

BrückenSchlag

refugee run pop up!

SUMMARY and OVERVIEW

INTRODUCTION

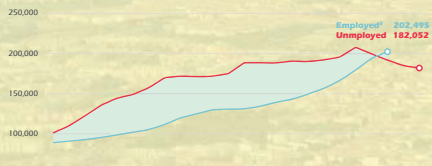
Germany receives a few hundred thousand asylum seekers annually. These asylum seekers are given housing and protection by the government. The administration spreads the refugees across the country according to population of the region and its fiscal stability. Due to the multicultural vibe that Berlin projects, it gives hope to the newcomers and attracts them to move there. Once, the administrative protocols are dealt with, the refugees are enrolled in language integration classes and cultural orientation programs to make themselves better acquainted with their surrounding environment.

Although efforts are made to cater to the basic needs of these newcomers, it is difficult for them to connect with locals and feel settled. Stereotypes that people have set in their minds makes it difficult to have a normal way of interacting. Not only are there administrative issues that make it difficult for newcomers to find jobs in this new city/ country, but there are labels that they have to deal with.

The BrückenSchlag (initiative for bridging trust) addresses these hindrances that one faces in living a settled life, being welcome and integrated into the local community.

Job market

Employed* and unemployed people from 8 main countries of origin†



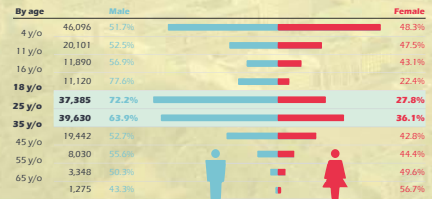
†) Paying transitional security; ‡) Afghanistan, Eritrea, Iraq, Iran, Nigeria, Pakistan, Somalia, Syria; ‡) As of Oct 2017. Sources: BA

TARGET GROUP

Despite the skills and qualifications that newcomers in Berlin hold, they find it difficult to find employment. The lack of employment not only is a financial issue but also has an impact on the confidence of these job seekers. Not having any interactions with regular people from the local community adds to the feeling of defeat. The language barrier makes it difficult while seeking medical help, especially for women. "BrückenSchlag" addresses the need to bridge the cultural gap and the gap in recognizing the skills of newcomers. Nearly 40% of the asylum seekers are young and within the 18 to 35 years age group. This young population would form an essential part of the target group to bring about a significant change.

Refugee applications in Germany, 2017

Applications by age and gender



NEEDS OF THE TARGET GROUP

From interviews conducted by the team, the following needs were highly stressed upon:

- Facilitate making meaningful friendships with the people of Berlin, outside of the volunteer groups.
- To stop feeling "lost and powerless" and feel welcome and integrated into the local community.
- To stop being treated with prejudices and stereotypes.
- The desire to share and create awareness about their culture, art and food.
- Opportunities to be able to use their German language skills.

Amena is a pregnant Syrian lady who requires regular medical visits, but does not speak enough German to communicate with her doctor. Her husband is away most of the day.



HOSPITAL
Charité
Universitätsmedizin
Berlin
Charitéplatz, 1,
10117 Berlin, Germany

Freestam is a 20-year-old Iranian who needs to upgrade his computer skills to become eligible for a suitable position in Germany.



EDUCATION
ReDI School of Digital
Integration GmbH
Zinnowizentrale 8,
10115 Berlin, Germany

Fahisa is a girl from Somalia who wants to be part of her present life, but she is too afraid to ask. She is looking for a platform to share her creative skills with the world, after her school day.



ARTS
Haus der Kulturen der
Welt
John-Foster-Duiles-Allee 10
10557 Berlin, Germany

Arash is a project manager from Afghanistan, who wants to start an initiative for the community of skilled newcomer engineers in Germany.



OFFICE
Factory Berlin MITTE
Rheinberger Straße
76/77 10115 Berlin,
Germany

Clinical care, research and teaching. "Charité hilft" community outreach program. "Healthcare for female refugees: women for women" Medbur: mobile vaccinations for refugees.

It offers newcomers valuable digital skills and a network of tech leaders to collaborate with in the start-up and digital industry.

Forum for contemporary arts. Discourse, exhibitions, concerts and performances, research, education programs and publications. Architectural landmarks in the heart of Berlin: "A place for varied citizens"

Work, connect and grow. Innovation hubs and tech community, network of freelancers, startups, established corporations, investors and leading influencers.

