



Presentation on entrepreneurial opportunities – update

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ANNEX

Presentation on entrepreneurial opportunities update

VERSION

Version	Date	Author	Organization	Description
1.0	26.04.2024	Dr. Ursula Triebswetter, Andrzej Michalski, Ann-Christin Sreball, Susanna Walter	MUC, STUDIO STADT REGION	Presentation on entrepreneurial opportunities update
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GLOSSARY

EC	European Commission
EU	European Union
GEWI	Industrial Estate Development Programme
IHKM	Integrated Climate Protection Action Programme
M	Project Implementation Month
NEB	New European Bauhaus
NEBourhoods	Creating NEBourhoods Together
NGO	Non-Governmental Organisation
NPL	Munich Neuperlach
OA	Open Access
T	Task
WP	Work Package
Organisation Name (Consortium)	
MUC	Landeshauptstadt München
AGM	Architekturgalerie München e.V.
BYF	Bayerische Forschungsallianz Bavarian Research Alliance GmbH
GC	Green City e.V.
HM	HM Hochschule München University of Applied Sciences
MGS	MGS Münchener Gesellschaft für Stadterneuerung GmbH
SCE	Strascheg Center For Entrepreneurship
STR	Str.ucture GmbH
SAAD	Studio Animal Aided Design GmbH
SSR	Studio Stadt Region Förster Kurz Architekten und Stadtplaner Partnerschaft mbH
TUM	Technische Universität München
UTUM	UnternehmerTUM GmbH
MS	UnternehmerTUM MakerSpace GmbH
Organisation Name (in Co-operation with)	
MER	Münchner Ernährungsrat e.V.
MIN	Münchner Initiative Nachhaltigkeit
OTH	Ostbayerische Technische Hochschule Regensburg
Organisation Name (Associated Partners)	
ByAK	Bayerische Architektenkammer, Körperschaft des öffentlichen Rechts
BYD	Bayern Design GmbH
BDA	Bund Deutscher Architektinnen und Architekten e.V.
BDA-By	Bund Deutscher Architektinnen und Architekten Bayern e.V.

1. INTRODUCTION

1.1 DELIVERABLE 3.2 – CONTEXT AND OBJECTIVES

This document is the deliverable D3.2 “Presentation on entrepreneurial opportunities update” of the NEBourhoods project, funded under the European Union’s Horizon Europe Programme under Grant Agreement No. 101080052. It is the update of deliverable D3.1 “Presentation on entrepreneurial opportunities”, which was submitted on 30th of June 2023. The official grant agreement specifies the task as “T3.1 Connecting entrepreneurial opportunities”: The extensive network of the NEBourhoods-project is utilized to create and promote entrepreneurial opportunities to empower the European Green Deal. The objective of this report is to highlight the diverse opportunities for both start-ups from the Munich Ecosystem and the local businesses of Neuperlach. We have chosen various formats and methods to engage as many companies as possible. This report provides an overview of these efforts and reflects on each in the "Key Learnings" chapter.

T3.1 "Connecting Entrepreneurial Opportunities" pertains to the test bed, which is a part of WP3 "Entrepreneurship – Empowering Green Deal". This aims to achieve three major objectives within the NEBourhoods-project:

1. Entrepreneurial sensitization
 - open the start-up world to all interested people
 - inspire to act entrepreneurially and generate enthusiasm
2. Build inclusive entrepreneurial teams and develop impact-driven business ideas
3. Provide a test bed for start-up products and services with a NEBourhoods impact

The aim of T3.1 is to ensure that start-ups from the Munich Ecosystem are networked with companies in NPL and Perlach Süd. This creates mutual potential: on the one hand, start-ups can test their products and services in a practical way. They gain feedback and potential customers. On the other hand, these start-ups can support local companies as they develop solutions for the companies’ challenges. T3.1 is intended to ensure that these two entities link – the companies and the start-ups – to collectively contribute to making NPL beautiful, inclusive, and sustainable.

This report summarizes the first 19 months of activities aimed at networking entrepreneurial opportunities. It is a process-oriented report providing an overview of our formats and methods (Chapter 2). An excursion into Munich’s industrial area management provides necessary contextual background (Chapter 2.2) before introducing and reflecting on specific methodologies and formats. Finally, Chapter 3 presents our results in matching start-ups and local companies, along with an overall reflection and outlook.

