



UNESCO CREATIVE CITIES NETWORK

Monitoring Report 2017 - 2020
Berlin, Germany

PROJEKT ZUKUNFT
Senate Department for Economics, Energy and Public Enterprises

BERLIN



CONTENTS

1. Introduction	3
2. General information	5
3. Contribution to the programme's global management	6
4. Major initiatives implemented at the local and city level to achieve the objectives of the UCCN	7
5. Major initiatives implemented through inter-city and international cooperation to achieve the objectives of the UCCN	10
6. Proposed action plan for the forthcoming mid-term period of four years	11
7. Initiatives undertaken in response to COVID-19	14
8. Appendix	16

1. INTRODUCTION

Berlin inspires. Not only has the city handled reunification, it has also evolved into a culturally diverse, tolerant, and cosmopolitan metropolis attracting talents 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. Creativity is also the city's perspective to the future.

The economy is recording a stable trend to growth driven by innovation and creativity. Berlin still has room to grow, also robust networks, vibrant creative landscape and outstanding infrastructure in education and research. The city is pleasant to live in, and consistently records high scores in international rankings for life quality and moderate costs of living.

The UNESCO certification as "City of Design" was a milestone in recognizing the 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 industrial to creative and digital economy, deepened the exchange between Berlin and other creative cities and forced a deeper intercultural understanding.

In Berlin, more than 266.300 people are currently working in the creative industries sector, which corresponds to 10% of all employees in Berlin. The city's 35.500 companies in creative industries reach a yearly turnover of more than 24 billion Euro. Creative enterprises and design companies find excellent framework conditions in Berlin: 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 15 years. Design stands for inventiveness, variety, innovation and interdisciplinary work, but is also a serious economic factor. Berlin has 7,000 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 dedicated to grow globally.

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 to strengthen the sector's economic power and innovative potential, and also further position Berlin as a design metropolis.

Based on these findings Berlin has developed a number of new formats, for example "digitalfashionfuture" (professionalization), FASHION POSITIONS (cross culture activities), Smart Circular Textiles Guide (recommendations circularity), Berlin China (Greentech/UX Exchange) as well as several hubs for collaboration. Additionally funding has been provided to support presentations abroad showcasing Berlin's fashion and product design highlights.

Furthermore, startups and cross industrial collaborations have been supported via competitions, coaching and workshops, for instance, Design & Healthcare Competitions 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 harbours a significant potential for innovation which needs to be leveraged more intensely in cooperation with traditional industries as well as in collaborations internationally.

FACTS & FIGURES DESIGN SECTOR

Design companies	4300 (2009)	7080 (2017)	+64%
Design Turnover in 1000€	1105 (2009)	5400 (2017)	+388%
Design Employees	12760 (2009)	23407 (2017)	+83%

Since March 2020 the COVID-19 pandemic has had a huge impact on the creative industry, especially Solo-Entrepreneurs in Design, Arts, Fashion and Music. Berlin has initiated several immediate financial support funds that address these vulnerable yet economically essential parties. While the challenges maintain to be immense, Berlin creatives have also been able to establish digital solutions and new cross media channels within the past months and have already presented some highlight formats for their audiences which are currently shaping the present and future of Berlin as Creative City even faster.

Berlin is interested in an exchange of experience with other creative cities worldwide. Cooperation projects have taken place so far with Copenhagen, Athens, Amsterdam, Barcelona, Paris, Shanghai, Buenos Aires and Montreal as well as with many Baltic Cities.

PROJEKT ZUKUNFT

Projekt Zukunft is part of Berlin's Senate Department for Economics, Energy and Public Enterprises in Berlin and the state initiative that provides sustainable fundings for the city's creative industry. As a link between economy, science and politics, Projekt Zukunft has been established in 1997 to improve the general conditions for businesses located in Berlin and thereby facilitate their growth and power to innovate. Projekt Zukunft develops strategies for Berlin with national and international perspectives - it builds platforms, initiates networks for the digital and creative economy and organizes exchanges with businesses, develops new programs, compiles studies and implements innovative projects that connect the economy and the society.

