



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 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 an amazing rising digital scene.

Creativity is also the city's perspective to the future. The economy is recording a stable trend to growth driven by innovation and creativity, its main assets. Berlin still has lots of free spaces and room to grow, also robust networks, a vibrant creative landscape as well as 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 records high scores in international rankings for life quality, 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 has long resonated far beyond the creative industries. Thanks to the right balance between economic growth and cosmopolitan outlook, a creative climate and still enough spaces for entrepreneurs from around the world, Berlin will also continue to take its place among the leading locations for 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 to highlight the creative industries and design sector in Berlin 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. Besides that it strengthened Berlin's confidence to overcome 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 interested in 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 working 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 design landscape of 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 also a serious economic factor. Berlin has 4,400 design offices working in the disciplines of industrial, product, fashion, graphic and communication design. Many Berlin based designers take strong cross-disciplinary approaches, some market and distribute their products themselves. Others have national and international approaches and are addicted to growth.

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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, shown at numerous fairs around the world, and the Design Transfer Bonus Program, providing funding for projects that use design services 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 in 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 th , 2016
Entity responsible for the report:	Senate for Economics, Technology & Research, Berlin
Previous reports:	Report 2006, January 2007 Report 2007, January 2008
Focal point of contact:	Tanja.muehlhans@senwtf.berlin.de Deputy Director ICT Media Creative Industries, Senate for Economics, Technology and Research, Berlin

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

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- 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

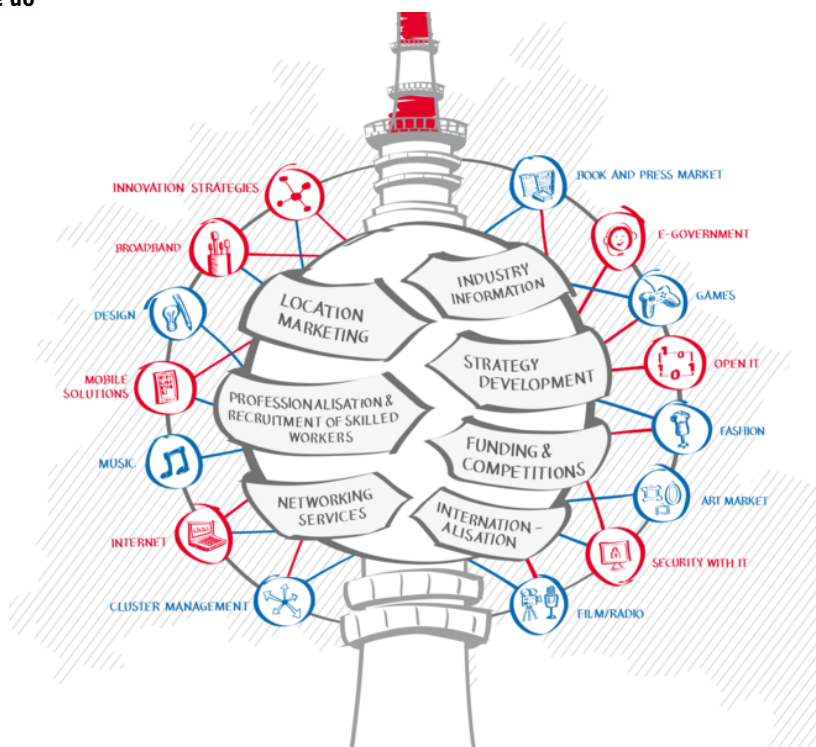
- Attracting young talent around the world, also lots of big companies
- inspiring atmosphere, rich cultural offerings
- affordable rents, still sufficient industrial real estate and low costs of living
- networks as multipliers and reasonable political strategies

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

Department for ICT, Media, Creative Industries

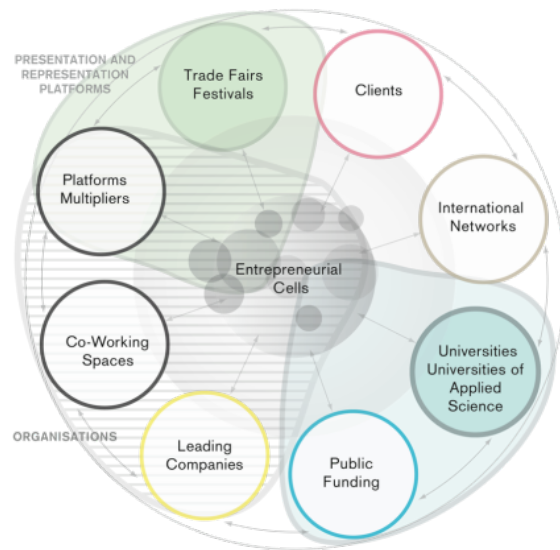
- Marketing activities
- Adapting/ developing financing instruments
- Establishing/ Financing internationally relevant platforms in Berlin
- Opening new markets/ supporting distribution activities
- Fostering cross innovation/ cross sectoral collaboration/ supporting innovation hubs
- Focusing on technological trends/ new business opportunities
- Joint strategy building process together with companies

What we do



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Our Context: Multiple stakeholders



CONTRIBUTION TO UNESCO CREATIVE CITIES NETWORK'S GLOBAL MANAGEMENT

Number of UCCN annual meetings attended in the last four years: all
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 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

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 of all creative sectors. They provide a pool of around 70 coaches with deep competences in starting a business, business administration and the different creative disciplines. Around 100 enterprises annually benefit from this program, one third of these enterprises coming from the design sector.

