

# >> How can we give changemakers a place to co-create the world of tomorrow?

- Best Practice:
  - ▶ Kreativpark Lokhalle/Grünhof (Creative park loc hall)
- Municipality or Organization :
  - ▶ Freiburg
- Project title:
  - ▶ A space to co-create the world of tomorrow
- Name/s of the involved institution/s:
  - ▶ FWTM (city of Freiburg) and Grünhof

## Three-line project description:

Create a community, support and encourage the people to set up professional structures for innovative approaches.





# How can we give changemakers a place to co-create the world of tomorrow?

Create a community, support and encourage people to set up professional structures for innovative approaches  
- with the goal to build a green and social economy and ecosystem in Freiburg.



Management  
Marketing

**FWTM**  
FREIBURG

**GRÜNHOF**



➤ Grünhof has become a melting pot where ideas of tomorrow are born.

## Institutional setting:

- Private initiative Grünhof (team of 4 private founders started with a small space in the inner city)
- Stadt Freiburg / FWTM = Wirtschaftsförderung, municipal agency for economic development (became partner for the second space Kreativpark Lokhalle)

- Public private partnership between FWTM and hybrid private company Grünhof (legals: private limited and nonprofit)
- Financed by Public private partnership and in different programs by various subsidies (ministries, companies, foundations, welfare institutions)

...and more important: the „inner“ setting

A positive „let's do it“ mentality, enthusiasm for innovation, the willing to co-create value for the city and region (or the society).

And: the desire to create an attractive space where people love to hang around.



## TARGET GROUP:

- ▶ Green Tech Startups
- ▶ Social Entrepreneurs
- ▶ Creative economy
- ▶ IT freelancers
- ▶ digital nomads

## OFFERING:

- ▶ inspirational open spaces with option for coworking and external meetings
- ▶ little individual space and big common used spaces
- ▶ broad mixture of community members and curated community happenings
- ▶ strong brand: Publicity boost for members through brand fame (Grünhof and Social Innovation Lab)
- ▶ Café POW with garden: Scene Café for internals and externals to sneak in and to make us part of the city life for everyone
- ▶ innovation trainings and programs for social and green startups
- ▶ support for startups to find funding



# Outputs

- ▶ Founded in 2013 (with 1 space of 300 qm)
- ▶ 4 spaces of in total 3400 qm<sup>2</sup> in Freiburg
- ▶ 25 team members
- ▶ 2 legal entities (for profit GmbH and non profit e.V.)
- ▶ 360 community members
- ▶ 2 accelerators
  -  social innovation lab
  -  SMART GREEN
- ▶ 400+ supported startup teams in 8+ sectors and 10+ programs and over 500 consulting sessions
- ▶ Female/Male founders (German average: 13%)  
Smart Green Accelerator 22% female founders, Social Innovation Lab 58% female founders
- ▶ around 100 Events per year (80% internal and 20% external)





# >> Lessons Learnt from the Public Private Partnership

## The "municipal perspective":

- + double network, strong community
- + focus on entrepreneurs needs possible (city administration depends on local politics, "difficult to say no")
- + Expectation towards Grünhof are more realistic (towards city administration sometimes high expectations which can't be fulfilled)
- + Commercial approach for Grünhof possible
- The city administration/municipality is not that visible, Grünhof gets "the fame"

## The "changemaker perspective":

- Find words and pictures for your vision
- Talk to people from and outside your personal network and connect with local needs
- Define the problem you want to solve in a simple sentence.
- Find and motivate other changemakers to work with you on your vision
- Find supporters with money, room or crucial connections in your region and make them feel thrilled about your vision.
- Start quick and simple (prototyping) and no worries to fail early and often. And yes: You will step out of your comfort zone when doing this.
- Be persistent and patient. It will take time.
- You can do it!





# Vision for the future

- ▶ How to manage a growing demand (from individuals and companies) for coworking spaces in a city where space is small?  
How to can we support social entrepreneurs also financially?
- ▶ Next programs and events:
- ▶ Regular innovation panels for actual social topics
- ▶ Integrate people with disabilities in our programs
- ▶ Changemaker Spaces in Dietenbach (new district, planned to be built within the next 10 years)
- ▶ Make changemakers visible also in the inner city
- ▶ How to measure impact