Each year around 40 infrastructural measures (formats and programs) are implemented to support creative industries in Berlin. These include the Deep Tech Award and the Berlin Publishing Award, conferences such as Future Publish!, Most Wanted Music, Tech Open Air and the Forward Berlin Festival, matchmaking formats with startups and advertising companies as well as (international) presentation options within the Berlin Fashion Week, Berlin Design Week and the Berlin Art Week.

Necessarily the framework conditions are being continuously improved. The implementation of the strategy includes the further development of funding instruments, the initiation and promotion of authorizations, conferences, training formats and taxes, the study of industry information (including brief information, evaluation of cluster numbers, needs analyzes), the implementation and management of work heirs and awards as well as the organization of the exchange between companies (including matchmaking formats).

With its measures, the state initiative Projekt Zukunft contributes to the promotion, sustainable growth, innovation and competitiveness of the digital, media and creative industries in the city. The guiding principle is for Berlin to be a creative, innovative and economically successful metropolis with an international presence and radiance.

www.projektzukunft.berlin.de/en/projekt-zukunft/the-project



Project Zukunft connecting Female Entrepreneurs at „Female Changemakers Dinner“ on July 2nd 2019 during Tech Open Air Festival.
© Stefan Wieland

2. GENERAL INFORMATION

Name of the City:	Berlin
Country:	Germany
Creative field of designation:	Design
Date of submission of the report:	June 30th 2021
Entity responsible for the report:	Senate for Economics, Energy and Public Enterprises
Previous reports:	Report 2006 Report 2007 Report 2016
Focal point of contact:	Tanja.muehlhans@senweb.berlin.de, Senate for Economics, Energy and Public Enterprises

ABOUT BERLIN

- structural change since the fall of the wall in 1989
- 3,6 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
- Around 40,000 new businesses per year

SUCCESS FACTORS

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

FIELDS OF COMPETENCE (SENATE DEPARTMENT FOR ECONOMICS, ENERGY AND PUBLIC ENTERPRISES / PROJEKT ZUKUNFT)

- Marketing activities
- Adapting/ developing financing instruments
- Establishing/ financing international 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
- Strategy building process together with companies

3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

ANNUAL UCCN MEETINGS/ ANNUAL CONFERENCES

- Number of UCCN annual meetings attended in the last four years: all
- Hosting of a UCCN annual conference: Not up to now

HOSTING OF A WORKING MEETING

- Working Meeting & 3 COD program during International Design Festival 2014
- Planned Working Meeting during Design Week May 2020, cancelled because of COVID-19

HOSTING OF INTERNATIONAL CONFERENCE(S) FOCUSED ON CREATIVE CITIES

- International Creative Industries Conference in September 2012
- Design Conference during International Design Festival in 2014
- Berlin Design Week planned for May 2020, cancelled because of COVID-19
- All events (e.g. Berlin Design Week/ Fashion Week/ Art Week/ Music Conference) are open for international guests and delegations

PARTICIPATION IN THE EVALUATION OF APPLICATIONS/ DELEGATIONS/ ETC

- Around 20 applications evaluated up to now
- Up to 20 delegations per year
- Regular requests of UCCN applicant cities, also from other disciplines

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

Major initiatives implemented at local level benefiting creative industries

4.1 SUPPORTING PROGRAMS (SELECTED)

Venture Capital Fund Creative Industries



With its Venture Capital Fund for Creative Industries (40 million euros, since 2008) Berlin has financed more than 200 investments and more than 50 Berlin start-ups including design enterprises like scarosso and tausendkind. By the end of 2015, this funding program was able to create over 400 jobs. In 2020 15 startups were financed with around 4 Mio. Euro. The fund will be enlarged for financing social enterprises.

www.ibb-bet.de/start.html

Opening New Markets



Every year the state of Berlin cofinances more than 20 joint presentations, for example in context of the interior fair Salone de Mobile in Milan, fashion weeks in Paris, 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, Energy and Public