1.2 PROJECT OVERVIEW

“Creating NEBourhoods Together” is one of the six lighthouse demonstrators of the New European Bauhaus funded by the EU to address the great challenges of climate, environment, and health. The aim is to collaborate on the European Green deal to create more sustainable, inclusive, and beautiful living environments across the EU. In NPL, one of Europe's largest post-war urban expansion areas, NEBourhoods is collaborating with citizens and stakeholders from culture, science, and business to implement ten actions from all fields of urban development, encompassing circular construction and redesign of residential and commercial buildings, innovative forms of mobility and energy communities, biodiversity and green space concepts and nutrition and youth culture. Encouragement of entrepreneurial thinking and action and practical implementation in co-creative processes support the formation of sustainable neighbourhoods in liveable, inclusive, and beautiful cities of the future. “If the European Green Deal has a soul, then it is the New European Bauhaus, which has led to an explosion of creativity across our Union.” – Ursula von der Leyen, President of the European Commission.

Combining co-creation and entrepreneurship while putting culture and creativity at the core of the transformation process, the project will deliver accessible and empowering solutions to make the EU Green Deal beneficial for all in NPL and beyond. The district will be carefully cultivated into a resilient urban innovation landscape. Within two years, we will create NEBourhoods together and show how we can realize circular thinking and acting in society and the economy, activate the green transformation in building, mobility, energy, food and health and enhance public spaces.

1.3 ENTREPRENEURIAL OPPORTUNITIES FOR START-UPS

Entrepreneurial opportunities for start-up teams in NPL and in Perlach Süd are introduced in a ppt presentation used for direct communication (see below). The presentation serves as a blueprint for other cities and ecosystems in Europe, interested in setting up a test bed and inviting start-ups to join. We reach out to relevant teams through our NEB Business Creation Lab (T3.5) and the UTUM and SCE incubation programmes. Companies on site are invited to the final pitch events of entrepreneurship formats (T3.2/T3.5). Selected start-ups from the Munich Ecosystem are invited to test their solutions in NPL and beyond. The products and services developed in the framework of our project answer to locally defined challenges and take up the basic principles of the NEB. In the long term, start-ups are a motor for job creation, thus having a huge impact on the economy and society. Start-ups in the Munich Ecosystem employ an average of 15 people. In general, start-ups are the base for SMEs, which in turn account for 99% of all businesses in Europe and thus provide a large part of total employment. NEBourhoods especially focuses on building diverse teams that include different population groups. Thus, we aim at an economy based on inclusion and more equal distribution, creating well-being for all.

2. FACILITATING ENTREPRENEURIAL OPPORTUNITIES

2.1 ACTIVITIES AT A GLANCE

Deliverable D3.2 “Presentation on Entrepreneurial Opportunities” provides an **update of D3.1**. Since June 2023, we have been setting up and adapting the test bed in NPL. For the first months, NEBourhoods’ spatial focus was on the Perlach Süd industrial area. We conducted six in depth-**interviews** with companies from this area to learn more about the specific business environment in NPL and the challenges the companies face. For this, we could build on a set of contacts that had been established by Munich’s “industrial area management” (see chapter 2.3). After the submission of D3.1 in June 2023, we have been **expanding** our contacts and business relationship management to the entire NPL district (NEBourhoods project area).

Through our activities we identified important obstacles keeping local companies from participating in the NEBourhoods test bed. Specifically, we mean that the companies were not interested in interviews or participated in our events: It is either a lack of time or fundamental skepticism / lack of understanding of the immediate business benefits of this temporary offer for their company. To overcome the latter barrier and raise awareness of the potential benefits of innovation, WP3 (LHM, SSR, UTUM) designed and invited for the event “**creative minds, new paths**” at Munich Urban Colab in autumn 2023 (see chapter 2.3.3). UTUM and the collaboration space Munich Urban Colab are top in Germany’s innovation ecosystem. An event in this location was meant to arouse (general) interest and thus attract more participants.

At the same time, efforts were made to expand start-up contacts. To this end, we exchanged with Munich based start-up centers and the city administration to compile and permanently maintain a comprehensive **list of up-and-coming start-ups**. Since January 2024 we are testing another low-threshold regular networking opportunity: Start-ups and companies can use an online consultation hour every Monday between 1 and 2 p.m. without registering (see chapter 2.3.5). On March 20, 2024, we offered a Demo Day, the “**Innovation Forum – Connecting Neuperlach’s companies and start-ups**” at the locally well-known location “shaere” in NPL.

