

## We are Hamburg@work | The digital cluster in the north



### **We strive for a just and safe society, a better environment and a sustainable economy through new technologies**

A new era has begun. Platforms, artificial intelligence, blockchain and other technological innovations are creating new connections in the vertical industry structure of our economy. The world of work has become more agile and hybrid. The focus is on people, teams and networks that are shaping change in an interdisciplinary way. The transformation of the industrial age into a new digital age, globalization and a sustainable, climate-neutral economy require a paradigm shift in business, administration and society

While the global economic situation is worsening and the global balance of power is increasingly shifting, a (dis)information and cyber war is taking place parallel to military conflicts and is very successful in dividing Western society.

We see digitalization as the ultimate networking of areas of life and industries through the instant and mobile exchange of data. In this way, digitalization creates added value through the exchange of information in a circular economy. This creates new fields for innovation, business models and markets diagonally to industries and cross-sectional technologies

The collective development of innovative future fields and social challenges has led to Hamburg@work bundling its expertise for digital transformation - in contrast to vertical official structures - in a cross-sectoral digital cluster and positioning itself as a purely private-sector organization.

All of this is accompanied by a generational shift by those young people who were born from 1995 onwards and are now entering the labor market: tech-savvy and always online, demanding and impatient, health and environmentally conscious.

## What you experience at Hamburg@work

Hamburg@work offers pure networking at events, further training through webinars and information on new working models, exchange of experience, professional networking through regular events in various formats, visibility of its member companies, social commitment and price advantages at events organized by cooperation partners.

## 25+ Years of Hamburg@work

It all began at the time of the dotcom bubble with a single event format. **The Hamburg online captains' meeting** was "the" industry get-together for the young digital media scene. By the time the bubble burst, the event had grown to an incredible 1,200 participants. When the Cap San Diego museum ship in Hamburg harbor no longer offered enough space, we moved to the old Kaispeicher A, the base of today's Elbphilharmonie, which rises out of the old warehouse with a glass structure reminiscent of sails.

Founded in the summer of 1997, we celebrated our **25th Anniversary** in fall 2022 with **Future Summit & Anniversary Party** again on our ship, the **Cap San Diego**. At our anniversary conference, we brought together innovators, thought leaders and heroes of our time to define a new start together.

We want to use the new momentum and experience of the last 25 years to redefine ourselves and make our contribution to a better future society.

## We bring the right people together ... in the right place and at the right time

When, where and on which topics can be found in our event calendar on our website [www.digitalcluster.hamburg/events](http://www.digitalcluster.hamburg/events). Many of our event formats can be found - sorted by topic - in our clubs, circles and initiatives

We are also happy to invite you to live events with good music and culinary delights on the Elbe or on the Cap San Diego. For 25 years, Hamburg@work has been bringing the right people together in the right places, at the right time and in the right atmosphere.

And there are always professional contributions in all forms of modern communication (live, website, newsletter, PodCast, VideoCast, social, etc.). The only important thing is that these are specialist articles or other forms of competence transfer and not promotional content.

We invite the representatives of new member companies to a **Welcome on Board Dinner** and introduce the companies to the network with a video.

Under the heading "Female Leadership", Hamburg@work's **Women's Club** offers female specialists and managers a platform where they can network and exchange ideas, as well as expand and share their specialist knowledge. Our Women's Club was founded in 2016 on the initiative of Petra Carlsen, owner of ChangeManufaktur, and other female managers from the network

As part of **Diversity@work**, we also talk about how companies can strengthen their resilience, become more innovative and efficient and thus successfully face the constant change in these times.

**Female leadership** and **diversity** are two very important pillars for us. We present successful concepts and measures from people and companies on these topics, allow experts to have their say and engage in discussions with our member companies.

Since fall 2022, we have been offering our C-level members the **Executive Leadership Circle**, a confidential network for experienced leaders who share the common goal of learning from each other and developing themselves further. By sharing experiences and specialist topics - in a protected space - we create professional and personal added value for all participants, including top professional coaching. All with the professional expertise of Melanie Kuhlmann, a top executive coach who has been with Hamburg@work since our early years. The business administration graduate is a soft skills coach, agile coach trainer and certified motivational analysis expert.

**AI.HAMBURG** is an initiative initiated by Smaato founders Petra Vorsteher & Ragnar Kruse and launched together with Hamburg@work and municipal partners. Our common goal is to accelerate the adaptation of artificial intelligence in companies and start-ups, to promote training and further education and to build a leading ecosystem for the application of artificial intelligence.

