry on an international level. The initiative was funded by the Senate for Economics, Technology and Research and executed by the International Design Center Berlin.

[www.id-berlin.info/](http://www.id-berlin.info/)

### **Design Exchange Program – BerlinPoland 2011 – 2014**

The network project connected design professionals and enterprises across the Polish-German border. The projects supported network building by creating points of interference for mutually interested professionals – thus bringing together the potential of the creative metropolis Berlin and the expanding Polish economy. The activities connected more than 350 enterprises from both countries, were funded by the Senate for Economics, Technology and Research and executed by the International Design Center Berlin. BerlinPoland 2015 continues the successful network building activities with a focus on fashion production and design manufacturing, but also connecting Berlin-based design consultancies, Polish brands and enterprises with future clients.

[berlinpoland.eu](http://berlinpoland.eu)

### **Cross Innovation Exchange**

The project Cross Innovation promotes collaborative and user-driven innovation that happens across sectoral, technological and geographic boundaries. Its focus lies on policies and support measures that enable cross innovation and creative spillovers between creative sectors and other industries. The partnership consists of 11 metropolitan hotspots with the potential to put cross innovation on the top of local policy agendas across Europe: Birmingham, Amsterdam, Rome, Berlin, Tallinn, Warsaw, Vilnius, Stockholm, Linz, Lisbon and Pilsen. The project also examined how local support can enable companies that operate in co-working spaces and incubators to collaborate in order to develop their products and services for other markets and overcome market fragmentation. The main results include many good practices, a toolkit on implementing cross innovation instruments and implementation plans.

[www.cross-innovation.eu/about/](http://www.cross-innovation.eu/about/)

### **Cross Innovation Competitions, e.g. Design & Healthcare**

The Senate for Economics, Technology and Research organizes regular cross cluster competitions to provide impetus for innovation collaborations, e.g. between designers and the healthcare industry in the capital region. More than 30 applications were submitted, from medical products and spaces with innovative design, serious games applications as well as software solutions concerning healthcare.

[www.berlin.de/projektzukunft/wettbewerbe/](http://www.berlin.de/projektzukunft/wettbewerbe/)

[www.berlin.de/projektzukunft/wettbewerbe/design-healthcare/](http://www.berlin.de/projektzukunft/wettbewerbe/design-healthcare/)

### **Berlin Showroom during international Fashion Weeks**

Berlin Showroom is a multilabel presentation taking place up to five times a year to discover leading fashion design from Berlin during New York or Paris Fashion Week. Berlin Showroom presents the best of Berlin fashion to international buyers and the press providing a unique opportunity for groundbreaking

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and cutting-edge designers to promote themselves outside Berlin. The showroom showcases a carefully curated group of designers, ranging from emerging talents to established designers. Berlin Showroom was initiated and is largely financed by Berlin's Senate for Economics, Technology and Research.

[www.berlinshowroom.com/](http://www.berlinshowroom.com/)

### **Crowdfunding Competitions**

Berlin is a leading design metropolis and a hotspot for creative startups in design-related domains. Berlin is also an important location for crowdfunding platforms in Europe. The city established its own aggregator platform [www.crowdfunding-berlin.com](http://www.crowdfunding-berlin.com) that cooperates with all the big players in order to present crowdfunding/ crowd investing projects of Berlin-based enterprises and support them in finding investors. In cooperation with our website we regularly organize thematic competitions, around four per year, including in the field of design and media. [www.berlin.de/projektzukunft/wettbewerbe/berliner-crowdfunding-preis/](http://www.berlin.de/projektzukunft/wettbewerbe/berliner-crowdfunding-preis/)

### **Berlin Popup Stores in Cities worldwide**

In 2015 Berlin went on tour with a pop-up store. In five European cities (Stockholm, London, Paris, Vienna, Amsterdam) mainly design products (perfume, 3D printed goods, furniture, stylish glasses, touristic products) from Berlin were shown and sold over a period of one or two weeks. The presentation was aimed at promoting Berlin as a creative and innovative city. Each popup store was combined with matchmaking dinners. The project is financed by the Senate for Economics, Technology and Research and operated by visitberlin and Berlin Partner.