This low threshold offer in informal atmosphere provided nine start-ups with the opportunity to introduce themselves to participants from local companies, to NEBourhoods consortium partners, and to representatives of the district council (see chapter 2.3.4).

In 2024, to boost NEBourhoods’ entrepreneurship process, the city administration dedicated the annual **Munich’s Innovation Challenge** to challenges of NPL focusing on the NEB actions and principles. The competition presents challenges the municipal departments identified and named. The respective call asks for start-ups and entrepreneurial minds to come up with innovative solutions (see chapter 2.3.6).

2.2 A DIGRESSION CONCERNING THE INDUSTRIAL AREA MANAGEMENT – AND A REPLICATION POTENTIAL

The development of economic activities, such as production, trade, logistics, commerce, and the development of cities have always been closely linked. Today, industrial areas are under pressure to change to remain resilient. In 2017, the Department of Labour and Economic Affairs of the City of Munich (MUC) tested the concept of a so called **Gewerbegebietsmanagement¹ (GGM)** (industrial area management) for the first time. The industrial area management is an informal instrument that aims to co-operatively develop existing industrial areas according to the changing requirements of companies, employees and other stakeholders and make them "fit for the future". This instrument is embedded in the overarching Industrial Estate Development Programme for Munich (GEWI / Gewerbeflächenentwicklungsprogramm)² and the Integrated Climate Protection Action Plan in Munich (Integriertes Handlungsprogramm Klimaschutz München / IHKM), now called "climate budget" for the City's climate actions. Perlach Süd has been part of the industrial area management since 2019. The approximately 150 companies located here cover an area of 35 hectares. In addition to Perlach Süd, GGM is responsible for two other focus areas, the industrial area "Neumarkter Straße" and the industrial corridor "Steinhausen". Thus, with the NEBourhoods project, we could build on the experience and contacts already there. After the project's completion, our learnings in Perlach Süd and NPL can be transferred to the other industrial areas and the ongoing GGM in Munich. This way, experiences, successful formats, and the additional contacts can be used within the scope of industrial area management even after 2025.

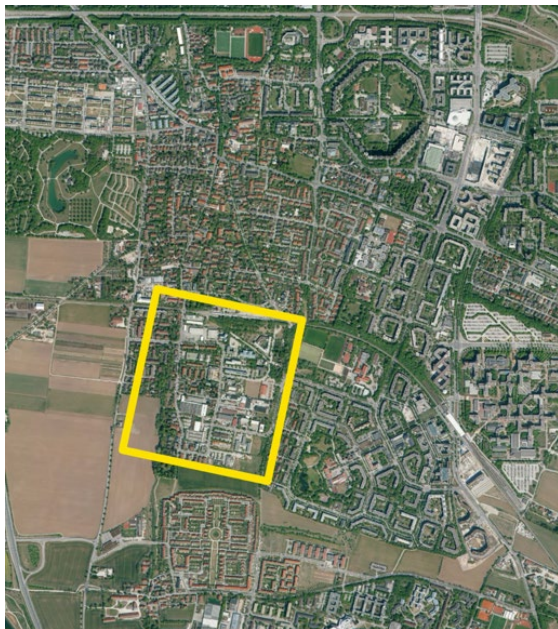


Figure 1: Location of the industrial area "Perlach Süd".

¹ <https://www.munich-business.eu/standort-muenchen/gewerbeblaechen-immobilien/gewerbegebietsmanagement.html>

² <https://www.munich-business.eu/standort-muenchen/gewerbeblaechen-immobilien/entwicklungsprogramm.html>

2.3 CREATING A LOCAL INNOVATION NETWORK FOR ENTREPRENEURIAL OPPORTUNITIES

2.3.1 Update for the Presentation Blueprint

The presentation submitted with Deliverable 3.1 can be used to contact start-ups and companies. This presentation has been developed further: With feedback of UTUM - Center for Innovation and Business Creation, the presentation is specifically geared to the interests of start-ups. In addition, start-ups should be able to grasp more quickly what added value the "Creating NEBourhoods Together" project offers them. The presentation (Deliverable 3.2) is now in the form of a 'pitch deck' and was specifically used for the invitation management for the Innovation Forum (see appendix). In addition: Since January 2024, the updated pitch deck has been available for download on the project website in both German and English language.



Figure 2: Updated presentation to attract start-ups (first submitted in June 2023, new version see annex).