Our **Hamburg IT Strategy Days** have long since developed into a leading national congress for CIOs and have reaffirmed their pioneering role as Germany's preferred conference for top IT decision-makers from user companies every February since 2002. Since 2022, we have supplemented the program with a multi-day **IT Strategy Days**

**Masterclass Summit** in the summer. All events are organized in partnership with Computerwoche, CIO Magazin and Faktor 3 Live.

Even the exclusively virtual opportunities of 2021 and 2022 led to a record result under the extraordinary conditions, with more than 1,200 CIOs and digital managers taking part in the more than 120 varied formats and many digital networking opportunities.

As the target group of the IT Strategy Days are exclusively CIOs and other IT decision-makers from companies that use IT, only **member companies** with a Premium Plus membership have **the exclusive privilege** of purchasing one of the supplier tickets that are otherwise not available on the market.

Hamburg@work also utilizes the enormous potential of the conference beyond the IT Strategy Days within the framework of the **IT Executive Club**. Together with IT users based in the metropolitan region, Hamburg@work has the IT Executive Club, a regional platform that strengthens and promotes exchange and networking among IT managers. Since January 2021, the IT Executive Club e.V. has been set up as a legally independent division within the Hamburg@work network.

### Usually live, but also as a professional video production in our own TV studio



A classic podcast consists of content in audio format. A video podcast, on the other hand, supports the spoken words with visual impressions.

We produce audio-visual content in various formats in our own **TV studio** and also offer this service to member companies in return for a production cost subsidy.

## But nothing beats live events

Even as a digital cluster, we are convinced that it is easier and better to make contacts face-to-face and maintain them through personal networking.

Whenever possible, we therefore meet in a suitable atmosphere, for good conversations, with interesting people and with delicious catering. Our events are informative, competent and entertaining at the same time. Our **members** gain access to the large Hamburg@work network and to the interfaces for their own benefit. **Innovators** make valuable contributions to the further development of the platform. We keep all other **interested parties** up to date on developments and events, giving them the opportunity to support the network even without being a member.

Online offerings, which focus less on networking and more on inspiration and the exchange of professional expertise, have helped us to get through a difficult time.

## We distinguish between inspiration, collaboration, adaptation and entertainment

By **#Inspiration** at Hamburg@work we usually mean unexpected food for thought or a starting point for content-related, creative or artistic creativity.

By **#collaboration** at Hamburg@work we mean the ideal collaboration between participants of an event or member companies. Collaboration is defined by practices and business models based on horizontal networks and community participation. These are transforming the way we live, work and create.

At Hamburg@work, we understand **#adaptation** to mean implementing new ideas and processes or adopting innovations that have arisen through inspiration and collaboration within the network. It is the ideal added value that members of the Hamburg@work network can achieve.

**#Entertainment** at Hamburg@work means that we don't want to leave out fun and entertainment, the culinary enjoyment of food and drink and even musical attractions from all the offers that attract members' attention and interest.

## We live the sense of togetherness at eye level

#gerneperdu

Digital change is affecting all areas of business and life and is the dominant driver of economic structural change. Digitalization is radically and rapidly changing the economy and society - and therefore our everyday lives.

The effects of the digital transformation on the way we interact with each other can be seen, for example, in the increasing use of professional courtesy. In start-ups, this

has long been an expression of New Work and even in the OTTO Group it is a further step on the way to cultural change in a globally operating company.

It's about equal rights, interaction at eye level and more participation and collegiality. We at Hamburg@work like to quote Hans-Otto Schrader, the CEO of the OTTO Group, who offered all of his 54,000 employees the voluntary "you" with the words: "We want to promote an even stronger sense of togetherness

At Hamburg@work, this sense of togetherness is the basis for cooperation and exchange in our network.

### **We shape the future with you**

The exchange of experiences at eye level is a core element of our events. With this objective in mind, as a cluster initiative, we pool cross-industry expertise in the field of digitalization and can provide you with specific support on issues relating to digitalization and the associated cultural change. We provide contacts and information beyond your own industry. Contacts that will help you move forward, create synergies and give rise to partnerships and business initiatives.

It is the personal contacts that make our network what it is: one of the most successful certified B2B networks in Germany and Europe

### **European certified**

Hamburg@work received the official GOLD Label Cluster award from the European Union in 2019. This quality label certifies Hamburg@work's high level of excellence in the field of cluster management. In contrast to regional or national cluster funding programmes, the "Cluster Organization Management Excellence Label GOLD" is an independent and voluntary award for excellence in cluster management that is recognized throughout Europe and was only awarded around twenty times in Germany - before our certification

### **We increase the visibility of our member companies, utilize joint potential and accelerate transformation processes**

Agile innovations arise at the interfaces between disciplines, industries, people and markets, from partners along cross-industry value chains.