[/www.berlin-partner.de/nc/presse/presseinformationen/detailansicht/pop-into-berlin/](http://www.berlin-partner.de/nc/presse/presseinformationen/detailansicht/pop-into-berlin/)

## **MAJOR INITIATIVES IMPLEMENTED THROUGH INTERCITY COOPERATION**

### **European Creative Industries Alliance 2012 - 2015**

The European Creative Industries Alliance (ECIA) is an integrated policy initiative that combines policy learning on innovation vouchers, access to finance and cluster excellence cooperation. It is an open platform that brings together policy-makers, networkers and companies from 28 organizations and 12 countries. Its overall aim is to shape a community in Europe that actively supports creative industries as a driver for competitiveness, job creation and structural change by developing and testing better policies and tools for creative industries. The website provides information on innovation strategies and funding opportunities. In addition to Amsterdam, Barcelona, Helsinki and Nantes Berlin is one of the consortium partners of the European Creative Industries Alliance.

[www.eciaplatform.eu](http://www.eciaplatform.eu)

### **Design Exchange Program/ BerlinPoland 2011 – 2014**

The network-building project connected design professionals and enterprises across the Polish-German border (Berlin, Breslau, etc.). The projects supported network building by creating points of interference for mutually interested professionals – thus bringing together the potential of the creative metropolis Berlin and of the expanding Polish economy. The activities connected more than 350 enterprises from both countries, were funded by the Berlin Senate and executed by the International Design Center. Berlin Poland 2015 continues the successful network building activities with focus on fashion production and design manufacturing, but also connecting Berlin-based design consultancies, Polish brands and enterprises with future clients.

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[berlinpoland.eu](http://berlinpoland.eu)

### **UNESCO Cities of Design (COD) Communication Platform since 2013**

Creative Cities have a common denominator: Mostly cultural heritage, a vibrant creative scene and the commitment to use the potential of this creative milieu for the development of the city. Cities increasingly play a vital role by offering a climate of openness for innovative processes and act as gateways to globalized markets. Berlin is part of this network. The Cities of Design Buenos Aires, Montréal, Nagoya, Kobe, Saint- Etienne, Shenzhen, Shanghai, Seoul, Graz and Berlin operate a joint communication platform with information about design-focused major events in each city, a calendar and communication tools.

[www.designcities.net/city/berlin/](http://www.designcities.net/city/berlin/)

### **Award selection for Shenzhen International Young Talents Award in 2013**

The UNESCO Creative Cities Network together with the city of Shenzhen proclaimed a design competition in 2013, with 11 design cities from all over the world taking part in the competition. Among the winners were two Berlin-based design offices - Enfantgate and Bobby Kolade - as well as the Senate as best nominator for the excellent selection in Berlin. Enfantgate won the "Merit Award" for its starter kit for newborns. Bobby Kolade, winner of the fashion contest SYFB in Berlin, was awarded the "New Star Award" in Shenzhen.

[www.szday.org/](http://www.szday.org/)

### **UNESCO Cities of Design Poster Campaign and Roadshow 2009 - 2011**

In 2009 the Berlin based design network CREATE BERLIN initiated a poster design contest on the topic »UNESCO City of Design«. In 2010, the same contest was held by the other Cities of Design Shenzhen, Montreal, Kobe, Buenos Aires, Nagoya und Shanghai. In 2010 Berlin presented a selection of the 80 applications submitted by all Unesco Cities of Design including Berlin. The contest and the presentation were financed by the Senate for Economics, Technology and Research.

[www.create-berlin.de/article\\_a-7-CODE+Plakatcontest\\_en.html](http://www.create-berlin.de/article_a-7-CODE+Plakatcontest_en.html)

### **Berlin Design Presentations around the world 2007 - 2010**

create-berlin presented more than 80 products by over 20 Berlin-based design studios at MoMA Design Store in New York, Shanghai, Moscow, Milan and Helsinki. The joint presentations were financed by the Senate for Economics, Technology and Research.

[www.create-berlin.de/article\\_a-36-Berlin+Day+in+New+York\\_de.html](http://www.create-berlin.de/article_a-36-Berlin+Day+in+New+York_de.html)

[www.create-berlin.de/article\\_a-34-Create+Berlin+goes+London\\_de.html](http://www.create-berlin.de/article_a-34-Create+Berlin+goes+London_de.html)

[www.create-berlin.de/article\\_a-38-Made+in+Berlin+2009\\_de.html](http://www.create-berlin.de/article_a-38-Made+in+Berlin+2009_de.html)

[www.create-berlin.de/article\\_a-12-Milan+Meets+Berlin\\_de.html](http://www.create-berlin.de/article_a-12-Milan+Meets+Berlin_de.html)

[www.create-berlin.de/article\\_a-33-Creative+Spree++Shanghai\\_de.html](http://www.create-berlin.de/article_a-33-Creative+Spree++Shanghai_de.html)

[www.create-berlin.de/article\\_a-32-Best+of+Berlin++Moskau\\_de.html](http://www.create-berlin.de/article_a-32-Best+of+Berlin++Moskau_de.html)

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### AGENDA FOR MIDTERM PERIOD

Nearly all of the formats and programs listed above are continued and regularly adapted to the needs of the companies and the context. Digitization affects the value chains in all sectors, therefore access to consumers, innovation, cross innovation, smart data solutions and the Internet of Things will play a crucial role in our future programs.