2.3.2 Interviews in Spring 2023

Between March and May 2023, interviews were conducted with six companies from various industries. The aim of these interviews was to gain insight into the challenges faced by companies in NPL. The intention behind this was to facilitate the best possible matching with start-ups that could tackle these challenges.

Sector	Date of the Interview	Participants
Textile	03/28/2023	Management (CEO) Commercial management Human Resource & Retail
Waste management	04/11/2023	Head of Department
Retail	04/18/2023	Portfolio-Management
Metal processing	05/11/2023	Management (CEO); Head of Communications & Strategy
Drive technology	05/26/2023	Management (CEO)
Exhibition stand construction	06/20/2023	Head of Business Development

Table 1: Overview of interviews.

Based on the interviews, we identified the lack of skilled workers as a major challenge: From warehouse work to bookkeeping, companies find it difficult to find staff. According to the interviews, companies find it particularly difficult to retain young staff - so here, too, there is great potential for innovation. Speaking of potential: Innovating their own processes corporate structures is another aspect that the interviewed companies find difficult. The willingness to switch to their own renewable energies is high – however, many of the companies are only tenants and are therefore less willing to invest.

Common challenges of the location are that there are currently no consumption-free meeting places. In addition, Perlach Süd suffers from a high degree of sealed surface and high traffic volumes. Correspondingly, the attractiveness of the area is rated low. This aspect offers high potential for development, especially to increase the attractiveness for established and potential new businesses. Many companies also need more space - the rented commercial sites are often too small and difficult or impossible to expand. Additional space, for example storage space, is both difficult to find and expensive in comparison to other business locations.

Key Learnings: The interviews showed the variety of challenges, often different from company to company. Nevertheless, we identified commonalities, which we subdivide into entrepreneurial challenges and site challenges.

2.3.3 Event: Creative minds, new paths in October 2023

The aim of "Connecting Entrepreneurial Opportunities" (T3.1) is to link up local companies of the industrial area of Perlach Süd and NPL with start-ups. However, as traditional SMEs, many companies on site are unfamiliar with strategic in-house innovation processes or working with start-ups. Therefore, we organized an event in October 2023 to showcase the benefits of such a collaboration and to inspire SMEs as well as family-owned companies from Perlach Süd/ NPL for this opportunity. With a view to replicating the "Creating NEBOurhoods Together" project, companies were invited not only from the Perlach Süd test bed, but also from two other focus areas of the industrial area management. We welcomed the invitees to the Munich Urban Colab (<https://www.munich-urban-colab.de/>), an innovation and start-up centre in the Munich city centre, to create a suitably inspiring atmosphere.

In a presentation on innovation in family businesses by Familien UnternehmerTUM, a department of UTUM focusing on the targeted support of family businesses – three success stories from the companies *Pfaff Werkzeug- und Formenbau*, *Siegenia* and *truma* illustrated, on the one hand, the challenges faced by the companies and, on the other hand, the results and success stories of cooperation with Familien UnternehmerTUM on the other.

The presentation on "Innovation in Family Businesses" was followed by a panel discussion, which included Felix Gronard, Managing Director of *Gronard GmbH*, a family business based in the Perlach Süd test bed. The discussion focused on the following topics:

- Innovation and generational change
- Employee retention and development
- Municipal support and contact zones
- Attractiveness of family businesses

To introduce the "Creating NEBOurhoods Together" project as well as the Perlach Süd test bed to the participants, we organized a photo exhibition on the development of Perlach Süd with the support of Festring Perlach e.V., a community initiative that focuses on promoting cultural and social activities in the quarter.

Key Learnings: This event highlighted the bridges that need to be built before traditional SMEs are even ready to connect with startups. It is important to first establish trust and create a certain basic understanding of potentially different working methods and professional languages.



Figure 3: Impressions of the “creative minds, new paths” event.

2.3.4 Event: Innovation Forum in March 2024

The event "creative minds, new paths" on October 25, 2023, served not only as a means of imparting knowledge and raising awareness regarding innovation potential but also as preparation for the Innovation Forum. As part of "Creating NEBourhoods Together," we organized the event "Innovation Forum: Connecting NPL's companies and start-ups" at the well-known location "shaere" in NPL on March 20, 2024. The goal of this event was to connect start-ups and companies on site. We envisaged that personal interaction would create mutual trust to encourage further cooperation between both sides – companies and start-ups.