EXISTING INITIATIVES

Supporting refugees help other refugees



Integration Hub is a platform for assimilating people of different backgrounds through art and cultural exchanges.

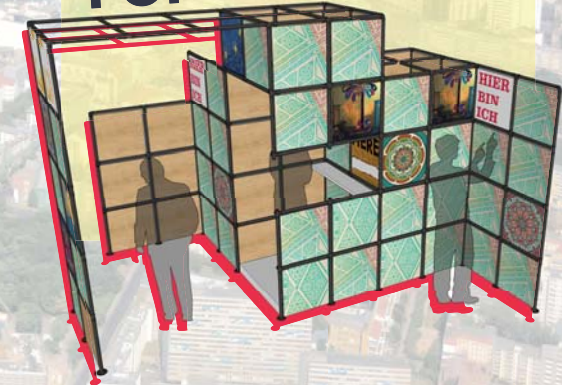
KUNSTASYL is an art asylum that brings together refugees to showcase and express themselves in the form of art. Regular art-workshops and museum exhibitions tell the stories of the refugees and the culture.

APPROACH



Pop-Up activations themed "I AM HERE", taking place at Schools, Art Institutions, Hospitals and Business Centers allow various face to face exchanges, team building, experience sharing, and skills enhancement. The project, "BrückenSchlag", aims to provide the members with networking prospects for study, work or support opportunities. The project restores a sense of confidence and dignity in refugee communities since they are responsible for the betterment of their future. Through the pop-ups, members of the team would have the chance to improve their command over the German language and learn several skills that are essential for them to be employed. The spontaneity of pop-ups will keep people interested and curious about up-coming events. Regular events hosted by the team from "BrückenSchlag" would raise competencies and ensure cultural, ideological and social exchanges.

POP - UP



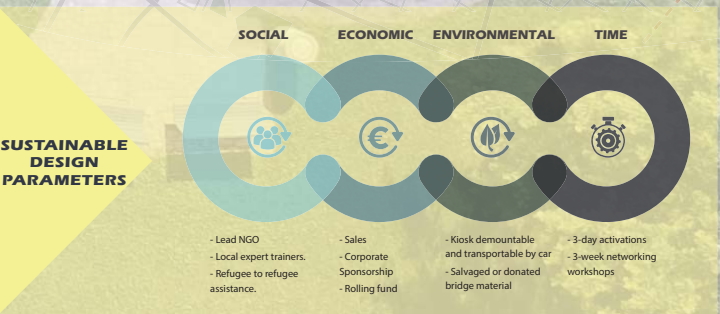
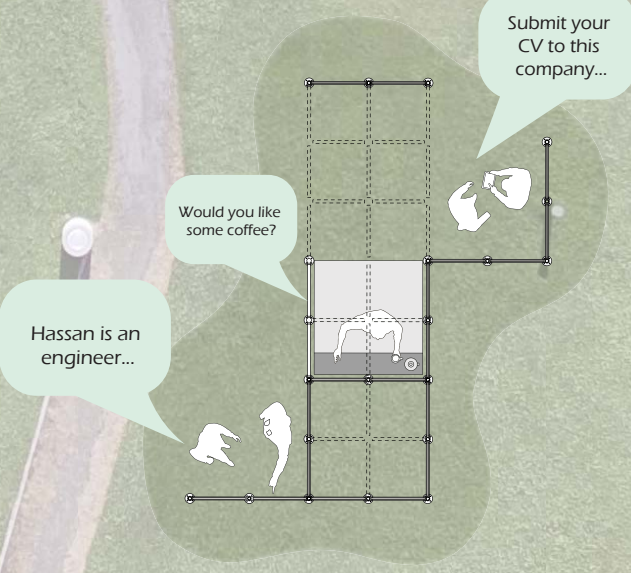
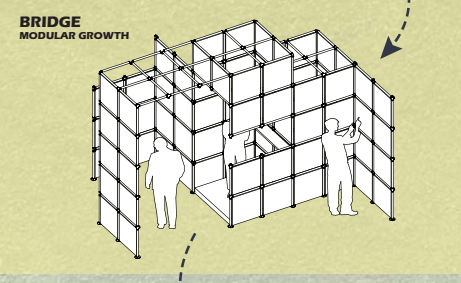
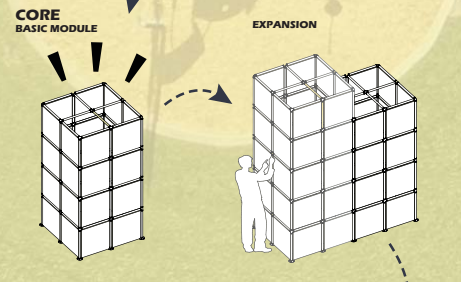
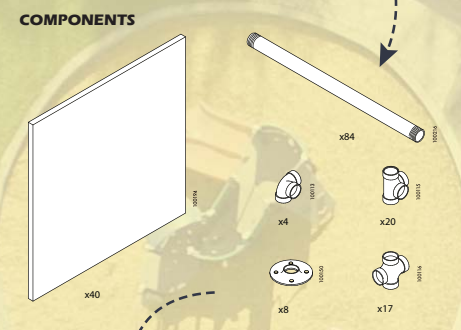
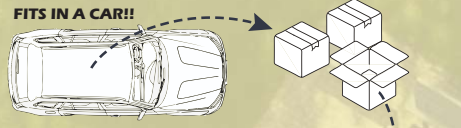
BrückenSchlag

