

# Presentation on entrepreneurial opportunities

Deliverable No. D3.1

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Contributing Beneficiaries: MUC, SSR

Dissemination Level: PU - Public

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Project Coordinator: Dr. Sylvia Pintarits

City of Munich, Department of Urban Planning & Building Regulations,  
European and International Affairs (MUC)

E-Mail: [neighbourhoods@muenchen.de](mailto:neighbourhoods@muenchen.de)

Phone: +49 (0) 8923326997 / Mobile: +49 (0) 1525 6808634

### DELIVERABLE NO. D3.1

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# Versions

Version	Date	Author	Organization	Description
1.0	29.06.2023	Dr. Ursula Triebswetter, Susanna Walter, Ann-Christin Sreball	MUC, STUDIO   STADT   REGION	
1.1	30.06.2023	Dr. Sylvia Pinarits, Silvia Dell'Olio, Christina Wiessner	MUC, UTUM	Integrating the start-up perspective

# 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 GbR
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. Overview of the Project

"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 Munich-Neuperlach (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 cocreative 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 realise circular thinking and acting in society and the economy, activate the green transformation in building, mobility, energy, food and health and enhance public spaces.

## 2. Deliverable 3.1 – Context and Objectives

**Work Package 3 "Entrepreneurship – Empowering Green Deal"** aims to achieve three major objectives within the NEBhourhoods 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 (D3.1)

The aim of **Task 3.1 Connecting Entrepreneurial Opportunities** is to link up the companies in the industrial district of Perlach Süd and later on in Neuperlach as a whole with start-ups thus tackling some of the main challenges of the area and its companies.

This **Deliverable D 3.1 "Presentation on Entrepreneurial Opportunities"** focuses on facilitating co-operations between start-ups companies in NPL and Perlach Süd as pilot customers initiated by the City of Munich.

# 3. Entrepreneurial Opportunities for Start-ups

Entrepreneurial opportunities for start-up teams in NPL and in Perlach Süd are documented 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 providing a test-bed for start-ups. Relevant teams are reached in the NEB Business Creation Lab (T3.5) and UTUM/ SCE incubation programs. 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 Neuperlach and beyond.

All products and services developed in the project are based on NEBourhoods challenges, which were defined locally.

In the long term, start-ups are a motor for job creation, thus having a huge impact on 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. With its special focus on building diverse teams that include different population groups, the project pays tribute to a future inclusive economy where wealth is better distributed.

Overall, the start-ups emerging from the project contribute to the European Green Deal, with a focus on e.g., renovated and energy efficient buildings, healthy and affordable food and cleaner energy.

# 4. Commercial Area Management

Since 2019, the Department of Labor and Economic Development of the City of Munich has been accompanying local businesses in Perlach Süd with their instrument of **commercial area management**. NEBourhoods builds on the experience gained and the network of contacts in the area:

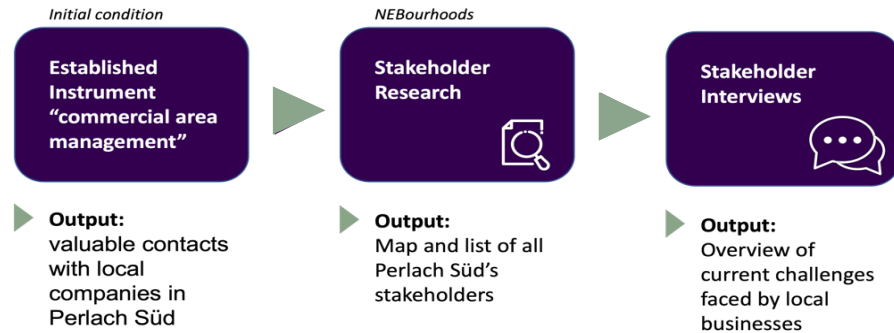


Figure 1: Approach to identifying challenges.

Within the framework of NEBourhoods, detailed **interviews** were conducted with companies in Perlach Süd, working in different sectors. These interviews focused on **entrepreneurial challenges** and on the **challenges the site / the location Perlach Süd** poses for their businesses.

# 5. Challenges and Conclusion

Although the network of the City of Munich as well as of the commercial area management provided a good starting point, contacting the companies is a "bottleneck". The benefits of co-operation with the start-ups should therefore be cleared out before contacting the companies.

The fostered collaboration between start-ups and local businesses on entrepreneurial opportunities contributes to the European Green Deal and establishes a blueprint for effective matchmaking and cooperation. It also highlights the importance of suitable testbeds, as well as the learnings and identified challenges in the process.