The thematic focus of this event was on:

- Energy, energy efficiency
- Efficient use of space
- Aspects of health management

This thematic selection was based on the interview's results (see Chapter 2.4.1) and consultation meetings with UTUM and UTUM Venture Capital Partners GmbH (UVC). Therefore, start-ups from the ecosystem of the innovation center UTUM and UTUM's VC branch were invited. We selected start-ups corresponding to the above mentioned topics. Finally, ten out of 44 invited start-ups participated in the Innovation Forum (see Table 2).

Start-up	Sector
WOW! Urbane Utopien	Mobility, Public space
Ecomates	Energy efficiency, nutrition
CareMates	Health management, care sector
SHQUARED	Space efficiency
deinNachbar e.V.	Health management, care sector
Visonation	Building industry
WeOn GmbH	Space efficiency
SymBiotic Food GmbH	Energy efficiency, nutrition
HopfOn	Energy efficiency, building industry
Otter Energy Trading	Energy efficiency

Table 2: Overview of the start-ups that participated at the Innovation Forum

Key Learnings: The event provided an excellent opportunity to connect start-ups and companies with each other. The extent to which the event was successful can only be assessed retrospectively through the follow-up and evaluation of the “matches”. In our assessment, the participation of the companies has helped to “break the ice”. The companies that could be won over for the innovation forum show a high willingness to continue networking with start-ups. However, it should also be noted that the systematic preparation of the event including the identification of suitable start-ups as well as of interested companies in the entire area of NPL and Perlach Süd consumed a significant amount of time. At this point, whether a further Innovation Forum within the project will take place cannot be said with certainty – it will depend on the success and experiences of the follow-up process starting right now.



Figure 4: Impressions of the Innovation Forum.

2.3.5 Weekly online consultation hour

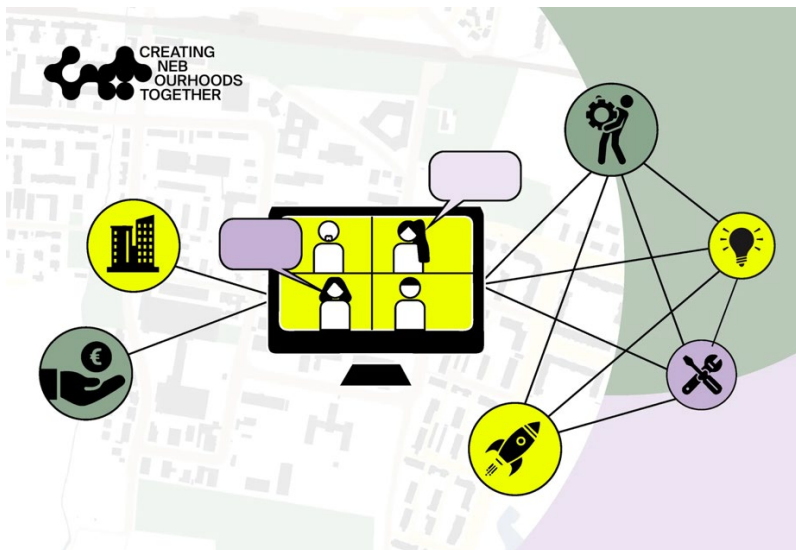


Figure 5: Weekly online consultation hour

Since January 2024, SSR has been available every Monday from 1 to 2 p.m. for an online consultation hour as part of our initiative. Interested parties can log in without prior registration using a communicated Zoom link and engage in discussions. The goal is to establish a continuous point of contact for both, start-ups, and companies. This consultation hour is advertised through the project's website (https://www.nebourhoods.de/events/testfeld-ggm_sprechstunde) and LinkedIn page.

Key Learnings: So far, this offering has not been utilized by anyone. Soon it will be extensively promoted using various communication channels (as of April 5, 2024) to gain participants. We will also enquire about interest in this format from companies and start-ups in the future

2.3.6 City of Munich's Innovation Challenge

Since 2018, the municipal Innovation Competition has been an effective tool for Munich's city government to further develop and test innovative solutions in an urban test bed. For this annual competition, all city departments are invited to submit potential challenges. The aim for the 2024's competition was to focus on challenges for the NPL district taking the NEB principles into account. Therefore, we presented the NEBourhoods-project to all participants from the city administration at the kick-off meeting in November 2023. For inspiration and possible connections, we shared the long list of challenges that was generated for the Hacking Neuperlach Workshop 1 (see Deliverable 3.4 from 31.01.2024). Three out of the five selected challenges for the 2024 competition, listed below, link to topics or – depending on the solutions that will be proposed – could be suitable for testing within the NEBourhoods test bed NPL and Perlach Süd (no. 1, 4 and 5). The application deadline of the current call ends in mid-May 2024 and the subsequent co-creation-phase for the winners will begin in autumn 2024. During a 3 to 6 months co-creation-phase the winners will further develop and test their solutions. The city supports this both financially as well as through expert know-how, data, and information.

