



Adnan Shaikh
Mayor of Eschborn

Dear Sirs and Madames,

What is „sustainability“ all about? It's about taking responsibility for our actions, about creating effective measures to conserve resources and sustain vital foundations of life. The exciting thing is that it is also about a major opportunity. Sustainability has now turned into a business megatrend. In world markets, sustainable commerce and industry, and in particular climate neutrality, are developing into the new „currency“ and becoming a key factor for maintaining a competitive edge. For us as a location for international businesses, sustainability is one of the central themes for our future.

In our Newsletter, we report how we as a City and the companies located here go about progressively setting sustainability as a standard, and what specific approaches are in place to design the route to climate neutrality.

I hope you enjoy today's second issue of our newsletter!

With kind regards,
Adnan Shaikh
Mayor of Eschborn



Dong-Mi Park-Shin
Director of Economic Development

Dear reader,

Over the past few months, we have all noticed that nothing can replace a person-to-person conversation. That is why we, as the Economic Development Department, are thankful for the current stabilisation of the Covid situation, which means that face-to-face encounters in Eschborn are possible again. This direct exchange helps us better identify the needs of our businesses and develop measures to help you in your work. In conversation with energy service provider Techem and the new Globus hypermarket or during an inspection of „The Twist“, a new building, one thing emerged very quickly: having largely got through the Covid crisis well, these and many other corporations are now facing up to even greater challenges with full steam ahead: sustainability and climate change. It is more than motivating to note that all of them are driven by those challenges. They know that the only way to cope with these difficult tasks is to tackle them together.

Read here in this newsletter exactly how Eschborn-based companies are setting out on the way to climate neutrality, plus lots of other news and helpful information from Eschborn, the business hub, in this newsletter.

If you are planning any inspiring projects of your own, please let us know – we are eager to hear about them.

Yours,
Dong-Mi Park-Shin
Head of Economic Development



TOP THEME



Sustainable Finance: ISSB to settle in the FrankfurtRhineMain region

The decision has been taken: the International Sustainability Standards Board (ISSB) will settle in the FrankfurtRhineMain region, meaning that a heavyweight in sustainable finance could be won for the region. The selection process went on until late October, with an imposing number of supporters for our region. ...

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Sustainable Finance: ISSB to settle in the FrankfurtRhineMain region



Sustainability is establishing itself as a new currency in global finance. Standardised reporting on sustainable efforts by businesses and the attributes of their products will be crucial to success in international markets going forward.

„Eschborn’s profile as an economic hub is characterised by the finance, consultancy and IT industry“, says Adnan Shaikh, Mayor of Eschborn. „A focus on sustainable finance is becoming increasingly important for international competitors in these industries. Settling ISSB here will be highly beneficial not only for Eschborn, but for the whole region.“

Sustainability requires unified standards

What exactly is going on? The International Sustainability Standards Board is a new body currently being established for the purpose of standardising sustainability reporting. Sustainability reporting is gaining in significance at an astonishing speed, making it all the more important to develop globally accepted, common minimum standards so that all stakeholders can benefit equally.

The IFRS Foundation, a privately managed non-profit organisation, was looking for locations around the world as a suitable base for the planned Board. The foundation intends to develop its present commitment to standardisation in international financial reporting by establishing the ISSB.

Support from 185 enterprises and organisations

The winning argument put forward by the Frankfurt Main Finance (FMF) e.V lobby group was that the Frankfurt finance hub, of which Eschborn is part, is the most important business location for the finance industry in continental Europe and the ideal location for the ISSB. The City of Eschborn has been a member of Frankfurt Main Finance since 2013 to ensure strong representation of the interests of the many international players based here.

In addition to the German government and the Hesse state government, around 185 businesses and organisations supported the candidacy for the ISSB settlement in the FrankfurtRhineMain region. This public and well-funded positioning was certainly helpful, especially as it also included substantial start-up funding for the settlement of ISSB. Canada, Japan and Switzerland had also announced their interest in offering a suitable base for the new ISSB, but it was Frankfurt as an international finance hub and the surrounding region that won the bid.



