

Incubation Practices and Policies for the Creative Industries and Beyond

Senate Department for Economics, Technology and Research
Division Communication, Media, Creative Industries | Projekt Zukunft
21. November 2014



Berlin im Überblick

- Impulsgebende Hauptstadt mit internationaler Ausstrahlung
 - Innovativer Wirtschafts-, Wissenschafts- und Kulturstandort
 - Kreativer Entfaltungsort für Unternehmen und Menschen
 - Metropole mit erheblichen Flächenpotentialen
 - Erfolgreiche Tourismusdestination in Europe
 - 37 Universitäten und 60 Forschungsinstitute
-
- Mehr als 20 Netzwerke (wichtige Multiplikatoren) über alle Teilbereiche des Clusters IKT Medien Kreativwirtschaft
 - 150.000 Studierende/ rund 20.000 neue Studierende pa
 - 4.000 neue Unternehmen in ICT Media Creative Industries pa
 - Bis zu 800 Mio. € priv. Wachstumskapital für IKT Medien KW pa
 - Rund 60 Mio. € Fördermittel Land Berlin für IKT Medien KW pa

About us - Projekt Zukunft

Initiative of
Economic
Department
of Berlins
Senate since
1997

Optimise
growth
conditions
and
stimulate
innovation
for creative
and ICT/
digital
industries

Broad range of
services from
supporting
programms,
presentations
abroad,
matchmaking,
communication
to competitions

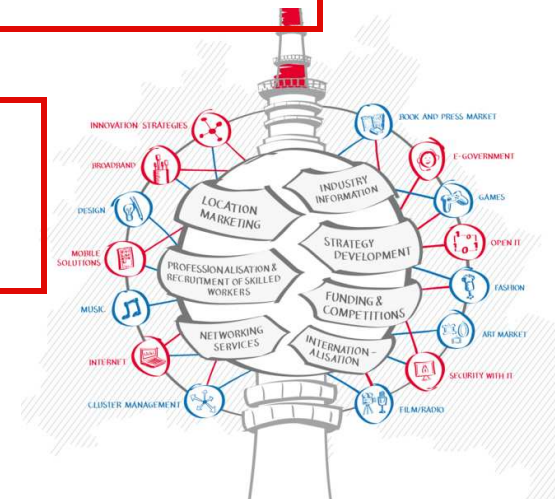
Developing and
implementing policies

Managing the
cluster „ICT, Media,
Creative Industries“,
largest cluster in
Berlin