Enterprises invests more than 1 million Euro in presentations abroad of the creative sector.

www.ibb.de

Design Transfer Bonus Program



The 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. The program provides incentives with funding up to 70% and a maximum of €15,000. Since 2011 the voucher scheme financed more than 270 innovation projects and stands for an innovation booster in the capital region.

www.designtransferbonus.de

Coaching Bonus Program



The 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 from the design sector.

www.coachingbonus.de/

4.2 SUPPORTING FORMATS (SELECTED)

Berlin Fashion Hub

Innovative and green fashion are the key topics for the city of Berlin. In 2021 a Fashion Hub will be established to strengthen Berlin as a center for innovation and sustainability. The aim is to meet the needs of local designers with the project and at the same time to implement a strong communication, funding and accelerator concept that is highly regarded in the industry. Important aspects of the project are

- Fashion as an important economic factor, cultural asset and driver of innovation
- Accelerator for excellence and quality promotion and sustainable business models
- Initiation and consolidation of cross- industry multi-stakeholder cooperations
- Anchor point for digitization of fashion and technology
- Promotion of local infrastructure & interdisciplinary networking of fashion design
- retail, R&D, craft & production, education & qualification, communication & media
- Research and education platform and anchor point for international development

Berlin Design Week / Open Studio Nights



In 2021 we revitalised BERLIN DESIGN WEEK (May 27th - June 6th, 2021) and the decentralized OPEN STUDIO NIGHTS with exhibitions, talks and digital presentations and more than 150 exhibitors. These networking formats are aimed at all designers, agencies, institutions, labs or studios based in Berlin. The format is both an industry get-together and a showcase for the local players in the design landscape. Due to the pandemic, the OPEN STUDIO NIGHTS have been mixed up with digital formats (tours, talks, presentations). Nevertheless, The Berlin Design Week offered an opportunity to meet again, to exchange ideas and to network. A streaming channel accompanied the program with editorial talks and interviews while visitors could find all contributors on a digital map.

<https://berlindesignweek.com>



For Berlin Design Week 2021, MotionLab.Berlin showcased an impressive selection of work in the field of art, design and hightech. The results manifest themselves in artisanal works, novel furniture, newly developed materials and manufacturing processes that were available for a keen audience during Open Studio Nights in consideration of the highest hygiene standards.

© jmirus

Berlin Fashion Week

**BERLIN
FASHION
WEEK**

Berlin is a leading location for the fashion industry in Europe with a large variety of independent fashion labels from all genres. The Berlin Fashion Week is an important lighthouse event with high international media impact. It offers around 10 platforms for presentations and networking and gives space to new sustainable, diverse and inclusive innovations and initiatives. The Berlin Fashion Week gathers events, conferences, fashion show platforms and presentations focusing on sustainability, digitization and crossculture activities.

www.fashion-week-berlin.com



Buki Akomolafe explains her sustainable approach on fashion that is ethically manufactured in Berlin and invites digital viewers into her space during Fashion Open Studio, an event series during Berlin Fashion Week that is hosting panel talks, interviews and eponymous studio visits.

© Janine Kuehn

Smart Circular Textiles Guide

Textile consumption is the fourth largest factor in the ecological footprint of EU citizens. Out of an average of 95 items of clothing in a wardrobe, 20% are never worn. Extending the lifespan of clothing by 9 months reduces the CO₂, water and waste pollution by 30%.

Berlin establishes a digital platform offering a mapping and an intelligent questionnaire to give recommendations for repair, reuse and recycling of clothing and textiles. The project shall lead to a new understanding of quality and production. The intention is to achieve the climate and sustainability goals for Berlin.