What a relief! The new A66 exit is open

The new motorway exit leading into the largest commercial zone in Eschborn was opened on 2nd October, marking the completion of an important infrastructure project for the business location. A breath of relief for businesses and a spur for the city to keep improving mobility. ...

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Smart Parking – less searching, more finding

Good news for the environment and for your nerves: if you're looking for a parking space at one of the three S-Bahn stations, you can now find it faster with the new CityPilot smartphone app. The new digital municipal service is not only free, but it also doubles up as a research project ...

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Working together to ease traffic

Classic forms of mobility are changing as new opportunities arise. Cities that successfully attract businesses, such as Eschborn, have a particularly strong interest in facilitating development towards diverse and climate-friendly mobility. Our latest survey among local businesses has surfaced a surprisingly simple need ...

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What a relief! The new A66 exit is open



Commuters, suppliers and visitors – everyone coming to Eschborn from the direction of Frankfurt along the A66 motorway and heading for the commercial park ‚South‘ can now come straight from the motorway into Düsseldorf Strasse. The new slip road is finished: it was officially opened on 2nd October after five years‘ construction.

Mayor Adnan Shaikh calls it a key infrastructure project to improve the traffic situation in the city. It will relieve the traffic burden on Sossenheimer Strasse and substantially reduce queues going out to the motorway and incoming traffic to the city centre, a comprehensive measure that also benefits the people of Eschborn. „The exit is an important building block in our overall concept to improve traffic flows and provide relief for the inner city“, says Shaikh.

Leftovers from World War 2

The ground-breaking took place in 2016 after much discussion and negotiation, some talks lasting many years, with owners of the land, senior representatives of the Federal Motorways Department and Hessenmobil. When the earthmovers finally moved in, work was delayed again, mainly and most recently by unexploded World War 2 ordnance: large quantities of old ammunition had to be disposed of with very demanding safety precautions.

Progress for all forms of mobility

„We aim to progress mobility in and around Eschborn on a permanent basis“, says Mayor Shaikh. Another important measure in this context is the implementation of the planned South-East link (between the two commercial parks South and East). This project is part of the city’s integrated traffic concept taking into account different forms of mobility, says Shaikh: „The Regionaltangente West public transport project or the construction of fast cycle routes are further examples of ongoing measures.“



Smart Parking – less searching, more finding

Eschborn has set itself the goal of becoming a „Smart City“. What does this mean? The efficiency and sustainability of the city’s infrastructure and services are being ramped up, with the aim of improving the quality of life for everyone who lives and works here through modern technology. The city’s digital transformation will come with palpable positive effects. „One of the measures of our extensive Smart City concept is the new digital parking control system“, says Adnan Shaikh, Mayor of Eschborn. „It improves our service for road users while reinforcing the use of public transport.“

Smart guidance with 330 parking sensors

Everyone who downloads the CityPilot app to their smartphones will save time and money looking for a parking space. It benefits the environment because you don’t need to keep circling around before parking. And the app itself costs you nothing.

Altogether, 330 parking sensors were installed this summer in the Park + Ride areas at the three S-Bahn stations. Since then, they have been hard at work as smart traffic controllers, displaying which parking spaces are vacant and which are occupied. A very important aspect is that they capture neither vehicle types nor registration numbers. All they record is whether the parking space is vacant or not.