refugee run pop up!

VIRTUAL PLATFORM

Brücken Schlag is supported by an online platform where IT-savvy refugees link refugees in need to existing opportunities and services. On this platform, users can upload profiles, access language companions and share success stories. The platform shares the location of up-coming events, giving the user something to look forward to!

connecting newcomers to...

Refugees struggle to form meaningful relationships in Germany beyond their with assigned volunteers. Many continue to feel like outsiders; powerless to change their situation. Their integration lessons are forgotten because of limited practice with native speakers. Many willing to join the business markets do not meet language requirements. There is a need to coax more refugees out of the camps and into Berlin society. If nothing changes: Larger un-/underemployed skilled labour force, isolated, segregated or refugee hostile communities. Prolonged dependence which reinforces associated negative narratives, or crime.

Why the Pop-up approach?

Pop-up retail, is a trend of short-term sales spaces, which dates back to Vienna 1298 December market, recently, it started in Los Angeles and has recorded much success all over the World. BrückenSchlag offers a unique opportunity for refugees to visit unexpected yet well-travelled locations in Berlin.

The pop-up kiosk facilitates face-to-face interactions between refugees and their German neighbours to inspire employment, study, or language companion support opportunities. These temporary settings facilitate gradual and harmonious acceptance of newcomers, which builds vibrant / diverse communities.

Pop-up activations happen in different location for 3 days, every month. During the 3-day event, a small kiosk offers information about skilled refugees. Visitors are served foreign delicacies or beverages. These events happen at schools, arts centres, hospitals and business centres. In addition to cultural exchanges with locals, the pop-up provides a multilingual platform to link refugees to existing support organizations, physically as well as virtually.

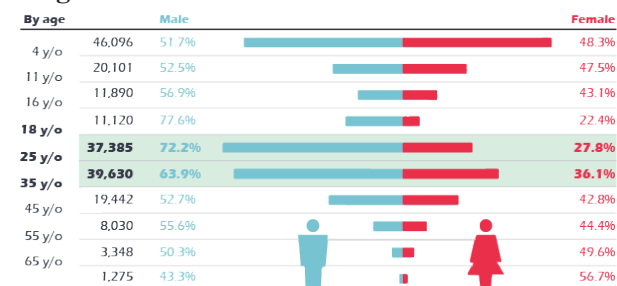
Qualified refugees collaborate with an NGO to setup work groups, together they recruit members at the camps/residences and plan the pop-up activations. Work groups design and construct a physical “bridge” (Informal meeting space).

These unique bridges are built with the assistance of local experts who could be students, artisans, tradesmen, or artists. Additionally, these regular sessions prepare a select team who then run a specific pop-up activation. BrückenSchlag is supported by an online platform where IT- savvy refugees link refugees to existing opportunities and services. On this platform, users can upload profiles, access language companions and share success stories.