Fashion Positions

FASHION POSITIONS

FASHION POSITIONS is a B-to-C event format that enables independent Berlin fashion designers to present their fashion label and their current collection in a high-quality interdisciplinary art-fashion collaboration to an international art-, design- and style-savvy audience. The goal of the event format and the platform „FASHION POSITIONS“ is to make the creativity of Berlin's independent fashion designers visible locally, regionally, nationally and internationally and to strengthen Berlin as a location for independent labels.

www.fashionpositions.de



Fashion Position hosts a physical and creative space for designers of both art and fashion and makes them accessible for a broad audience.
© Clara Wenzel-Theiler

Wear It Conference

WEAR IT INNOVATION SUMMIT

The Wear It Live format is dedicated to sustainable topics in a virtual and open “Fashiontech” conference and deals with the future of digital fashion and intelligent textiles. The program consists of a panel discussions, start-up pitches and a unique 1 on1 networking session with key players and game changers from the industry. In addition, Wear it Live invites experts from all related areas of fashion and technology to discuss the future of digital fashion and to immerse themselves in the world of smart textiles.

www.wearit-berlin.com

Forward Festival Berlin

FORWARD»

The festival (around 1000 participants before the pandemic) shows the importance of the creative economy for society through lectures by people behind creative projects. Whether design, typography, games, VR / AI, photography, architecture, music, film or the art and culture industry - the festival stands for interdisciplinary exchange and offers a stage for the promotion of young talents. Berlin talents will be supported by means of speed dating formats and campaigns.

<https://forward-festival.com/>

Innovation Labs Mapping



Berlin offers a fertile basis for successful innovation processes, taking place in creative labs all over the city. The senate department for Economic Issues provides a comprehensive overview of the places and topics of more than 150 innovation labs in Berlin. Among them 55 with categories such as Circular Economy, Creative, Do it Yourself, Design Thinking, Female Empowerment, Inclusion, Social, Sustainability, User Experience that shape the future of Berlin as innovative Design City.

<https://innolabs.berlin/>

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

Berlin & Poland Textiles Networking Platform



The focus of the project „Berlin Poland“ is the promotion of German-Polish cooperation in the fashion and textile industry. The transnational production network is intended to open up new production opportunities, connected design manufacturing and increase capacities for the Berlin fashion industry. Additionally the project is intended to provide practical knowledge and tools that support Berlin fashion companies in establishing and maintaining cross-border cooperations.

www.berlinpoland.eu

Berlin & Baltic Sea Region: Circular Design Forum



Circular Design Forum is an international conference on Circular Economy and Ecodesign. Organized by the International Design Center, Berlin in cooperation with partners from the Baltic Sea Region. The forum aims to promote Ecodesign as a holistic creative approach that moves design towards the Circular Economy and reduces pressure on the environment. In lectures, panel talks and workshops, experts from multiple countries will give insight into sustainable design approaches,

future-orientated business models, and political frame-works. »Circular Design Forum« supports the exchange of know-how and expertise, especially aiming at initiating innovation processes in SME companies.

www.ecodesigncircle.eu

Berlin & China: Innovations for a Global Market



The project initiated by The International Design Center Berlin aims to grow the potential of Berlin's green tech economy in order to expand German-Chinese economic relations and focuses on the areas of UX / UI design, digital strategies, service design and sustainable technologies. Sustainable technologies in the design market are the key to achieving the goals set in the 2030 Agenda. This requires innovative products, processes and services in environmental technology and resource efficiency, circular economy and mobility. The international demand for Green Tech is an important growth market. The network focuses on knowledge sharing and joint ventures for industrial innovation.

www.cn-bc.org

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

All formats and programs listed above are continued and regularly adapted to the needs of the companies and the context. Digitization changes the value chains in all sectors, therefore access to consumers, innovation, cross innovation, smart data solutions and internet of things will play a crucial role in our future. Social economy and sustainable management are further megatrends.