Public transport improved by digital services

The aim of using artificial intelligence and ultra-modern sensor technology is to help make mobility more climate-friendly and attractive, for instance by making the use of public transport easier and more convenient. This is a very interesting idea for the city of Eschborn, which has over 30,000 commuters. Other German cities take the same view and already offer digital apps. The CityPilot project is funded by the German Federal Ministry of Transport and Digital Infrastructure and is supported by the Society for Integrated Traffic and Mobility Management in the Frankfurt and Rhine-Main Region. Adnan Shaikh has announced that, „although the research project expires at the end of this year, we are convinced of its benefits and intend to offer CityPilot as a permanent service.“



Working together to ease traffic

Mobility is a central issue for the many businesses in Eschborn. The city authorities would like to continue developing targeted improvements and offers of support. The Departments of Local Mobility and Economic Development recently carried out a survey among the local enterprises, with questions addressing the challenges of operational business mobility and how businesses handle mobile office work. A total of 186 businesses responded. A key insight: many enterprises consider the issue of mobility important and are willing to get involved. However, they feel that they do not have sufficient information as to what possibilities are available to them.

Another result was less surprising. Many employees have been working mainly from home since the start of the corona pandemic. The survey shows that, although the majority of employers want to make remote working possible on a long-term basis, a good fifth, especially of small enterprises, rejects mobile working for the future.

Use of free consultation programmes

By far the largest number of complaints about traffic in Eschborn target congestion, followed by the shortage of parking spaces. However, criticism was also leveled at the lack of punctuality in local public transport and overcrowding in vehicles.

The survey clearly reveals that many businesses consider themselves to be part of the traffic problems as a whole, but they are often short of the required capacity, skilled staff or budget to tackle more efficient and sustainable corporate mobility. As a consequence, only very few enterprises know about or use free consultation programs such as „[südhessen effizient mobil](#)“. The city sees good opportunities here to provide support.

Improving the mobility mix

Information material on business mobility management, current public funding options or ways of getting involved needs to be provided. The city will intensify its efforts in this respect. Expanding the network of cycle paths, improving local public transport, adding charging stations for electric vehicles, and bike-sharing stations: Mayor Adnan Shaikh regards all these building blocks as essential for improving the traffic situation in Eschborn and as the city administration's responsibility. „The survey has confirmed that our current efforts are headed in the right direction, and has sharpened our focus on actions“, says Mayor Shaikh. „Together with the Departments for Economic Development and Mobility, we will intensify our work going forward and hope for active involvement.“

For more information on the survey, go to:

[Company survey on mobility](#)



If you have any questions, here is your contact:

Beauftragter für Nahmobilität (Local Mobility Officer)
City of Eschborn
Andreas Gilbert
mobilitaet@eschborn.de



Carbon-neutral buildings: Eschborn is setting an example

The City of Eschborn is planning to renovate or build not one, but two central buildings fulfilling the highest sustainability standards. The City plans to obtain the Platinum Certificate from the German Society for Sustainable Building (Deutsche Gesellschaft für Nachhaltiges Bauen, DGNB) for both its town hall and civic hall. It's all about achieving carbon neutrality not just on paper, but in actual fact ...

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Municipal grants for solar panels on commercial buildings

Generating your own power from solar energy keeps costs down and is good for the climate. That's why the City of Eschborn wants to win over more building owners for operating solar panels on their rooftops, and is expanding its successful grant programme. Photovoltaic systems on the roofs of commercial

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Feats of a modern supermarket: Organic. Fairtrade. Climate friendly.

The new Globus store in Eschborn can save around 90 tonnes of carbon dioxide emissions per year, mainly through its energy efficiency and its own solar power generation. And the newly-opened Globus supermarket has even more store when it comes to sustainability ...

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A few cents go a long way

It doesn't always have to be a grand gesture. Sometimes the numbers after the decimal point are enough to do some good, especially when many join in. And that is exactly what Eschborn municipal employees have been doing: they are supporting a campaign that donates the „remaining cents“ to children in Nepal, called „RestCent“ campaign in German. Copycats are more than welcome ...

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Climate neutrality gives a competitive edge

Energy service provider Techem wants to make buildings „green, smart and healthy.“ Why? Because around 30 percent of carbon dioxide emissions come from buildings, but markets of the future are climate neutral. Techem sees its mission in supporting commercial occupants of buildings and businesses in the real estate industry along this path ...