Joint strategy building process
together with companies

Connecting tech, content
creation, innovation with
wider economy

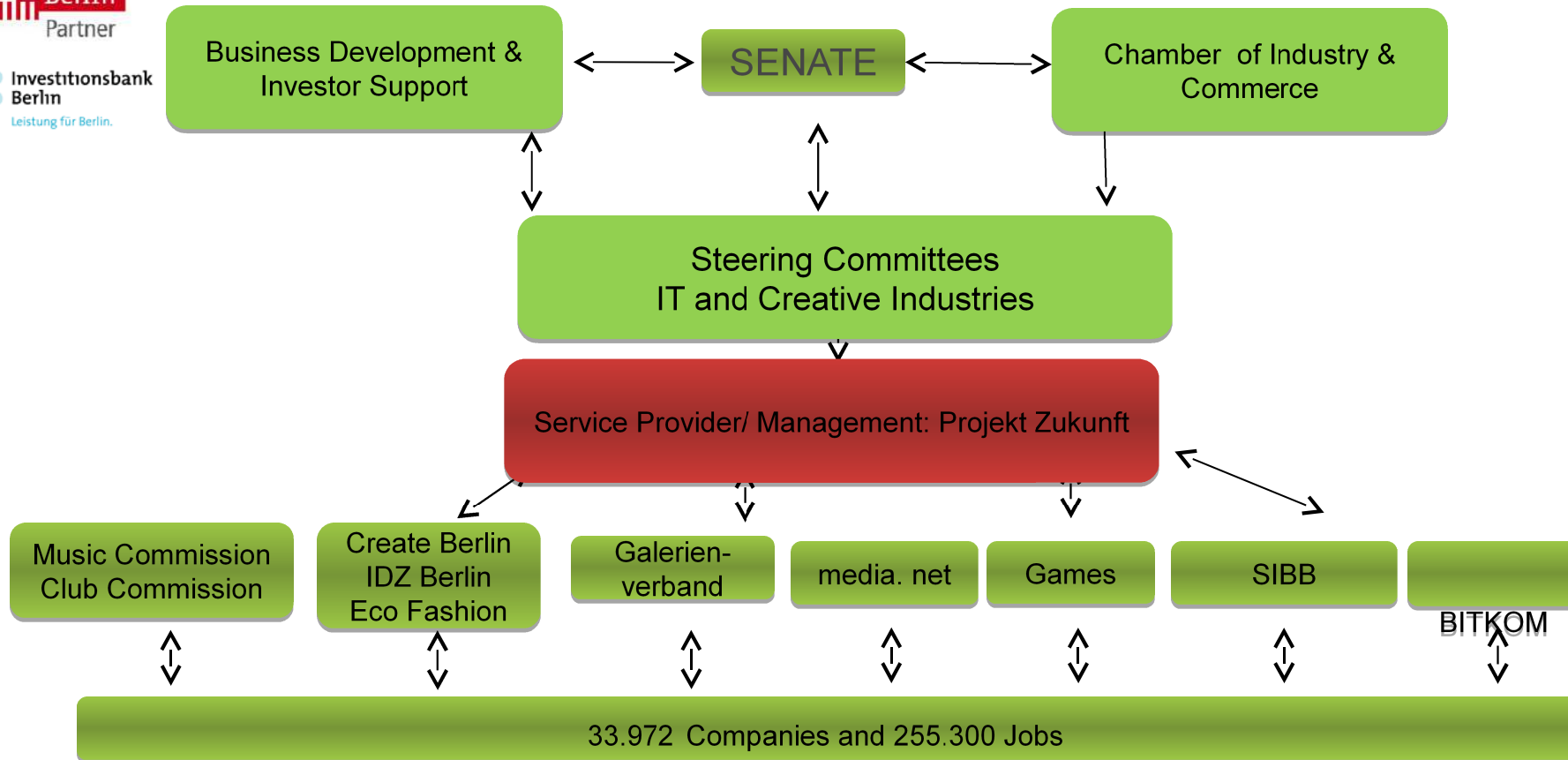
www.projektzukunft.berlin.de



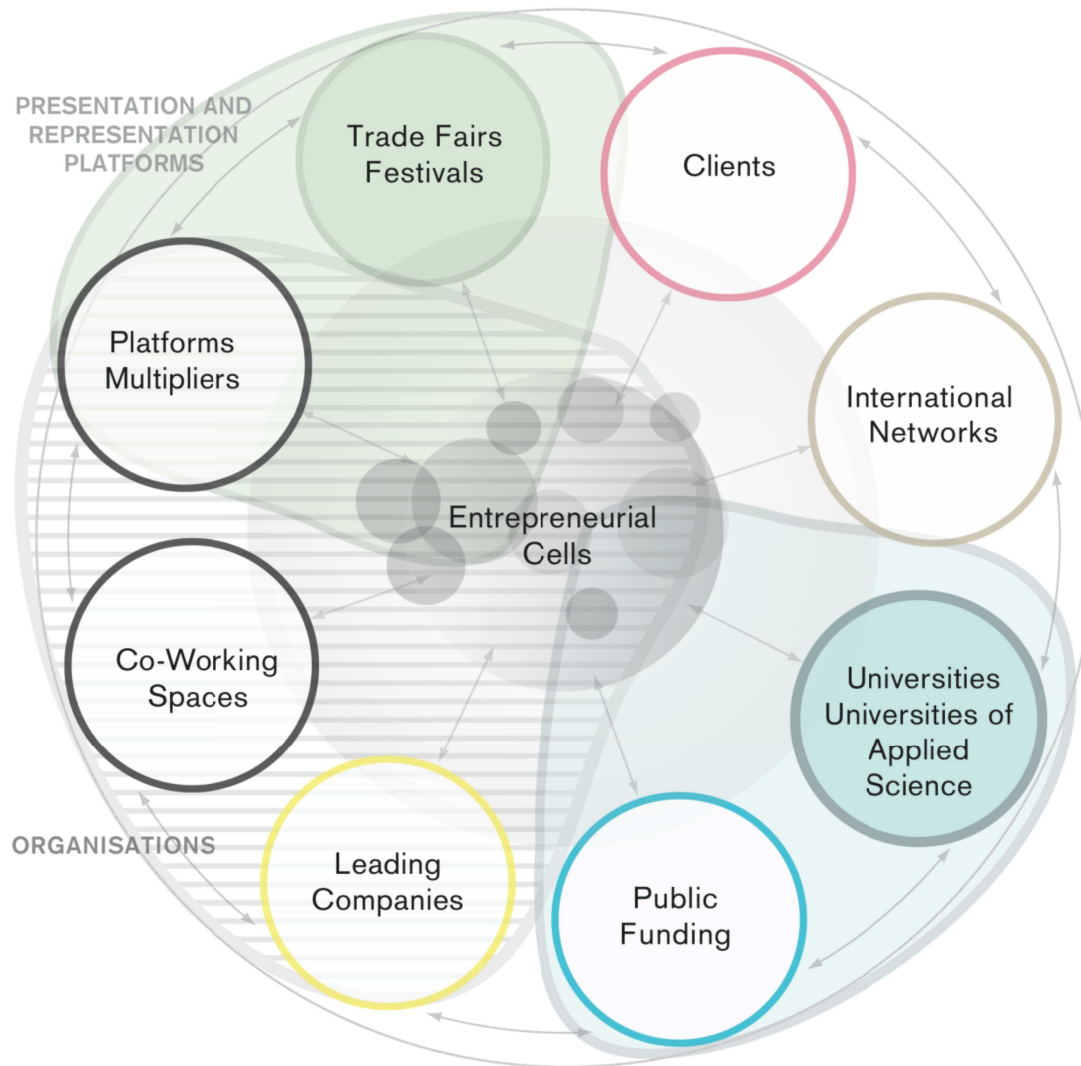
Handlungsfelder

- Netzwerke/ Plattformen/ Matchmaking/ Knowhow-Austausch
 - Leuchtturmveranstaltungen/ Weeks
 - Internationalisierung/ Gemeinschaftspräsentationen Ausland
 - Finanzierung/ Förderung – Anpassung/ Entw Förderprogramme
 - Wettbewerbe zur Förderung innovat. Projekte/ Geschäftskonzepte
 - EFRE- Finanzierung zahlreicher Programme: VC/ DTB/ Coaching
 - Technologische Trends (Breitband/ Cloudcomputing/ Open Data ...)
 - Innovationslabs/ Inkubatoren/ co-working
 - Cross Innovation bis Smart City
 - Regulierung (Rundfunkstaatsverträge/ KSK/ VC/ Open Data etc.)
- 

Cluster Structure/ Collaboration



Cluster Context: Multiple Stakeholders



Growing Figures/ Share of Berlin's Economy

- 20,300 (2000) → **34,000 companies** (2012)/ 24% of economy
- 190,000 (2000) → **255,000 jobs** (2013)/ 18%
- 16,8 bn € (2000) → **28,2 bn € turnover** (2012)/ 16%

Growth since 2000

- Companies + 67%/ + 14.000 companies
- Jobs + 34%/ + 65.000 jobs
- Turnover + 68%/ + 11,4 bn €