TOPICS FOR MIDTERM PERIOD (MASTERPLAN)

- Advanced Data Distribution (Smart Data, Analytics, Security, Open Data, Open Standard)
- Blockchain Technologies in Action
- Internet of Things and Services
- Digital Media (storytelling, VoD, streaming, multichannel distribution, virtual reality solutions)
- Human Centered Design/UX
- Virtual/ Augmented Reality
- Non technical innovations
- Wearable Devices
- Creative Industries as Innovation Booster

6.1 INITIATIVES ACHIEVING THE OBJECTIVES OF THE NETWORK AT THE LOCAL LEVEL

Design Transfer Bonus Program



The 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. The program provides incentives with funding up to 70% and a maximum of €15,000. Since 2011 the voucher scheme financed more than 270 innovation projects and stands for an innovation booster in the capital region.

www.designtransferbonus.de

6.2 INITIATIVES ACHIEVING THE OBJECTIVES OF THE NETWORK ON AN INTERNATIONAL LEVEL

Berlin & Baltic Sea Region: Circular Design Forum



Circular Design Forum is an international conference on Circular Economy and Ecodesign. Organized by the International Design Center, Berlin in cooperation with partners from the Baltic Sea Region. The forum aims to promote Ecodesign as a holistic creative approach that moves design towards the Circular Economy and reduces pressure on the environment.

In lectures, panel talks and workshops, experts from multiple countries will give insight into sustainable design approaches, future-orientated business models, and political frame-works. „Circular Design Forum“ supports the exchange of know-how and expertise, especially aiming at initiating innovation processes in SME companies.

www.ecodesigncircle.eu

6.3 ANNUAL BUDGET FOR IMPLEMENTING THE BENEFICIAL ACTIONS FOR CREATIVE INDUSTRIES

Infrastructural Funding of Media & Creative Industries	20 million Euro per year
Company-based financing	75 million Euro per year
Joint presentations abroad	500.000 Euro per year

6.4 COMMUNICATION AND AWARENESS

Public relations are recording an increasing number of users and are widely accepted by companies, startups and institutions in Berlin's digital, media and creative industries. In 2020, around one million users (B2B) were reached via the website and social media channels. The activities of the state initiative Project Future and their awareness have contributed to the image of Berlin as a location for innovation, creativity and technology.

COMMUNICATION MEASURES

- Internet presence (German / English)
- Social media (including Twitter, Facebook, LinkedIn)
- Publications/ digital formats (including videos, infographics)
- Network events.

WEBSITES WE OPERATE OR COFINANCE

- www.projektzukunft.berlin.de (main website)
- www.ibb.com/
- www.coachingbonus.de/
- www.designtransferbonus.de
- www.berlinshowroom.com/
- www.fashion-week-berlin.com
- www.berlinpoland.eu

7. INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19

7.1 IMPACT OF COVID-19 ON THE BERLIN CREATIVE INDUSTRY AND OUR ACTIONS

The Berlin creative industry (33,500 companies) represents around 20% of all Berlin companies and 236,000 employees and has been particularly affected by the pandemic due to canceled events, fairs, concerts, closed clubs, cinemas and venues. In addition, around 70,000 self-employed people work in Berlin's creative industries, without sufficient financial reserves. More than 2.3 billion Euros in emergency aid have been disbursed via the bank of the State of Berlin, over 800 million Euros (around 35%) have already been transferred to companies in the creative industries based in Berlin. Numerous networks and events in creative industries are additionally funded through the regular funding programs of the administrations. All events are equipped with flexible contracts (hybrid / digital) due to the pandemic framework.

A nationwide survey by the Competence Center for Culture and Creative Industries on the COVID-19 impact assumes that sales in the entire creative industries went down by an average of 13% in 2020 compared to the previous year. Among the submarkets the performing arts, the music industry and the film industry have the highest declines in sales (due to event bans/ high proportions of self-employed people), in 2020 as well as forecast for 2021. As we now face a long lockdown beyond the second quarter of 2021, revenue losses of up to 18% compared to 2019 are expected. Within the creative industries the solo self-employed and freelancers are particularly affected.