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The Twist: Award-winning sustainable construction

Great things are happening in the construction sector: sustainability is fast becoming the new normal. This is making itself felt in Eschborn's Commercial Park South. The building ensemble „The Twist“ with a total of 12,500 square meters of office space has been awarded the Gold Standard certificate by the German Society for Sustainable Building (DGNB). What does this mean for the climate, environment and keeping its value?

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Carbon-neutral buildings: Eschborn is setting an example



The architectural competition for the planned refurbishment of the town hall and reconstruction of the civic hall was launched in May 2012 and is expected to conclude towards the end of this year. What exactly is the plan?

The existing town hall building is to be renovated to make it more sustainable. The foyer, municipal library and a few other separate buildings will be pulled down and rebuilt. This will add a total of 2,750 square metres of space to the town hall, which will mainly be used for a modern, barrier-free municipal services office. The neighbouring civic hall will be completely rebuilt.

The City as a role model

With major projects like these, the City, as a public body, is acting as a role model for climate protection.

„I am sure that one of the outcomes of the architectural competition will be a state-of-the-art energy management concept for the refurbishment of the town hall and new build of the civic hall. We will be creating buildings that meet both citizens' high expectations and the highest energy standards,“ says Mayor Adnan Shaikh.

Solar power and renewable resources

The [German Society for Sustainable Building's](#) Platinum Certificate is one means of achieving this. The plan is for the buildings to use up as few resources as possible while reaching the highest level of energy efficiency thanks to photovoltaic systems and solar thermal plants on the roofs of the buildings, which will provide climate-friendly energy and heat for their everyday operations. Energy storage and heat recovery technologies as well as the automated monitoring of consumption and online controls for the use of heating and cooling energy round off the concept. After all, keeping a close eye on consumption is key to making efficient use of energy.

The same applies to the use of other resources. The standards set by the Platinum Certificate call for the sustainable management of building materials. Ideally, materials should be renewable or recycled. The lion's share of the estimated 57million euros of project costs will be invested in the new civic hall, which can be used by citizens and the town's clubs and organisation.

Visit [Landesenergieagentur Hessen](#) to learn more about the energy transition, climate protection and available funding.



Municipal grants for solar panels on commercial buildings

Solar energy pays off in more than one way in Eschborn, especially for businesses and building owners. Firstly, the sun won't send you a bill. Its energy is completely free. In a nutshell, as soon as your investment costs are fully amortised, your electricity expenses will plummet. Secondly, generating your own electricity at low costs makes you independent of rising energy costs and price volatility due to the fluctuating prices of fossil fuels. Thirdly, participating in the City's campaign for solar energy significantly reduces your carbon footprint as a company or building owner, and helps you make a noticeable contribution to climate protection.

Up to 20,000 euros per photovoltaic system

The City is offering highly attractive grants to win over as many candidates for renewable energy as possible. Grants amounting to up to 15,000 euros are earmarked for photovoltaic systems on the roofs of commercial buildings, even up to 20,000 euros for residential buildings.

The funding guideline specifies that solar systems can be subsidised with 150 euros per kilowatt of installed capacity on commercial rooftops and 200 euros on residential buildings, for systems with a maximum capacity of 100 kilowatts.

Noticeable acceleration

The funding programme by the City of Eschborn already has a track record of success. Between 1st January and 12th October, the rate at which new solar systems were being installed had already speeded up enormously. All together, funding for a total of 270 kWp of installed capacity is available.



The City itself consistently uses the rooftops of its own buildings as sites for climate-friendly solar power stations, with a capacity of about 400 kWp per day. Additional installations are planned on the roofs of the emergency centre, the Bürgerzentrum (municipal services office) or the town hall.

But only if the full existing potential of about 20 hectares of rooftop surfaces on private homes and commercial buildings is utilised will the city be able to make a real difference. So please feel free to pass on the information to decision-makers around you – this is an investment in climate protection that pays off.

You can check the [Solarkataster](#) (solar registry) to find out whether a rooftop is suitable for the installation of solar panels.

Information and advice on funding programmes:

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Feats of a modern supermarket: Organic. Fairtrade. Climate friendly.