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

Crowdfunding Platform

Crowdfunding has recently emerged as a financing instrument and has a growing market. The website www.crowdfunding-berlin.com showcases Berlin-based crowdfunding and crowdinvesting projects currently underway 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 the 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

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

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companies get the opportunity to engage 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

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, CreativeTechnology and Start your Fashion Business have been organized. Out of 1,500 applications more than 150 innovative projects in Berlin have been awarded with prize money, media support and coaching services. The competitions are designed to strengthen the innovative power of Berlin’s startup scene.

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. Annually the Senate for Economics, technology and Research invests more than 1 million euros in presentations abroad of the creative sector.

www.ibb.de/

Major initiatives implemented at local level benefiting especially 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, Tokio, 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.

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Berlin Fashion Week

In the fashion industry, the Berlin Fashion Week provides a communicative framework for around 15 trade fairs and fashion shows at present.

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 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 visit each Berlin Fashion Week. Aside from the event's value for the fashion industry itself, through the Berlin Fashion Week 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

DMY Design Festival

The DMY International Design Festival Berlin, founded over ten years ago, has become a »must-do« 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 to establish an international platform for design products, prototypes and material innovations in Berlin and support 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

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 some 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

European Creative Industries Conference, 2012

www.berlin.de/projektzukunft/en/networking-events/international/ecia-european-creative-industries-alliance/

Elegance Conference, 2014

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 organise 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 organised matchmaking events between design agencies and executives of other sectors.

www.create-berlin.de/

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ID Berlin - Industrial Design Campaign

Berlin stands for compelling industrial design. In 2011/ 2012 the city presented in cooperation with the International Design Center Berlin successful industrial design of Berlin-based design offices at the Hannover Fair, during Unesco Creative Cities Conference in Seoul, Business of Design Week in Hongkong 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/

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 intersecting potentialities 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 Senate for Economics, Technology and Research and executed by the International Design Center Berlin.

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.

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/

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/

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

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opportunity for groundbreaking 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/

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 cooperating with all the big players to present crowdfunding/ crowdinvesting 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, also in the field of design and media.

www.berlin.de/projektzukunft/wettbewerbe/berliner-crowdfunding-preis/

Berlin Popup Stores in cities worldwide

2015 Berlin went on tour with a pop-up store. In five European cities (Stockholm, London, Paris, Vienna, Amsterdam) mainly design products (parfum, 3D printed goods, furniture, stylish glasses, touristic products) from Berlin were shown and sold for one or two weeks. The presentation 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 AT LOCAL LEVEL

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

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 intersecting potentialities 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.

berlinpoland.eu

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UNESCO Cities of Design Communication platform since 2013

Creative Cities have a common approach: 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 are increasingly playing a vital role by offering a climate of openness for innovative processes and are 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/

Awarded 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, where 11 design cities worldwide participated. 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, who won the fashion contest SYFB in Berlin, was awarded the "New Star Award" in Shenzhen.

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 about 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 from all Unesco Cities of Design including Berlin. The contest and presentation were financed by the Senate for Economics, Technology and Research.

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, Moskow, Mailand 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

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

www.create-berlin.de/article_a-12-Milan+Meets+Berlin_de.html

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

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Communication and Awareness

Main business-to-business website

Website: 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/

Brochures and Studies: www.berlin.de/projektzukunft/standortinformationen/downloads/

Events: www.berlin.de/projektzukunft/networking-events/aktuelle-events/

Further websites we operate or co-finance

www.creative-city-berlin.com: > 1.2 million visitors per year

www.ibb.com/

www.ibb-bet.de

www.coachingbonus.de/

www.crowdfunding-berlin.com

www.designtransferbonus.de

www.berlinshowroom.com/

ww.berlin-design-selection.com/

www.fashion-week-berlin.com: > 1.2 million visitors per year

www.id-berlin.info/

berlinpoland.eu

www.cross-innovation.eu/

www.eciaplattform.eu

www.designcities.net/city/berlin/

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APPENDIX FIGURES

BERLIN	Number of Companies					Change 2009 - 2013		Percentage of Creative Industries in Berlin 2013	Percentage nationally 2013
	2009	2010	2011	2012	2013	%	absolut		
Creative Industries									
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
All	24.803	24.177	26.883	28.103	29.284	18,1	4.481	83,9	9,1

BERLIN	Turnover in 1000€					Change 2009 - 2013		Percentage of Creative Industries in Berlin 2013	Percentage nationally 2013
	2009	2010	2011	2012	2013	%	absolut		
Creative Industries									
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
All	13.107.992	13.588.760	14.170.919	16.372.282	18.140.692	38,4	5.032.701	61,5	6,9

MONITORING REPORT 2008 – 2016, BERLIN, GERMANY

BERLIN	Number of Employees						Change 2009 - 2014		Percentage of Creative Industries in Berlin	Percentage nationally
	2009	2010	2011	2012	2013	2014	%	absolut	2014	2014
Creative Industries										
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
All	154.505	157.610	163.216	172.467	186.448	193.532	25,9	39.868	72,9	7,3

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