With COVID-19 incidence values of less than 100 and a significant increase in vaccinations, supporting culture, gastronomy and events is a main focus in this summer. In preparation, numerous pilot projects have been taking place in Berlin, in which massive tests have been carried out. The experience gained from these projects is currently integrated into Berlin's opening strategies. As soon as the COVID-19 incidence value has been stable below 100, opening strategies started via step-by-step plans.

7.2 MAIN INITIATIVES IMPLEMENTED BY THE CITY TOWARDS SUPPORTING ITS CULTURAL AND CREATIVE CAPITAL AMIDST THE PANDEMIC (SELECTED)

Grants Culture & Media (Soforthilfe IV)

Culture and media companies with at least 2 employees can apply for grants to overcome an economic situation that threatens their existence. In justified exceptional cases, applications for up to EUR 500,000 can be made. The grant can be used for operating costs as well as commercial material and financial expenses in the months of March to June 2021 and costs incurred since March 11, 2020 if the applicant's ongoing income from the business operations is unlikely to be sufficient to cover them. Amount of subsidies: 27,400 Mio. Euro.

www.ibb.de/de/foerderprogramme/soforthilfe-iv.html

Restart Grant for Solo Entrepreneurs (Neustarthilfe)

A significant part of the funds from the pandemic reserve is used for measures to help solo entrepreneurs to restart their creative businesses (starting May 2021). Berlin invests around 150 million Euros.

www.ibb.de/de/foerderprogramme/ueberbrueckungshilfe-3.html

Interest-free loans for Berlin based Fashion Labels (Coronahilfe Mode)

Berlin grants interest-free loans to Berlin fashion labels that have suffered a slump in sales due to the corona crisis and therefore do not have sufficient budget to pre-finance the upcoming collection. Criteria: Participation in the official program of at least two fashion weeks with fashion shows, presentations, trade fair appearances and / or showrooms or a proof of fashion-related awards / prizes. The loans are given in advance, first tranche had a budget of 1 Mio. Euro, further tranches are planned.

www.ibb.de/de/foerderprogramme/coronahilfen-fuer-modelabels.html

The Berlin Congress Fund (Kongressfonds Berlin)

This fund intends to enable the congress and event industry to restart in line with the pandemic. Many organizers and employees of the creative industries and their services benefit from this fund. The funding volume of 40 million Euros is fixed. The maximum funding per event is 49,950 Euros.

www.convention.visitberlin.de/kongressfonds-berlin

8. APPENDIX FIGURES

Berlin 2013 - 2017									
Number of Companies									
						Change 2013 - 2017		Percentage of Creative Industries in Berlin	Percentage nationally
	2013	2014	2015	2016	2017	%	absolut	2017	2017
Music	1.346	1.389	1.446	1.517	1.597	18,6	251	4,5	12,0
Publishing	1.770	1.877	1.979	2.057	2.141	21,0	371	6,0	12,9
Art Market	2.708	2.872	3.042	3.281	3.403	25,7	695	9,6	11,1
Film	2.008	2.071	2.183	2.265	2.378	18,4	370	6,7	20,8
Broadcasting	1.723	1.754	1.810	1.848	1.856	7,7	133	5,2	16,6
Performing Arts	1.783	1.896	2.013	2.128	2.264	27,0	481	6,4	19,4
Design	6.725	6.976	7.269	7.545	7.991	18,8	1.266	22,5	8,2
Architecture	2.703	2.764	2.771	2.773	2.741	1,4	38	7,7	8,2
Press	1.929	1.980	1.993	2.064	2.095	8,6	166	5,9	11,3
Advertising	1.478	1.423	1.396	1.436	1.451	-1,8	-27	4,1	7,4
Software/ Games	4.334	4.603	4.940	5.202	5.599	29,2	1.265	15,8	8,2
Diverse	1.853	1.833	1.872	1.984	2.023	9,2	170	5,7	7,4
All	30.360	31.438	32.714	34.100	35.539	17,1	5.179	100,0	10,1