In view of the growing challenges of economic activity, many tasks can only be solved if different partners are brought together, networked more intensively and more synergies are created than in the past.

This is precisely where Hamburg@work comes in as a cluster initiative and creates a platform for companies - as a basis for solution-oriented exchange and transfer, for inspiration and enthusiasm. Our impetus comes from intensive collaboration within a sector, but also within the value creation models, diagonally across the sectors involved.

Germany is one of the most innovative industrial regions in Europe - with a broad-based SME sector, innovative global corporations and numerous hidden champions. This success is based on the technological leadership of many companies. At the same time, however, we are currently seeing how fragile this status quo is.

The challenges are enormous, and not just since the coronavirus pandemic or the sustainability debate. Our entire country is undergoing a fundamental transformation process.

## We are committed to our society

Hamburg@work not only stands for a digital future for Hamburg. We also see it as our responsibility to make a contribution to society. Through our sponsorship of the **Hacker School**, a non-profit limited company, we support important topics such as digital education, equal opportunities, the development of young talent and the promotion of talented people.

The **Hacker School** gets young people excited about programming. Through our cooperation, we want to promote this important building block in society, for our children and young people and for our industries.

For children, programming is like learning a new language. They can create things themselves - and acquire important skills for later life in the process. Together, we are committed to ensuring that young people, regardless of their background, gender and social environment, have programmed at least once and are thus empowered to help shape their own (digital) future; true to the motto of the Hacker School:

"Let's hack the world a better place. Making a difference together and inspiring young people to actively shape their future with digital tools."

## We always find the right place for you

As **innovators**, you are invited to join the network and actively participate in the development of the platform and our services.

As a **supporter**, we will keep you up to date with information about developments and events in the network. You can also take part in many events as a guest.

As a **member**, you have access to the entire platform and the interfaces. This allows you to get the maximum benefit from your involvement in the network.

## **We open doors and connect movers and shakers**

At Hamburg@work, it's the mix that makes the difference: among our member companies you will find large established companies, scientists, creative lone wolves and SMEs as well as new market drivers and start-ups. In addition, we cooperate with numerous other clusters, networks, associations and universities, even beyond the borders of northern Germany.

Membership of Hamburg@work opens the door to a large cross-industry and cross-cluster network. We create a trusting and intensive cooperation within the entire Hamburg@work network, in our own **networks within the network** and in many industry clusters at national and international level

## **We make the most of your membership**

Membership of Hamburg@work is generally a company membership. This means that both management and employees and employees can actively use the services offered by Hamburg@work. We offer the following options:

- **Subscribe to** our newsletter, receive regular event updates and stay informed about current digital trends and offers from the network, regularly read exciting articles and interviews on digitalization topics at [www.digitalcluster.hamburg](http://www.digitalcluster.hamburg) and follow our social media channels (Facebook, LinkedIn, Instagram) to stay up to date.
- **Place** your information offers and your own event dates and use Hamburg@work as a communication amplifier. You are welcome to add us to your press distribution list at [redaktion@digitalcluster.hamburg](mailto:redaktion@digitalcluster.hamburg). As a strong multiplier for a broad B2B target group, we publish suitable information for our member companies on our channels, thereby increasing the visibility of your business activities.
- **Present** your company in the network. With a Premium Plus membership, we involve our companies in the content design of events, projects and editorial concepts
- Get **involved** as a speaker at our events to contribute your expertise.
- **Network** with each other, because together we can achieve more. To this end, we offer you our members' area on the one hand and the "Better



together" section on the other, where we collect offers from members for members and offer them on our website.

## We stage your topics at our events

In a normal year, Hamburg@work invites you to **50 to 60** of its own **events** a year, which always offer a target-oriented mix of professional input and informal networking. We also provide information about many events organized by our member companies.