The chargers for electrically powered vehicles (e-bikes as well as cars) will catch your eye immediately when you enter the car park. It's the obvious thing to do nowadays for a market with a sustainability profile.

Christof Judenmann, you are the managing director of the new Globus market in Eschborn – in what other ways are you underpinning your claim to be sustainable?

Christof Judenmann: Above all by networked thinking across generations, meaning ultimately that we take responsibility for man and the environment. It is important to us to establish close connections to local communities from the very beginning. This is demonstrated in the numerous local cooperation schemes we are involved in, in our social commitment, and in the local and sustainable products we sell. Our range contains over 4,500 certified organic products and many fairly traded goods from all over the world.

How climate-friendly are your new building and its management?

Christof Judenmann: At the heart of it all is our multi-dimensional energy management concept. It enables us to save around 90 tonnes of CO₂ per year at this site. How do we do it? For instance, by installing solar panels on the entire roof to supply the building with electricity. Our solar power system generates over 1,600 kWp, enough for 1.6 million kWh of clean electricity per year. This means that we can cover almost half the power requirement of our supermarket ourselves in a climate friendly and sustainably low-cost manner.

Modern energy technology is standard in all the Globus buildings. Among others, it includes LED lighting and co-generation units for heating and power, heat recovery and closed-circuit refrigeration cabinets that are especially energy-efficient.

By the way, this forward-looking energy concept recently won official recognition with the EHI Energy Management Award.

How significant is the Globus settlement for Eschborn as a business location?

Christof Judenmann: We are a family-run enterprise committed to cooperating with local and regional manufacturers, farmers and producers in order to secure jobs in local companies and promote the home economy. In each of our markets, we present a display of goods from within a 40 km radius in our „Gutes von hier“ („good things from here“) range. This guarantees the freshest produce and short transportation routes. We employ a total of 400 people in the supermarket and train apprentices in traditional trades for our in-house production.



A few cents go a long way



Rounding up to the next full ten cents at supermarket cash desks, called „Aufrunden“ in German, is easy, feels natural and has become a popular means of collecting donations for charity. The „RestCent“ campaign works in the same way: the donation is made by giving the last few cents after the decimal point on employee's pay cheques.

This idea of solidarity has appealed to many city hall workers. From the start, about a hundred employees subscribed to the scheme spontaneously, raising the gratifying sum of 500 Euros. This amount will support families in Nepal paying school fees for their children. The Eschborn „Fair Trade“ steering group initiated the „RestCent“ campaign and is now ensuring that this warm-hearted donation is transferred directly.

Online donation tool

Digitalisation has made this form of collecting donations, which has now become very popular, easier by integrating automatic debiting of the amounts into the salary accounting system. Tech giant SAP, for example, provides a special accounting software for this purpose.

The theme of social responsibility is gaining in significance for many corporations. The „RestCent“ campaign is already used by many businesses to engage in good causes together with their workforce. Eschborn's administration is delighted to see how many others have joined in and are following suit.



Climate neutrality gives a competitive edge



Matthias Hartmann, you are the CEO of Techem GmbH in Eschborn. You want the buildings of the future to be green, smart and healthy. What is the biggest lever of success in becoming climate neutral?

Matthias Hartmann: Without digitalisation, we will never achieve the energy transition. That is eminently clear.

Digital Services generate transparency and give a full picture. They indicate precisely where we stand in our development and where we need to be headed. This gives rise to a new awareness of energy consumption and energy flows for all stakeholders.

Digitally networked solutions and devices enable reduction of energy consumption, increased efficiency and the introduction of renewable energy generation across all sectors. Moreover, digital services are low-investment measures. It is important to keep the path to climate-neutral industry affordable so no-one is left behind.

Why has the pressure to take action for the switch to climate-neutrality increased so much?