Concept and Solution Benefits

1. Language companions bridge communication gaps and translate information that is currently provided in German or English. In time, refugees improve their German communication and consequently their ability to attain desired employment.
2. Frequent informal contact with students, artisans, tradesmen and business partners ensures gradual exchange of skills, language, culture, and ideology; which builds stronger communities.
3. Work groups take on part of the coordination load from refugee support groups; BAMF (Bundesamt Für Migration und Flüchtlinge) can therefore reach beneficiaries in a different way. Eventually, by identifying the needs of the refugee one is able to respond more effectively.
4. Pop-ups share information on upgrade opportunities for older un- /underemployed refugees since available public education only supports children below 16 years of age.
5. The spontaneity and novelty of activations keep Berlin residents interested, while workshops stimulate interest and participation within refugee centres.
6. Autonomy builds confidence as skilled refugees are responsible in shaping their own future.

Target Market



Graph 1: Refugee Population in Germany

Sustainability

BrückenSchlag has been designed to work in collaboration with existing Non-Governmental Organizations, such as Caritasverband für das E. Berlin e.V., Migration Hub Network GmbH and Give Something Back to Berlin.

Alliances official departments and agencies such as the Employment Agency, Arrivo, Be-Berlin are also considered. The program will include the guidance and connection to official departments with the refugees, each Pop-up information will be publicly available. The management of each one of the activities in each Pop-up are planned by the refugees. The NGO guides them to decide the type of activities and to calculate the budget. Strategic partnerships with sponsors will make financially sustainable each Pop-up, while creating a new pool of investors.

Scalability (Growth)

BrückenSchlag is designed to foster inclusion of skills in 4 main fields. Namely, health facilities, educational services, cultural centres and business nodes. 20% of the employees in the public service sector in Berlin have are immigrants (Berlin, Town Hall, 2014). Currently the real estate market, professional, scientific and technical services are growing in Berlin (Katz et al., 2016). As a result job vacancies are likely to increase.

The proposed Pop-up Kiosk is adaptable and its core allows it to expand to suit the context that it is in. Furthermore, the design of the Pop-Up is replicable through its simple construction method.

The newcomers who are not involved in the Pop-up initiative will receive indirect help through the opportunities that emerge from the activation.

Social groups	Expected impacts
Germany	Less dependence on welfare systems
Berlin communities	New skills, talents, and workforce
Refugees	Dignity, confidence, and security
Home nations	Experts to help rebuild home countries when crisis ends

Critical Risks

The success of the Pop-up lies in the commitment of both parties. We believe that a potential risk could be hesitation from the newcomers or the locals. Secondary risks include legal and regulatory issues such as location and operation permits. Financial hurdles could include convincing investors to support the initiative and continued collaboration from various refugee groups.

Budget

Pop Up Kiosk <i>*Pilot launch</i>	€ 480 or donated
Kiosk appliances	€ 275 or donated
Workshop	Provided by partners
Document printing	Provided by partners
Human Resource (Team leader + 2 people)	€ 865

Marketing

Through the Pop-up's presence within the urban landscapes the publicity will increase and as a result the ultimate hope lies in the integration of the refugees into the native communities. In essence, the Pop-up is considered as a tool for social networks to grow.

Additionally, the App will also be linked to social networks that include the information about upcoming events, job opportunities and more useful resources.

1. Bundesamt Für Migration und Flüchtlinge (2017). Aktuelle Zahlen zu Asyl. Germany.
 2. The Governing Mayor of Berlin (2014, July) Berlin - A success story Facts. Figures. Statistics
 3. Katz B.(2016, September). Cities and refugees: The German Experience. Retrieved from <https://www.brookings.edu/research/cities-and-refugees-the-german-experience/>

Social worker at Caritas Stuttgart

Johanna pointed out that most of the refugees are shy/ afraid of getting out of their camps except for shopping or extreme urgent/mandatory matters. Also, the social-worker sector is always understaffed and not able to help with all their personal issues in Germany. In several cases the social worker takes over too much and the refugee is totally dependent on the help. She emphasised the idea of investing time in teaching them how to do it and in the next step them to help others. A more experienced refugee helping a newcomer can enhance trust, confidence and collaboration to the same humanitarian cause.