We are interested in constantly developing our range of services and tailoring them to the needs of our members. Here is a selection:

- The **Welcome on Board Dinner** is our own series of events. New members of Hamburg@work are welcomed at the invitation of the Executive Board and introduced to the network. Lately, it has even been an exclusive cooking event where we put on our aprons and prepare a delicious course meal together. Together with **Chef de Cuisine** Sajoscha Hamann, we enjoy an interactive cooking experience. With this format, we offer an event that connects people through cooking and eating together and promises a maximum experience.
- Our **live classic** among Hamburg@work's events is the **openDeck**. Around 100 to 200 Hamburg@work members and guests meet regularly after work to make new contacts and deepen existing ones, as well as to discuss the latest digital topics during a varied program.
- At the **BusinessBreakfast**, you can regularly expect exciting specialist presentations lasting around 45 minutes, intensive technical discussions with the speakers, plenty of time for networking and a richly laid breakfast table.
- At **CaptainsTalk**, 15 to 20 heads of the digital economy are brought together at one table as part of a business lunch to discuss current trend topics. Inspiring keynote speeches by experts provide a good basis for stimulating discussions. In the small circle of participants, specific questions are asked, in-depth discussions are held and, ideally, new business relationships are forged.
- The **Message in a Bottle** event series is not much different. Here, Hamburg@work offers another exclusive networking event in a special setting. Experience a wine tasting in a completely different way: While you get to know exquisite wines from different growing regions presented by a sommelier, you have the opportunity to exchange professional and personal ideas in a small group.

- The **DinnerTalk** is an upscale evening event that you can organize yourself. It is the perfect forum to present your own topics, make new contacts and present your company to your network.
- The **DISRUPT NOW! Future Summit** sheds light on the effects of disruptive developments on working life, companies, society and politics and gives you an insight into the technologies of the future that will cause a sensation in the coming years.
- The **Hamburg@work on Tour** event format gives members and guests a rare glimpse behind the scenes of selected member companies from the digital economy.
- Our **Learning Journeys** are true **traveling conferences**. You have to experience new things in order to understand them. In many places, the trends of tomorrow are emerging right now, new technologies are being developed and innovations are being implemented.
- **North by Northwest** is an example of constantly new formats. In this case, we have merged two established event formats into a joint event. The Düsseldorf **Digitalk** met the Hamburg **onlineTalk**. Three to four discussion partners discussed a common topic simultaneously in a Hamburg and a Düsseldorf TV studio. The cross-city live discussion was produced live in both cities as a hybrid event and broadcast as a live stream.

## We impart the 4.0 know-how

Digitalization consists of horizontal cross-cutting topics. Unlike many other networks, we at Hamburg@work therefore do not organize ourselves according to vertical sectors, but instead distinguish between five overarching key topics:

The new **technologies**, including the digital infrastructure and its many possibilities, provide us with the basis for this. Cyber security, software engineering, big data and cloud computing are already among the key technologies. And trends such as artificial intelligence, robotics, emotion AI and digital twins are moving ever closer to our everyday lives. Anyone who wants to help shape the digital age will use technology as an enabler for the possibilities of our future.

But only those who help shape change will be able to cope with it. This not only includes topics such as strengthening our digital skills and constantly engaging in critical discourse about the life we want to lead in the future. Digitalization is changing all facets of our **working lives**. Constant innovation and social change are giving rise to

previously unknown professions. The digital nomad of today is nothing more and nothing less than the prime example of the employee of the future. Business processes must be just as agile and flexible as the technologies themselves. Instead of classic clusters, the diagonalization of economic life will shape our actions in the future: Traditional industries will be connected by digital innovations. Changing structures, values and a new culture will permanently change our **companies** and the way we work together.

The transition to a digital **society** is no longer a vision of the future. Digitalization has already penetrated all parts of our everyday lives. We people interact with smart technology that communicates with other elements via the internet. This makes more efficient processes possible. Machines perform tasks autonomously and fulfill our wishes.

## **We are always looking for new ideas and are happy to try them out**

We are always on the lookout for new ideas and innovations for our community and the Hamburg@work event platform. We try out a lot to expand our range of programs.

All our members are cordially invited to join us in further developing the Hamburg@work network and services.

## **We are networked, in Hamburg, Germany and beyond**

The collective development of innovative future fields is a social challenge that we are happy to take on. Wherever possible, we work together with networks and clusters beyond Hamburg's borders and share common interests, solutions and cross-cluster activities, sometimes more and sometimes less.

Our networking list currently includes

- Cross-Cluster-Space Hamburg
- Renewable energies Hamburg
- Healthcare industry Hamburg
- Hamburg Aviation
- Life Science North
- Hamburg Logistics Initiative
- Next Media Hamburg
- Foodactive Hamburg Metropolitan Region
- medianet berlinbrandenburg
- DiWiSH Digital Economy Schleswig-Holstein
- Bremen digitalmedia
- Digital City of Düsseldorf

- Web de Cologne
- German Mittelstand
- Silicon Cape

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