Matthias Hartmann: Quite simply, the EU has set itself the ambitious goal of becoming the first climate-neutral continent by 2050. It has set up some powerful instruments to achieve this goal: ESG criteria, EU taxonomy, sustainability reporting. By way of the financial sector, all of these tools

exert massive influence on industries, including on the real estate sector. The ESG (Environment, Social, Governance) criteria have now become an integral element of our corporate policy at Techem.

Are these EU projects an obstacle or a window of opportunity for development?

Matthias Hartmann: Climate neutrality has now advanced to become an important driver for competitiveness. Many corporations have already got the message. But I see potential for Eschborn as a business location, too. Here in particular, it is clearly emerging that we need comprehensive energy management concepts to be effective, both for existing buildings and new construction projects. One part of this could be to choose a climate-neutral location, so setting yourself this goal will make a town future-ready, perhaps even make it a pioneer?! That is the opportunity offered by the major theme of climate neutrality.

So how is Techem seizing this opportunity itself?

Matthias Hartmann: We are taking our own medicine with the intention of being a lighthouse enterprise at our location. Our corporate building is about 20 years old. We have just extended our tenancy agreement and negotiated relevant conditions. We intend to overhaul the building's energy management. That means modernising the heating system, setting up solar equipment and making more use of electrically powered transport. We're right in the middle of all this.



The Twist: Award-winning sustainable construction



This is about far more than climate protection. The DGNB certification system considers the environment friendliness, people-friendliness and economic efficiency of buildings and neighbourhoods over their full life cycle. This holistic and independent system enables a high degree of transparency and evaluation in the quality assessment of sustainable building. This approach constitutes a competitive edge that guarantees the value retention of buildings and is thus gaining increasing importance in the construction and real estate industries – and also bearing fruit for Eschborn as an economic hub.

Over 40 STRABAG projects certified

The DGNB certificate in platinum, gold or silver is one of the best-known certification systems for sustainable building in the world. STRABAG Real Estate GmbH (SRE) in Frankfurt am Main has been a member of DGNB for ten years already. During this time, more than 40 projects have been certified as sustainable. Among them is „The Twist“, a twin building in the Eschborn Commercial Park South, which has been awarded the DGNB Gold certificate.

Resource-saving and energy efficient

„The demanding DGNB certification process requires us to take responsibility for the resource-conserving construction and energy-efficient operation of our buildings,“ says Andreas Hülken, Head of the Rhine-Main Division at SRE. „The ambitious process mirrors our development approach based on user requirements and a long life cycle.“

The project developer estimates that the focus on ESG (Environmental, Social, Governance) criteria and EU Taxonomy will sharpen even more in the future and become relevant for implementation in the DGNB certification process.

The City of Eschborn itself intends to set a good example, and it is planning two building projects to the platinum standard of DGNB certification. Read more [HERE](#).

DGNB Certificates: around 85 percent increase in demand

In 2020, a total of 1,871 applications for the certification of buildings, indoor spaces and neighbourhoods were submitted – 85.6 percent more than the previous year. Since the certification was established in 2009, the Society has awarded a total of 7,245 DGNB certificates. In 2020 alone, the number of awards increased by 1,307 within a year.

INFO-LINKS

[STRABAG Real Estate GmbH Rhein-Main](#)
[Deutsche Gesellschaft für Nachhaltiges Bauen](#)



Most successful mid-sized town in Germany

When you ask businesses what makes Eschborn so attractive for them, you will often hear that it's the town's good location. But a recent study has shown that there's much more to it than that. Eschborn has been ranked as Germany's „most successful mid-sized town“ in 2021. What were the criteria for this ranking? ...

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Back on track together

Solo entrepreneurs and very small businesses in Eschborn were particularly hard-hit by the second Covid lockdown. Such a comprehensive crisis calls for immediate action. A short-term support program set up by the City's Economic Development Department will be running until the end of the year, but it was not the only means of immediate support. ...

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Eschborn supports the start-up economy

Several dozen corporates, regional players and start-ups met at the leading networking event in the metropolitan region. In October this year, the FrankfurtRhine-Main Start-up SAFARI could take place mostly as a live event. Two committed companies from Eschborn were also present at the networking tour. ...