Berlin 2013 - 2017									
Turnover in 1000€									
						Change 2013 - 2017		Percentage of Creative Industries in Berlin	Percentage nationally
	2013	2014	2015	2016	2017	%	absolut	2017	2017
Music	1.830.907	1.805.661	1.899.549	1.081.094	1.131.742	-38,2	-699.165	4,6	12,8
Publishing	819.917	811.793	852.039	1.109.980	1.103.949	34,6	284.032	4,5	8,3
Art Market	651.494	612.771	680.239	701.714	720.860	10,6	69.366	3,0	8,1
Film	790.128	817.686	999.550	1.017.407	1.077.165	36,3	287.037	4,4	15,2
Broadcasting	1.234.595	1.303.529	1.206.942	1.207.316	1.266.840	2,6	32.245	5,2	6,1
Performing Arts	524.963	543.407	571.783	618.072	699.372	33,2	174.409	2,9	15,2
Design	4.643.722	5.186.489	5.786.915	6.534.987	7.339.780	58,1	2.696.058	30,1	5,6
Architecture	493.056	541.702	594.753	618.357	679.215	37,8	186.159	2,8	7,0
Press	2.673.236	2.029.456	1.910.423	2.017.662	2.359.925	-11,7	-313.311	9,7	8,8
Advertising	1.017.377	1.570.712	1.639.216	1.551.900	1.643.199	61,5	625.822	6,7	7,6
Software/ Games	2.989.800	3.318.752	4.033.272	4.399.147	5.167.192	72,8	2.177.392	21,2	7,8
Diverse	959.930	1.011.527	1.206.001	1.175.582	1.189.328	23,9	229.398	4,9	4,7
All	18.629.125	19.553.485	21.380.682	22.033.218	24.378.567	30,9	5.749.442	100,0	7,3

Berlin 2013 - 2018										
Number of Employees										
							Change 2013 - 2018		Percentage of Creative Industries in Berlin	Percentage nationally
	2013	2014	2015	2016	2017	2018	%	absolut	2018	2018
Music	11.236	12.503	13.039	13.317	13.970	15.394	37,0	4.158	5,8	11,0
Publishing	8.492	8.188	9.691	8.697	10.628	10.597	24,8	2.105	4,0	10,8
Art Market	6.638	6.688	6.894	7.256	5.826	5.832	-12,1	-806	2,2	8,9
Film	10.299	10.728	10.796	11.331	11.974	11.961	16,1	1.662	4,5	14,1
Broadcasting	23.818	25.105	23.595	24.363	24.519	26.345	10,6	2.527	9,9	9,0
Performing Arts	12.564	13.101	13.113	13.540	13.502	14.392	14,5	1.828	5,4	9,5
Design	34.795	36.182	37.029	38.782	40.185	40.344	15,9	5.549	15,2	5,4
Architecture	8.962	9.755	10.747	11.878	13.098	14.273	59,3	5.311	5,4	9,1
Press	11.457	11.710	12.013	12.817	13.061	12.742	11,2	1.285	4,8	6,3
Advertising	12.706	13.315	13.826	14.916	15.656	16.067	26,5	3.361	6,0	6,6
Software/ Games	47.106	51.515	57.540	65.510	73.939	85.511	81,5	38.405	32,1	9,9
Diverse	11.247	11.246	11.132	11.656	12.659	12.785	13,7	1.538	4,8	5,4
All	199.320	210.036	219.415	234.063	249.017	266.243	33,6	66.923	100,0	8,3

BERLIN



PROJEKT ZUKUNFT

Senate Department
for Economics, Energy and Public Enterprises

**Senate Department for Economics,
Energy and Public Enterprises, Berlin
Martin-Luther-Straße 105,
10825 Berlin**

CONTACT

Tanja Mühlhans
Deputy Director
Media Creative Industries

EDITORS

Tanja Mühlhans, Kristina Hellhake

COVER

© MBFW

T: +49 30 9012-8335,
F: +49 30 9013-7478
projektzukunft@senweb.berlin.de
projektzukunft.berlin.de