### Topics for Midterm Period

Cross Innovation

Smart wearables/ fashion tech: [www.berlin.de/projektzukunft/wettbewerbe/wearableit-](http://www.berlin.de/projektzukunft/wettbewerbe/wearableit-)

Design & usability: <http://ux-design-awards.com/>

Creative technology: [www.berlin.de/projektzukunft/wettbewerbe/creative-technology/](http://www.berlin.de/projektzukunft/wettbewerbe/creative-technology/)

Smart city: Industry 4.0, e-Health, e-Mobility

Smart data, data analytics, data security, open data, open standard

Digital media (VoD, streaming, multichannel distribution, virtual reality solutions)

### Annual Budget for Implementation

Infrastructural funding of cluster ICT media creative industries	2 million euros per year
Additional company-based financing	75 million euros per year
Regional film funding	30 million euros per year
Joint presentations abroad	500,000 euros per year

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### **Communication and Awareness**

#### Main Business-to- Business Website

Website: [www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de), more than 500,000 annual visitors

Digital newsletter in German and English: [www.berlin.de/projektzukunft/wir-ueber-uns/e-news-abonnieren/](http://www.berlin.de/projektzukunft/wir-ueber-uns/e-news-abonnieren/)

Brochures and studies: [www.berlin.de/projektzukunft/standortinformationen/downloads/](http://www.berlin.de/projektzukunft/standortinformationen/downloads/)

Events: [www.berlin.de/projektzukunft/networking-events/aktuelle-events/](http://www.berlin.de/projektzukunft/networking-events/aktuelle-events/)

#### Further Websites we operate or co-finance

[www.creative-city-berlin.com](http://www.creative-city-berlin.com): > 1.2 million visitors per year

[www.ibb.com/](http://www.ibb.com/)

[www.ibb-bet.de](http://www.ibb-bet.de)

[www.coachingbonus.de/](http://www.coachingbonus.de/)

[www.crowdfunding-berlin.com](http://www.crowdfunding-berlin.com)

[www.designtransferbonus.de](http://www.designtransferbonus.de)

[www.berlinshowroom.com/](http://www.berlinshowroom.com/)

[www.berlin-design-selection.com/](http://www.berlin-design-selection.com/)

[www.fashion-week-berlin.com](http://www.fashion-week-berlin.com): > 1.2 million visitors per year

[www.id-berlin.info/](http://www.id-berlin.info/)

[berlinpoland.eu](http://berlinpoland.eu)

[www.cross-innovation.eu/](http://www.cross-innovation.eu/)

[www.eciaplatform.eu](http://www.eciaplatform.eu)

[www.designcities.net/city/berlin/](http://www.designcities.net/city/berlin/)

February 24<sup>th</sup>, 2016, Senate for Economics, Technology and Research, Berlin



## MONITORING REPORT 2008 – 2016, BERLIN, GERMANY

### APPENDIX FIGURES

BERLIN	Number of Companies					Change 2009 - 2013		Percentage of Creative Industries in Berlin	Percentage nationally
	2009	2010	2011	2012	2013	%	absolut	2013	2013
<b>Creative Industries</b>									
Music	1.160	1.170	1.217	1.265	1.318	13,6	158	3,8	11,0
Publishing	1.464	157	1.666	1.758	1.797	22,7	333	5,2	10,9
Art Market	2.216	2.356	2.415	2.555	2.680	20,9	464	7,7	9,1
Film	1.748	1.716	1.843	1.896	2.008	14,9	260	5,8	17,9
Broadcasting	1.688	1.605	1.639	1.679	1.723	2,1	35	4,9	14,7
Performing Arts	1.426	1.489	1.588	1.664	1.783	25,0	357	5,1	17,8
Design	3.498	3.773	4.059	4.246	4.396	25,7	898	12,6	9,8
Architecture	2.546	2.544	2.596	2.680	2.703	6,2	157	7,7	7,9
Press	1.839	1.854	1.849	1.894	1.956	6,4	117	5,6	10,6
Advertising	1.098	1.068	1.065	1.061	1.022	-6,9	-76	2,9	6,1
Software/ Games	3.035	3.288	3.634	3.957	4.334	42,8	1.299	12,4	7,3
Diverse	3.085	3.157	3.312	3.448	3.564	15,5	479	10,2	6,4
<b>All</b>	<b>24.803</b>	<b>24.177</b>	<b>26.883</b>	<b>28.103</b>	<b>29.284</b>	<b>18,1</b>	<b>4.481</b>	<b>83,9</b>	<b>9,1</b>