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Talent spotting at 2022 azubion Tour: Event brings business and young talent together

At last! The azubion Tour can take off again in 2022. The azubion Tour is a different kind of apprenticeship fair, which has been held four times in Eschborn since 2016, successfully bringing young people and companies together. Companies seeking talented youngsters as apprentices or trainees in dual courses of study can register immediately – preparations are in full swing! ...

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Most successful mid-sized town in Germany



Eschborn achieved top marks in several of the categories used to indicate success in a comparison of towns across Germany, according to the [KOMMUNAL journal](#). Eschborn topped the ranking of mid-sized towns, defined as municipalities with 20,000 to 75,000 inhabitants, making it the most successful among a total of 600 mid-sized towns in Germany.

A total of 67 indicators were surveyed

The journal, which is published by Deutscher Städte- und Gemeindebund e. V. (German association of towns and municipalities), conducts surveys of developments at the municipal level at regular intervals and with different focuses. The „most successful towns“ ranking took into account a total of 67 indicators, including aspects such as population development, share of young citizens, unemployment rate, number of insolvencies, disposable income, gross domestic product per capita and number of single-family homes.

Proudly celebrating 1250 years of history

„We are really pleased about this ranking,“ says Mayor Adnan Shaikh. „It proves that our efforts to promote Eschborn as a business location together with local businesses are paying off, and that we continue to be attractive for young people.“ This is particularly relevant at a time when the town respectfully looks back onto such a long tradition: Eschborn celebrated its 1250-year anniversary in 2020. In

that time, it developed from the farmlands and vineyards it consisted of when it was founded to a modern trade and service industry hub in the Frankfurt Rhine-Main metropolitan area. It owes its developments to wise, courageous decisions. „A 1250-year anniversary, that’s something to be proud of and that not many municipalities in Hesse can celebrate,“ Shaikh adds.

Above-average incomes

Eschborn achieved particularly high scores in the demographics section of the survey, which was conducted using the Contor-Regio tool for location analysis. At over 21 percent, the share of youngsters under 20 in Eschborn is much higher than the national average. The unemployment rate is extremely low at below two percent. Accordingly, disposable incomes per citizen are above-average at almost € 29,000.

„The many young people who live here make sure that the town is full of life,“ says Dong-Mi Park-Shin, Head of Economic Development. „We offer young people perspectives for their future with vocational training opportunities or dual courses of study close to where they live, for instance with our [azubion Tour](#) or our [eschborn-for-talents website](#)

Click [HERE](#) to find out more in this newsletter.



Back on track together



„Firstly, it’s about visibility, and secondly about the idea of networking“, explains Dong-Mi Park-Shin, Head of Economic Development. The Covid pandemic and the preventive measures associated with it have been massively detrimental to customer loyalty und revenues, especially for solo entrepreneurs and very small businesses. „We want to make sure that the smaller service providers in our economic center survive“, she continues. „One effective measure in this context is to reinforce their visibility.“

To this end, the support programme set up in summer for advertising and communication projects will remain in place until the end of 2021. Applications can be submitted as late as November 30th.

Mutual support and inspiration

The objective is to attract customers during the re-opening phase and promote local cohesion in the long term.

„Ideally, this works best by striking up cooperation agreements with partners that can support and inspire each other. At the end of the day, that will strengthen our pull as a business hub,“ says Dong-Mi Park-Shin.

IHG: Compensating for the many canceled events

„We warmly welcome the fact that the Economic Development Department is so clearly focused on what’s needed most in these challenging times and is taking targeted action,“ says Frank Haas, Chairman of Interessengemeinschaft Handel und Gewerbe (IHG), the local trade and commerce interest group in Eschborn. „So many important events for networking or customer acquisition over the last year and a half have had to be canceled in our city due to Covid“, he deplores. „Our IHG members are glad of the opportunity to make up for this, present themselves to the public and advance their projects“.