Five entrepreneurship centers, i.e. UnternehmerTUM, Strascheg Center for Entrepreneurship, LMU Innovation & Entrepreneurship Center, Gründungszentrum founders@unibw and Start2 Group GmbH, collaborate with the city government as part of the Innovation Challenge. These co-operation partners can advise the winners on their ideas and business model as well as offering direct access to individual forms of support. If the winners are interested in one of the entrepreneurship programmes, they will receive a recommendation for their application. The co-creation phase concludes the on-site task T3.1 of the "Creating NEBourhoods Together" project.



- 1) The cool side of Munich – finding shaded routes in pedestrian areas
- 2) Digital welcome center - AI-supported information portal for new and future Munich citizens
- 3) Job and recruiting compass for international newcomers
- 4) Improving data on stationary traffic
- 5) Choose Green – promoting energy-sufficient mobility routines for Munich

More information on the urban Innovation Competition at:
stadt.muenchen.de/en/info/munich-innovation-challenge (24.03.2024)

Key Learnings: The representatives of the city administration participating in the innovation competition are usually not directly involved in the “Creating NEBourhoods together” project. It was difficult to show the whole picture of the complex project and its possible links to the Innovation Competition (IC). Still, after careful balancing of all criteria for choosing the IC challenges, three out of the five selected challenges for the 2024 competition are connected to NEB topics. They are potentially suitable for testing their usefulness within the NPL and Perlach Süd test bed as part of the “Creating NEBourhoods Together” project.

3. CONCLUSION AND REFLEXION

3.1 MATCHES FOR “KPI 2.2 START-UPS”

NEBourhoods **KPI 2.2 states: 20 impact driven start-ups shall be brought into contact to make use of the test bed in NPL / Perlach Süd.** With the process described in chapter 2 we created the matches listed below – defined as “bringing into contact to make use of the test bed”. We understand a match to be the successful networking of a start-up and a company (or NEB Action) if a follow-up meeting takes place. From our collaboration with WP2, we have recognized that it makes sense to involve NEB Actions in our networking with start-ups (T3.1).

- Three companies³ from Perlach Süd have been networked with the start-up **Workinprogress** (Link: <https://in-progress.work>). Their aim was to find innovative solutions to the challenge of the shortage of skilled workers.
- **WeOn** (Link: <https://www.weon.de>) was able to build the NEBourhoods pavilion for the first time. UTUM rents the pavilion for NEBourhoods. **WeOn** was additionally invited by the City of Munich / Department of Labor and Economic Development to join a workshop on “Urban Testbeds” at the Nordic Edge Expo in Stavanger in May 2024 hosted by “Urban Hub Europe”, an organization consisting of six European innovation hubs. The City of Munich is part of Munich Urban Colab which in turn is part of “Urban Hub Europe”.
- **Angsa Robotics** (Link: <https://angsa-robotics.com>) has been networked with a large company in Neuperlach. The overriding intention was that this start-up could support the cleaning of semi-public spaces and meadows.
- **Kolula Solutions** (Link: <https://www.kolula-solutions.com>) has been networked with the NEB-Action Mobility Hub and further co-operation is expected.
- **Gronard GmbH** (Link: <https://www.gronard.de>) has been networked with the NEB-Action Mobility Hub. They will deliver the Mobility Hub expected June 2024.
- **WOW! Urbane Utopien** (Link: <https://urbane-utopien.city>) has networked with a real estate company at the Innovation Forum. They are currently exchanging ideas for the construction of a so-called “city terrace” – a consumer-free terrace in a parking lot.
- Since the Innovation Forum **HopfON** (Link: <https://hopfon.com>) is in contact with a real estate company. The alternative building materials arouse the company's interest.
- Another real estate company is interested in prefabricated houses and solar energy production. Therefore, since the innovation forum, it has been in contact with **WeOn** and **Otter Energy** (Link: <https://otter-energy-trading.com>).
- Aside from the matches described above, the participating start-ups and established companies held numerous conversations with the **representatives** of the **local, district-council members** (Bezirksausschuss Ramersdorf-Perlach), which holds the potential of further fruitful networking und matching.

