



ERHIN-Awards 2019

Gewobag City Campus – An employee development program



Gewobag
Die ganze Vielfalt Berlins.



1930er

Gewobag



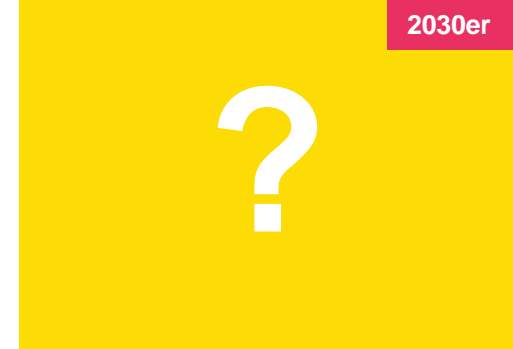
1950er



1990er



2010er



2030er

From dinosaur to design thinker?

.....
1919

We design Berlin: Foundation
of Gewobag

2018

We shape the future:
Start of the development
program „City Campus“
.....

We're not kidding ourselves: At almost 100 years old, we don't have the culture of a start-up with flat hierarchies and table football breaks. We are a traditionally structured group. A municipal housing company. And yes, we need bureaucracy.

We have one goal: We are designers of Berlin - now and in the future. For us, the City Campus is an important first innovative step in dealing with these issues in a protected space:

- ◆ What does it take to recognise and exploit future issues and their potential?
- ◆ As a learning organization, how can we find out what works for us and what doesn't?

The vision

THE CITY CAMPUS AS A SPACE FOR LEARNING AND DEVELOPMENT

With the City Campus, a methodical framework was created that enables us as a housing company to respond to people's changing needs.

The focus is on **neighbourhood concepts** that enhance inner-city life and strengthen social cohesion.

As a **lively, networked and cross-sector learning and development space** for urban quarters, the City Campus enables employees and managers to act responsibly and proactively in a volatile environment.



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Workshop in Open Space: The City Campus pilot project "Bülöw 90" is on the agenda weekly



The missions

THE CITY CAMPUS IS.....

Innovation programme

Visions, trends and strategies are examined, developed, tested and transferred in interdisciplinary teams.

Business development

The programme focuses on the development and testing of value creation networks, new products and services.

Employee & Organizational Development

New methods and digital instruments for interdisciplinary, cooperative collaboration are being tested, discarded and introduced.

Lighthouse for Smart City

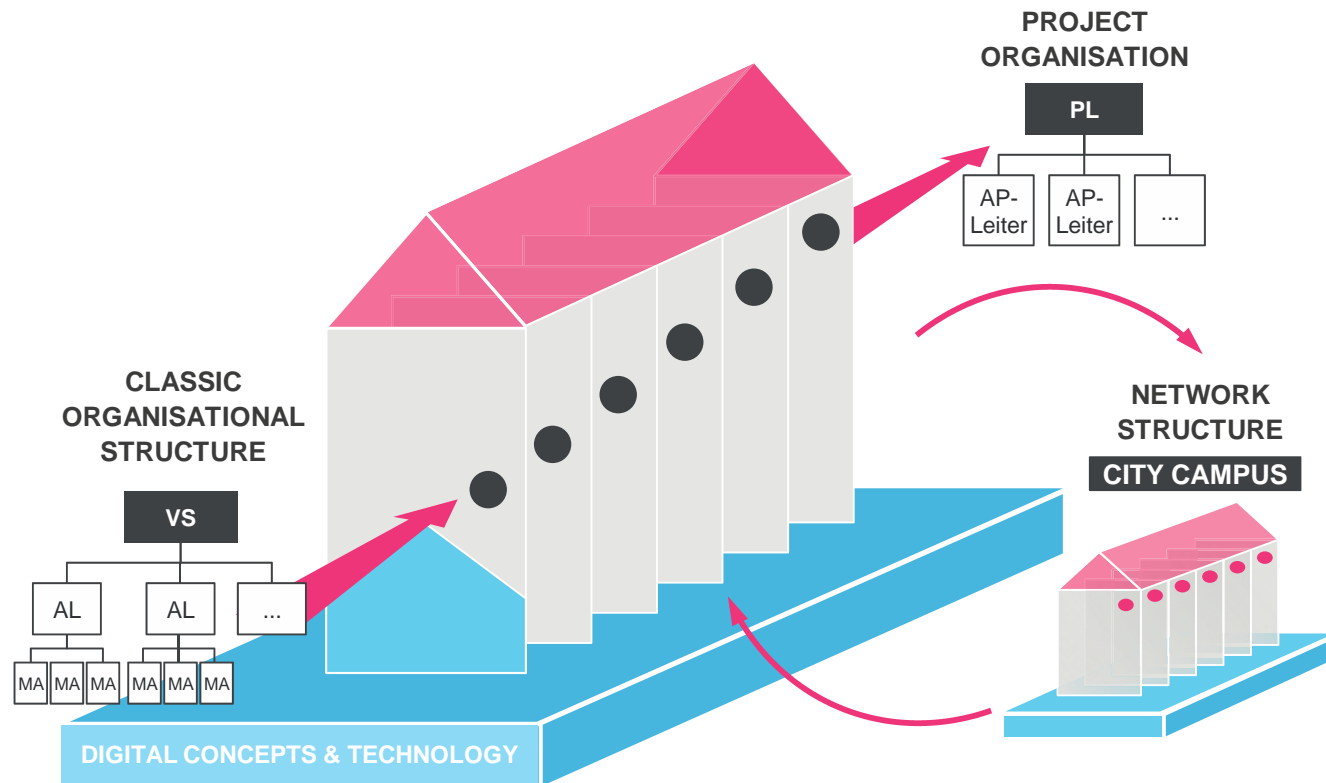
The City Campus creates a platform for innovative living, working and living models under real conditions - with a signal effect.