# Entrepreneurial Opportunities in Neuperlach and Beyond

A Testbed for Start-ups contributing to the  
**New European Bauhaus** values:  
Beautiful, Sustainable, Together





*“The New European Bauhaus combines the big vision of the European Green Deal with tangible change on the ground. Change that improves our daily life and that people can touch and feel - in buildings, in public spaces, but also in fashion or furniture. The New European Bauhaus aims at creating a new lifestyle that matches sustainability with good design, that needs less carbon and that is inclusive and affordable for all.”*

— Ursula von der Leyen, President of the European Commission —

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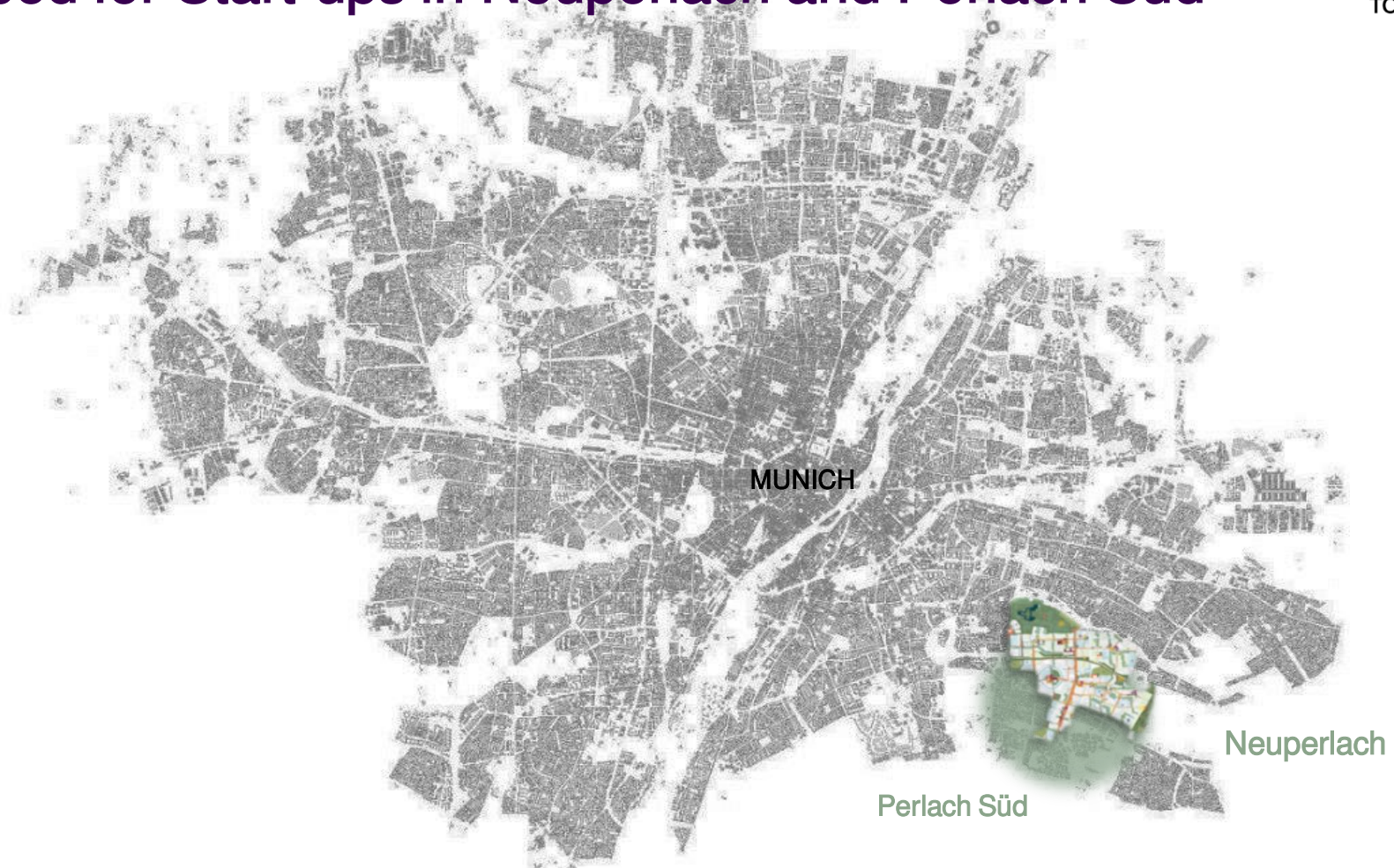
BEAUTIFUL PLACES  
NEW IDEAS  
SUSTAINABLE CITIES  
GREEN TRANSITION  
BIODIVERSITY  
SOLAR ENERGY

**CREATING NEBOURHOODS TOGETHER**

START-UPS  
INCLUSIVE SPACES  
CIRCULARITY  
YOUTH CULTURE  
A MOVEMENT  
COOL SPOTS

# Testbed for Start-ups in Neuperlach and Perlach Süd

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# Potential of Neuperlach for Start-ups

## **A district in transition becoming an innovation landscape**

Neuperlach offers start-ups opportunities and spaces to incorporate and test innovation.