³ For data protection reasons, we cannot disclose the names of the companies at this point.

3.2 REFLEXION AND OUTLOOK

As already mentioned, our biggest challenge is finding local companies willing to connect with start-ups. At this point, we assume that gaining the necessary trust will take more time than the duration of the NEBourhoods project offers. We have noticed that fostering openness for innovation requires time and targeted information– which would encourage companies to develop the necessary capacity and willingness for change.

Overall, we contacted more than 250 companies from Neuperlach – the response rate is surprisingly low. We assume that the main reason for this is the lack of **time** which is the main reason why few companies are enthusiastic about this process, somewhat overburdening their daily business routines. Additionally, traditional SMEs often do not have a clear mandate or capacity for innovations. In the first step, it is important to create better understanding and inform about the potential of co-operation with start-ups. Furthermore, we would like to emphasize at this point how important it is to reliably maintain personal contact with companies. If establishing a test bed, it needs to be ensured that appropriate time resources are provided for.

In a positive sense, we see fruitful new ways to work with the promising start-ups; as many experiences showed: The extensive consortium of the NEBourhoods project enables access to numerous start-up contacts. Through exchanges with various founding centres, especially the SCE and UTUM, as well as municipal departments, these start-ups were often invited, along with a contact person, for events such as the Innovation Forum. We have noticed that once a local company grasps the concept of the NEBourhoods approach, its motivation is fully raised. Therefore, it is essential to cultivate further enthusiasm for networking with a start-up through personal contact in the long term. The Department of Labour and of Economic Development of the City of Munich (MUC) is happy to support this process also after this project ends.

In the future, we aim to focus specifically on nurturing these motivated companies and connecting them with the most suitable start-ups possible. To achieve this, we are engaging in exchanging with them in person as part of the follow-up process of the Innovation Forum.

Annex: Update for the Presentation Blueprint

Still planning or already testing?

Use our urban startup testing ground to turbocharge your innovations and work together with local industry leaders! Here's your chance"



Our testbed

In our EU-funded project "Creating NEBourhoods Together", we provide start-ups a platform to test their solutions in Munich-Neuperlach and the industrial area Perlach Süd.

Creating NEBourhoods Together aims to make living and working in the city sustainable, socially just and environmentally friendly. As one of only six lighthouse projects in the EU's New European Bauhaus initiative, we are testing new methods and innovative solutions for transforming Munich-Neuperlach.





New European Bauhaus
beautiful | sustainable | together

"If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union."

Ursula von der Leyen, Präsidentin der Europäischen Kommission
https://new-european-bauhaus.europa.eu/about/about-initiative_en



What's in for you?

- Are you a start-up with solutions in e.g. the built environment, health or HR-sector?
- Do you want to get in contact with local companies or the City of Munich to test your solution?
- Do you want to get international visibility through our EU-funded project?

Access

We help you finding data and/or suitable public or private locations for implementing pilot projects

Testing

We bring together the right people for a successful pilot project implementation

Support

We support with knowledge on permit processes

Network

We connect you with companies, relevant municipal departments and public companies in Neuperlach and Perlach Süd



Test area in Neuperlach & Perlach Süd



The testbed covers the Perlach Süd industrial area and the Neuperlach district. The two maps show a selection of the resident **companies** and **social institutions**.



Further testing possibilities

In addition to collaborating with local companies or local NPOs, we offer further testing opportunities within the EU project.

Collaboration with our sub-projects

- 10 living labs called "NEB-Actions"
- Aim: Testing innovations targeting greater biodiversity, mobility, regenerative energy, circular solutions and nutrition
- Always looking for collaboration opportunities!
- [More information](#)

Munich Innovation Competition

- 2024 Call for innovative solution for specific urban challenges in Neuperlach and Perlach Süd.
- Aim: develop new Smart City approaches that will be tested in an urban field.
- Contact: Frieke Meijer-Schepman: f.meijer-schepman@muenchen.de
- [More information](#)



Join our testbed!

Contact Ann-Christin and Susanna via **e-mail** or dial directly into the weekly **consultation hour** every Monday, 1.30 to 2.30 pm:
<https://us02web.zoom.us/j/83301763005?pwd=RWhdYXU1T3d5d1VpeUUxdlhOWkdXQ09>



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