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At the City Campus, Gewobag experts and executives discuss important future topics together with external consultants.

Working in a new model

Agile approach



– "Bülow 90" is the City Campus pilot project that will be realized at Bülowstraße 90 in Berlin-Schöneberg.

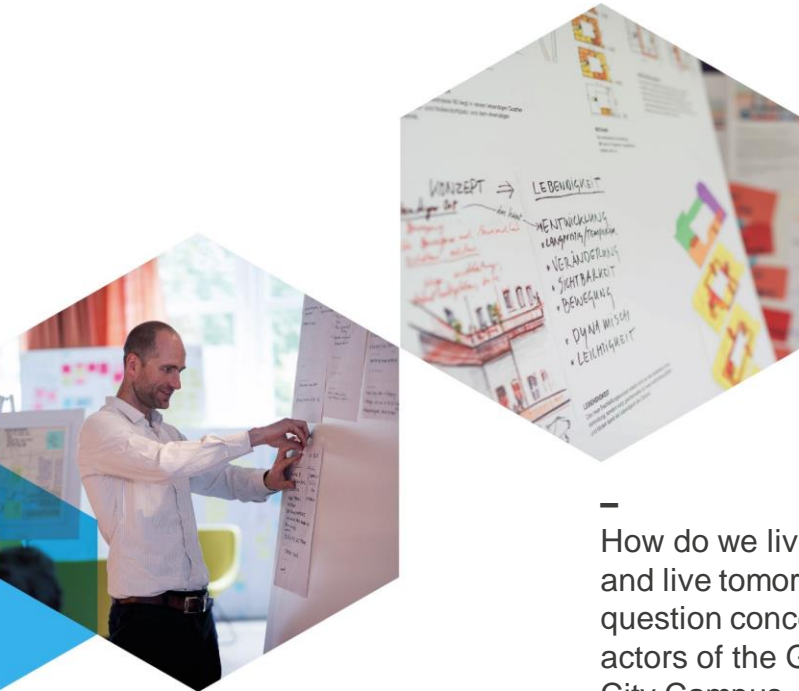
In the "City Campus" project, colleagues from various corporate subsidiaries and divisions work together with external experts on relevant future topics and develop concepts.

At the end of the projects, the results are transferred back into the classic organisational structure.



User-centric & iterative development

Modified Mindset











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How do we live, work
and live tomorrow? This
question concerns the
actors of the Gewobag
City Campus.



New formats and innovation methods

Cooperation in the City Campus project "Bülow 90"



	WHEN 	WHO 	WHAT 
 Kick-off-Workshops	Once with the start of the project for each working group of the 7 subprojects	Board member + interested parties	Team building, organization, mission statement of the subproject
 Team-Meetings	Weekly, self-determined regular dates	Team members of the working groups	Work meeting, externally moderated creative sessions
 Meetups	Weekly meetings on Fridays from 12:00-13:00 o'clock	Participants + interested parties	Open exchange: What is the status of the project?
 Board-Meetings	Monthly meetings	Board Members + Core team + Adviser	Status meetings on work results, prioritisation of tasks
 Steering Committee-Meetings	Weekly meetings on Wednesdays	Core Team + Adviser	Coordination, quality assurance, gatekeeper, status of overall project

– The players on the City Campus interact across the Gewobag Group, interdisciplinarily and without hierarchies.

City Campus working groups and their projects

Selected results of the "Bülow 90"

Within twelve weeks, the City Campus pilot project developed 23 idea papers and first prototypes. The ideas and concepts were evaluated and prioritized; from 2019 they will be implemented at Bülowstrasse 90 in Berlin-Schöneberg.

1 Working group "Education, social affairs and culture"

- ◆ **Idea:** Digital infoboard
- ◆ **Objective:** The board provides tenants with information on property management and events. It integrates a booking function, through which rooms and events can be booked.

2 Working group „IT“

- ◆ **Idea:** Gewobag app and Gewobag platform
- ◆ **Objective:** This software enables the tenants to communicate better with the property management and with each other as well as to use services - also from third parties.



— The City Campus offers a methodical framework for new working models, innovations and pilot projects.

3 Working group „Working environments“

- ◆ **Idea:** Be part! – the Collaborative Open Work Space
- ◆ **Objective:** At Bülowstraße 90, a pilot project for a full-service open work space will be realised, offering collegial advice, the latest communication technology, ergonomic workplaces, rest areas and creative spaces, as well as a café with regional organic and fair trade products.

4 Working group "Health and nutrition"

- ◆ **Idea:** Food sharing with neighbours
- ◆ **Objective:** Food should not be wasted and thrown away, but passed on to those who use it.

5 Working group "Health and nutrition"

- ◆ **Idea:** Fitness and movement parks
- ◆ **Objective:** In the living environment, movement offers for different age groups are placed in order to promote the desire for sport and play..

Imprint

City Campus

A project of Gewobag
Wohnungsbau-Aktiengesellschaft Berlin
Alt-Moabit 101 A
10559 Berlin
www.gewobag.de

Contact persons

Martina Heger
Head of the Personnel Department/
Internal Services
E-Mail: M.Heger@gewobag.de
Fon: +49 30 4708-1211

Julia Seidel
Personnel department
E-Mail: J.Seidel@gewobag.de
Fon: +49 30 4708-1226

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