## **Direct contact to local companies for cooperations**

Through the City of Munich and partners start-ups get valuable access to local businesses that are willing to transform.

## **A young and diverse entrepreneurial neighbourhood**

Start-ups are part of urban development projects shaping an entrepreneurial ecosystem.

# Testbed For Start-ups

## Profile of Local Companies in the District



**Variety of Sectors:** E.g., textile, craft, trade fair construction and waste management sectors.



**Different company sizes:** From SMEs to large enterprises.



**Innovative Mindset:** Aware of the challenges of our time and open to transformation.



**Connected Business:** Cooperating in international networks.

# Entrepreneurial Challenges of the Local Companies

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## Talent shortage

Companies are facing a shortage of skilled workers.

## Mutual Learning

Missing network opportunities for companies according to their needs.

## Social Impact

Companies recognize a challenge in the development of social projects.

## Infrastructure

Industrial area lacking spaces for recreation and social interaction.

## Energy Transition

Meeting the challenge of affordable renewable energy supply.



## Workspaces

Meeting the challenge of providing affordable and flexible business environment

## Next Generation

Becoming an attractive employer for young talent.

## Attractiveness

Finding solutions for establishing consumption-free pedestrian zones.

## Efficiency

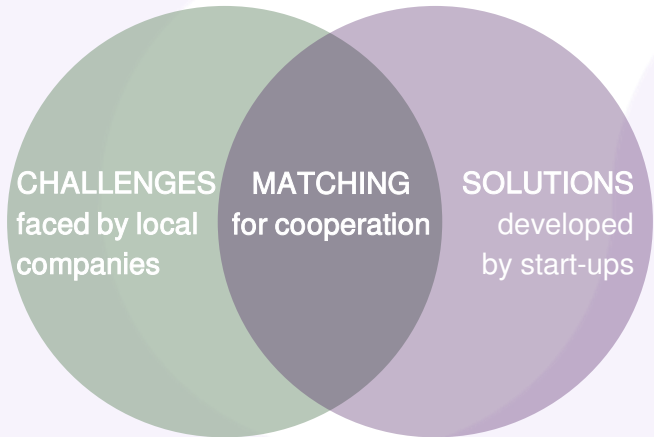
Identifying weaknesses in existing processes and developing innovative solutions.

## *More challenges to come*

Together with local companies we are in the process of identifying more challenges

# Matching for Cooperation

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We match your start-up solution with challenges of local companies.



We connect you via (digital) round tables, events and exhibitions with one or more companies to pitch your start-up.



We support your cooperation journey with the local companies.

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# Creating Start-ups together

# Contact

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**Dr. Ursula Triebswetter**  
Landeshauptstadt München,  
Referat für Arbeit und Wirtschaft  
[ursula.triebswetter@muenchen.de](mailto:ursula.triebswetter@muenchen.de)



**Ann-Christin Sreball**  
STUDIO | STADT | REGION  
[ann-christin.sreball@studio-stadt-region.de](mailto:ann-christin.sreball@studio-stadt-region.de)



**Susanna Walter**  
STUDIO | STADT | REGION  
[susanna.walter@studio-stadt-region.de](mailto:susanna.walter@studio-stadt-region.de)



Landeshauptstadt  
München

**STUDIO | STADT | REGION**  
*Architektur & Stadtentwicklung*

OVERVIEW

NEBourhoods

PROJECT

# A European Lighthouse Project

## Creating NEBourhoods Together

... is one of six New European Bauhaus (NEB) lighthouse projects selected and funded by the European Commission.

... is based on the three principles of the New European Bauhaus: aesthetics, sustainability, and inclusion.

... ensures sustainable living and working in the Munich district of Neuperlach - together with citizens, creatives and experts.

... launches start-ups and implement projects that improve the quality of life, make everyday life easier and contribute to climate protection.

... focuses on public space, attractive living, energy communities and local mobility, as well as youth culture, nutrition, biodiversity and the circular economy.

... sets an example in Neuperlach for other European cities.



# NEBourhoods Consortium

2,5 years cooperation with a strong network

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## CONSORTIUM



Landeshauptstadt  
München



architektur-galerie  
münchen



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Architektur & Stadtentwicklung



## ASSOCIATE PARTNER

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## INTERNATIONAL EXPERTS

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Netherlands, Austria, Romania, Spain, Slovakia, Hungary

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[www.nebourhoods.de](http://www.nebourhoods.de)  
[nebourhoods@muenchen.de](mailto:nebourhoods@muenchen.de)  
[press@nebourhoods.de](mailto:press@nebourhoods.de)