Current refugee in Stuttgart and masters student at the University of Stuttgart

Ibrahim explained to us that: “as a refugee first and a Syrian second, I would say, it’s easier to approach refugees in a language they understand both culturally and verbally. Only a small deal of the Syrian refugees got over their fears and are labelled in Germany as *well-integrated refugees*. This small percentage is having a significant impact on the other refugees. As Syrians, we are in desperate need of ideal people to follow, especially because we struggle every day in trying to change people’s opinion about us which is negatively influenced by the media.”

Interviewed group of refugees from Syria

Based on our questionnaire, the discussion focused on addressing the obstacles they faced in integrating into the German society. The main observed challenge was the language and the lack of opportunities to it since they have very little connection with local Germans besides the assigned volunteers. A second stringent challenge was finding a job which they attributed to the lack of knowledge from the employer’s side about the refugee’s skills. It was clear from the discussion that all of them sought individual solutions on how to overcome the label and show their skills but still feel powerless to change their situation.

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Ibrahim Al-Salameh

Tel 00 49 176 32 52 89 18
e-mail salama.i.du@gmail.com

Bachelor’s degree in Civil Engineering from the University of Al-Furat, Syria in 2013

Name	Age	German	Previous profession	Employment status
Hatem	30	B1	Arabic Teacher	unemployed
Hamza	31	A2	Tradesman	unemployed
Ahmad	45	B1	Maths teacher	unemployed
Hassan	26	C1	Economist	applying for UNI
Abed	28	C1	Project manager	unemployed



Refugee interview (17.01.2018)

Team information

TEAM | 5130 | 04

We are a team of international architects and engineers from the majority world and our common ground is being part of a climate-responsive design fellowship. A one-year program of sharing knowledge and connecting ideas.

Transsolar Academy, Stuttgart Germany.

Ibrahim Al-Salameh

Nationality: Syrian

e-mail: salama.i.du@gmail.com

Ibrahim graduated as a civil engineer from the University of Al-Furat, Syria in 2013. He is currently pursuing a master's degree at the University of Stuttgart. His past experiences include working as engineer at AGM Syria, holding a UNHCR focal point position for a year, a trainee at Daimler Germany.

Petru du Toit

Nationality: South African

e-mail: petru858@gmail.com

Petru completed her bachelor and master degree in Architecture at the UFS South Africa. She has worked as a junior architect on projects driven by sustainability. She is interested in 21st century on-line networks and platforms as a way of knowledge sharing to influence the built forms of a city.

José Santiago Martinez Torres

Nationality: Mexican

e-mail: jsantiago.mtorres@gmail.com

Santiago has a bachelor's in Engineering Physics from ITESM Mexico. He worked as energy modeler and environmental consultant on energy systems for high performance buildings. Santiago is currently developing a water calculation tool to measure the environmental impact.

Achilles Ahimbisibwe

Nationality: Ugandan

e-mail: achiwllles.ace357@gmail.com

Achilles combines comprehensive background in architecture and built environment education. He did his master's degree in Architecture from UMU Uganda. Since 2010, he has been a lecturer and researcher in Sustainable design at the University.

Nikki Elaine P. Panaligan

Nationality: Filipino

e-mail: na.panaligan@gmail.com

Nikki graduated the UPLB Philippines with a bachelor in Civil Engineering. She worked as for the CHED-PCARI project on wireless sensor network-based water information system for efficient irrigation water management in the Philippines.

Pallavi Chidambaranath

Nationality: Indian

e-mail: pcnath@gmail.com

Pallavi holds a bachelor's in architecture and master's degree in planning from SPA New Delhi India. She has worked as an associate architect at Integrated Design, India and is interested in ways to enhance the thermal comfort and walkability experience of pedestrians.

Elmer Gutierrez

Nationality: Peruvian

e-mail: elmerdgg@gmail.com

Elmer graduated as an architect from UPN Trujillo, and has a master in Architecture and Sustainability from URP Lima. He has been working as an independent architectural designer since 2014. He is interested in public spaces installations to improve the urban environment.

Gabriela Barbulescu

Nationality: Romanian

e-mail: barbulescugabriela@yahoo.com

Gabriela completed her bachelor and master degree in Architecture at UAUIM Romania. She has 4 years of experience as an architect and is currently working on energy and climate strategies at Transsolar. She analyzed in detail "Outdoor thermal comfort effects on urban design".