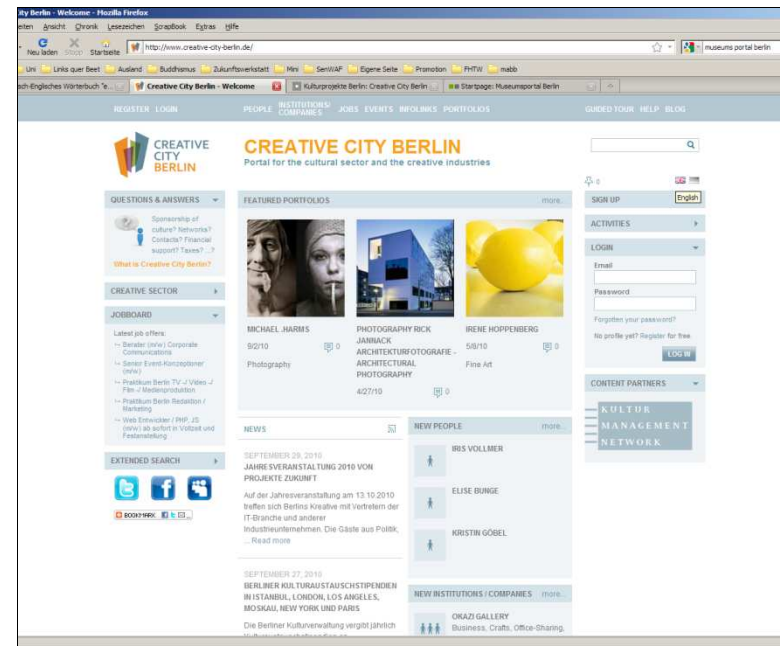
=> Strong economic upgrowth even during crisis (2008)

=> Highest cluster contribution to regional economy in Germany

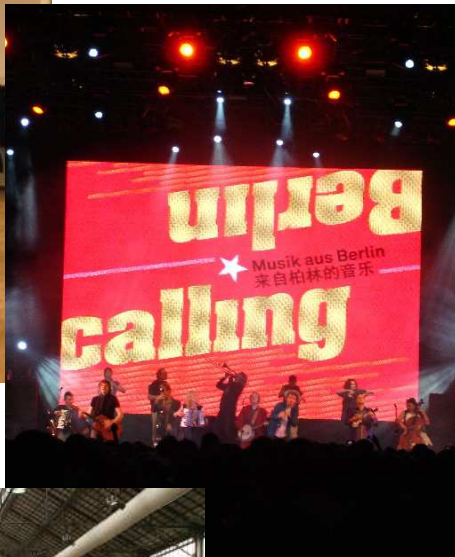
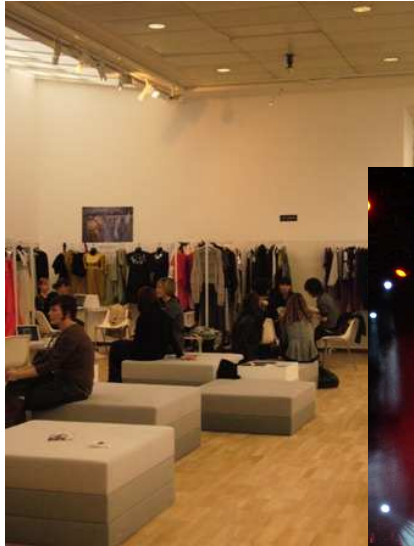
Information & Service

Creative City Berlin

- Website covering all fields of cultural & creative industries in Berlin
- For locals and foreigners
- Information about funding, networks, fairs, events, jobs ..
- Coming: project exchange/ jobs/ more interactive tools
- 150.000 visitors monthly
- www.creative-city-berlin.de/



Internalisierung/ neue Märkte (NME)