BERLIN	Turnover in 1000€					Change 2009 - 2013		Percentage of Creative Industries in Berlin	Percentage nationally
	2009	2010	2011	2012	2013	%	absolut	2013	2013
<b>Creative Industries</b>									
Music	638.548	699.500	687.732	1.021.626	1.801.049	182,1	1.162.501	6,1	22,2
Publishing	651.454	650.057	749.613	821.300	838.367	28,7	186.913	2,8	6,3
Art Market	395.425	471.022	542.173	552.552	597.030	51,0	201.605	2,0	9,3
Film	808.705	772.893	729.745	802.985	789.110	-2,4	-19.595	2,7	11,8
Broadcasting	1.655.599	1.518.822	1.448.574	1.628.147	1.758.903	6,2	103.304	6,0	9,3
Performing Arts	423.150	473.911	510.149	504.506	512.847	21,2	89.697	1,7	14,0
Design	687.368	731.332	771.732	801.544	829.599	20,7	142.231	2,8	4,3
Architecture	459.136	426.952	447.039	452.763	493.056	7,4	33.920	1,7	6,3
Press	3.114.778	3.104.016	2.632.815	2.952.866	2.689.804	-13,6	-424.974	9,1	9,5
Advertising	555.931	591.741	618.865	681.709	723.013	30,1	167.083	2,5	5,4
Software/ Games	1.771.832	2.013.544	2.406.989	2.665.025	2.989.800	68,7	1.217.968	10,1	6,6
Diverse	1.946.066	2.134.970	2.625.493	3.487.259	4.118.114	111,6	2.172.048	14,0	4,5
<b>All</b>	<b>13.107.992</b>	<b>13.588.760</b>	<b>14.170.919</b>	<b>16.372.282</b>	<b>18.140.692</b>	<b>38,4</b>	<b>5.032.701</b>	<b>61,5</b>	<b>6,9</b>

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BERLIN	Number of Employees						Change 2009 - 2014		Percentage of Creative Industries in Berlin	Percentage nationally
	2009	2010	2011	2012	2013	2014	%	absolut	2014	2014
<b>Creative Industries</b>										
Music	11.763	11.886	11.817	12.444	12.660	13.450	14,7	1.723	5,1	11,0
Publishing	8.791	8.341	7.825	7.828	8.681	8.382	-13,1	-1.267	3,2	8,0
Art Market	5.283	5.510	5.450	5.686	6.205	6.167	14,0	755	2,3	9,6
Film	11.334	11.198	10.707	10.128	10.551	10.670	-14,4	-1.797	4,0	12,7
Broadcasting	23.748	21.718	22.115	23.066	26.024	25.079	6,9	1.624	9,5	9,0
Performing Arts	12.975	12.915	12.830	12.833	13.322	13.147	1,0	134	5,0	9,4
Design	10.567	10.443	11.051	11.409	12.392	12.671	16,6	1.804	4,8	5,6
Architecture	7.535	7.898	8.586	8.589	8.939	9.732	30,2	2.256	3,7	7,7
Press	10.634	10.576	11.139	11.488	11.504	11.870	16,1	1.645	4,5	5,0
Advertising	9.677	9.720	10.055	10.457	11.265	12.215	22,2	2.221	4,6	6,3
Software/ Games	29.015	32.347	36.895	42.628	47.087	51.433	93,3	24.820	19,4	7,6
Diverse	13.183	15.058	14.746	15.911	17.818	18.716	46,6	5.950	7,1	4,8
<b>All</b>	<b>154.505</b>	<b>157.610</b>	<b>163.216</b>	<b>172.467</b>	<b>186.448</b>	<b>193.532</b>	<b>25,9</b>	<b>39.868</b>	<b>72,9</b>	<b>7,3</b>

## **MONITORING REPORT 2008 – 2016, BERLIN, GERMANY**

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