- Aussenwirtschaftsförderprogramm
 - Gemeinschaftsmessestände (wirtschaftsnahe Institutionen/ bis zu 90%)
 - Einzelmesseförderung (bis zu 50%/ +)
 - Wirtschaftsdelegationen Ausland
- Öffnung NME seit 2002 für CI
- 22 von 60 Messen zugunsten Cluster
- 50% des NME- Budgets an Cluster
 - SXSW, Austin
 - dmexco/ gamescon
 - Mobile World congress/ web summit
 - Cebit/ IFA
 - Kunst – Art Miami
 - Paris/ New York Fashion Week
 - Design – Milano/ Miami/ Sao Paulo/ ...
 - International Broadcasting Conference
 - Bits/ Geomatica/ Intergeo



Berlin Fashion Week

- 200.000 B2B visitors
- 15 fairs/ 120 shows & presentations
- 20 Mio. € media value per season
- 200 Mio. € economic effect per year
- Communication: calendar/ poster campaign/ international advertising
- 8 Show slots for designers pa
- Fixing the dates with all stakeholders



Außerdem:

Berlin Web Week

Art Week Berlin

Berlin Music Week til 2014

Berlin Design Week (work in progress)

Professionalisierung wie

Financing

Business Plan

Organisation

Marketing & Sales

Strategy

Controlling

Market Analysis

Creative Coaching Center

- Subsidized coaching for start-ups and established enterprises of CI
- Individual mentoring by professional coaches with CI experience
- Seminar + workshop programs
- More than 100 counselees per year
- Funded by ERDF/ Berlin
- Since 2008
- www.tcc-berlin.de





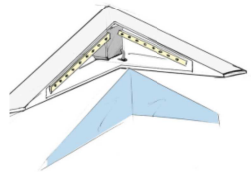
Venture Capital Fund

- To strengthen equity of **creative enterprises** and finance innovative products & services
- Investment: max. 1.5M € per round, minority share of 15% (max. 49%), private 50% co-investment needed
- 400 evaluated, 100 financed
- 30M € volume/ + 40M € ...
- Continued til 2020
- www.ibb-bet.de

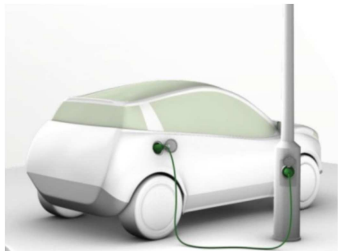


- Since 2009, 20 **thematic calls**
- for innovative businesses/ projects
- Design & Healthcare, Serious Games, Apps4Berlin, SYFB, E-books, Geoapps
...
- Topics like WearableIT, Big Data, Sharing Economy coming in 2015
- Coaching, prize money, PR support
- More than 1.500 applications, more than 100 winners, more than 550.000 € prize money

DESIGN TRANSFER BONUS



ION Design - Somatex Medical Technologies - Small Injection System



Design Transfer Bonus

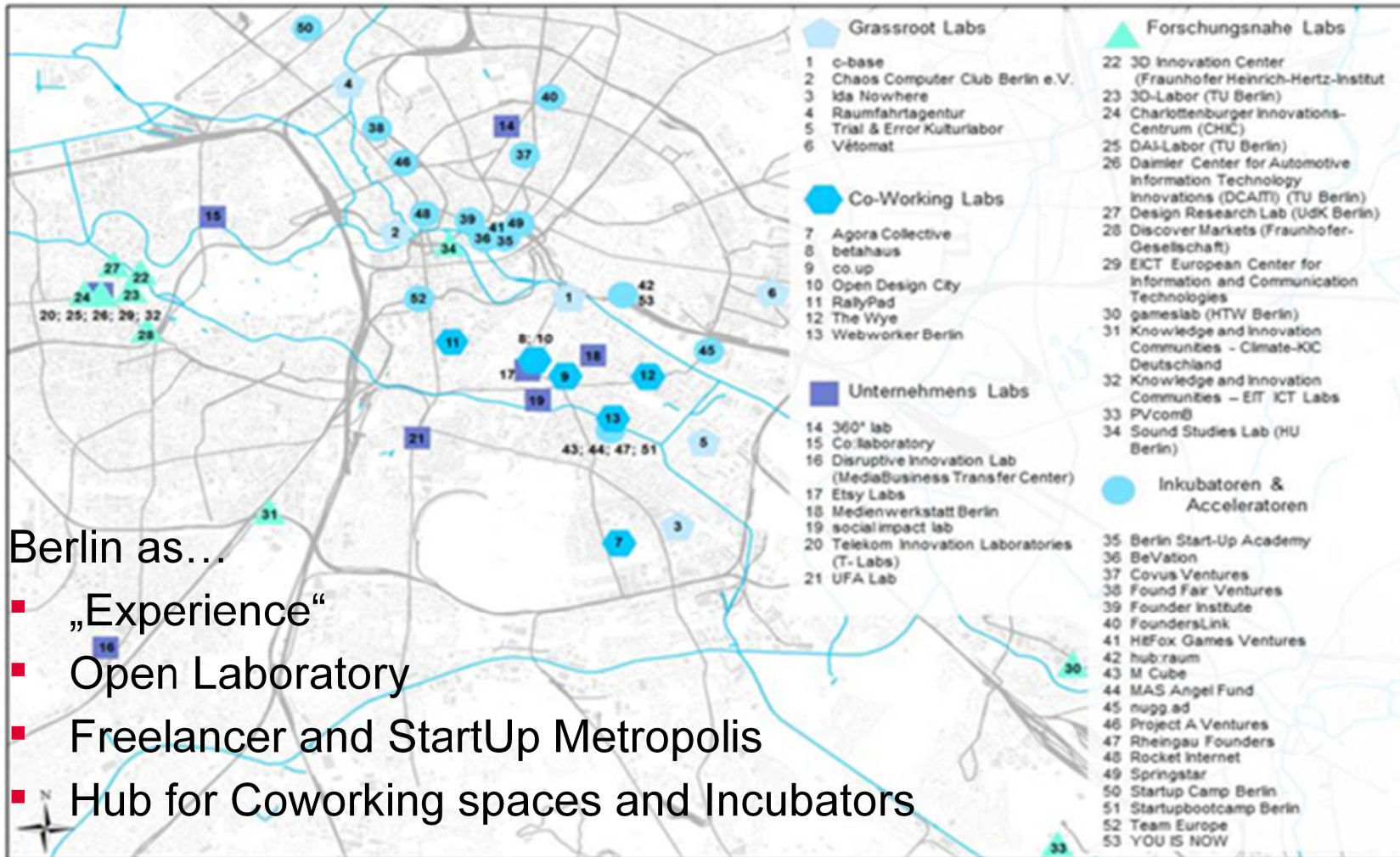
- Innovation Vouchers up to 15.000 €
- Transfer of know-how between design and traditional SMEs/ wider economy
- Funded = innovation services such as consulting and design for modified products and services
- Integration of design expertise into innovation processes
- Healthcare/ Mobility/ Optic
- Since 2011/ 250 applications/ 100 financed
- www.designtransferbonus.de



Hybrid Platform Berlin

- Platform for interdisciplinary cooperation
- Arts University + Tech University + research + industry
- Combining arts, design, technology and engineering
- Developing projects and formats for tomorrow's innovation
- Co-financed by ERDF, since 2010
- www.navi-bc.de/

InnoLabs as Interfaces for Collaboration



Berlin as...

- „Experience“
- Open Laboratory
- Freelancer and StartUp Metropolis
- Hub for Coworking spaces and Incubators

Digitalization as Innovation Driver

- Digital Infrastructure
- IT- Security/ Security with IT
- Internet of Things/ Cloud Computing/ Interoperability
- Open IT (Open Data/ Open Standard)

- Smart Data, Big Data, Geo Data, Data Analytics
- Digital Media (VoD, realtime advertising, streaming, e-newspaper, MMOGs, multichannel distribution, etc.)
- Mobile Solutions
- Smart City/ Industry 4.0
E-Health/ E-Mobility/ Smart Energy