Who can apply?

There are three conditions to be met for applications for the municipal funding programme with a total amount of € 15,000: Applicants must be a self-employed individual or run a very small business with a maximum of ten employees, their business must have suffered through the Covid regulations, and at least three such enterprises must join forces and request support for a joint project.



Eschborn supports the start-up economy

„The Covid crisis has rung in some major re-thinking with a view to new worlds of work, especially as remote working and working from home suddenly became a necessity throughout the country,“ says Jan Schwanzer from [quadro office GmbH](#) in Eschborn. Along with a strong focus on sustainability in the world of work, this development had already begun to emerge before, but the pandemic acted as an extreme accelerator. One aspect of this are urban neighbourhoods where living, working and leisure activities can be tied in closer with each other, so that long commutes to work can be avoided, says Schwanzer. New concepts for the use of space and organisation of work following the principles of „New Work“ are another.

„We see great future potential in the co-working format,“ Schwarzer adds. „We as corporates can benefit from the intense exchange with start-ups, as they tend to think completely differently.“

This is why quadro office, the Eschborn-based specialist for office furnishing, like many others holds the [FrankfurtRhineMainStart-up SAFARI](#) which took place in late October, in high esteem as the central event in the region for mutual inspiration. Jan Schwanzer headed an exciting workshop for the opening of the two-day SAFARI: participants were invited to design their personal favourite worlds of work spontaneously from a total of 72 modules.

„Boozt your business“

The Eschborn Innovation Service Provider [ZÜHLKE](#) was also involved once again as a partner of the SAFARI to push the start-up ecosystem in the region. After their first participation, they developed „crash innovation laboratory“, which was given the name „Boozt your Business“. Start-ups with fresh project ideas can pitch them with ZÜHLKE in Eschborn and receive professional feedback and support as they move their ideas forward to market maturity. Zühlke presented its laboratory at this year’s SAFARI and presented some recent examples from it.

The Start-up SAFARI has been held since 2017 at different sites across the Rhine-Main area as a decentralized event. The objective is to explore the start-up scene together, gather information about trends and developments and make important contacts.

The City of Eschborn supports this leading networking event as a Silver Partner.





Talent spotting at 2022 azubion Tour Event brings business and young talent together



The [azubion Tour](#) in Eschborn is all about personal encounters. Restrictive Covid rules prevented two events from happening in 2020 and 2021. Now it looks as if Friday, July 8th, 2022, is a realistic date for the fifth azubion Tour as a live event, to the great joy of the Economic Development Department. The invitations have already been sent to Eschborn firms.

School leavers give a lot of thought to their future careers, and companies have an interest in attracting suitable candidates for their training opportunities. The azubion Tour brings them together in an especially personal way.

Class before mass!

„What we offer is not the usual fair with booths; at our event, participating firms invite the young talent into their premises“, explains Dong-Mi Park-Shin, Head of Economic Development in Eschborn. „This provides youngsters with an opportunity to meet skilled specialists and experts, as well as present apprentices and students, for an informal exchange. Plus, there's an information and entertainment programme to round off the event.“

Free bus shuttle tour

At each of the previous experience tours, more than 50 different training opportunities were presented in different industries. The azubion Tour is a local event, based on participation. The more companies are involved, the more attractive the offer, and therefore, the higher the number of visitors.

The young guests at azubion come from the region's high schools, middle schools and comprehensive schools. Free shuttle buses transport potential candidates from company to company throughout the event. They can hop on and off at numerous stops all over Eschborn.

Register now and be part of it!

The last official date for registrations is December 22nd, 2021. If you're interested, you can register directly at wirtschaft@eschborn.de

More information and inspiration are available at: www.azubion.de

www.eschborn-for-talents.de

Apart from azubion, the Economic Development Department offers an online information platform all year round to bring business and young talent together. At www.eschborn-for-talents.de companies can publish their vacancies for apprenticeships, dual courses of studies and internships. Young people starting out on their careers can submit their applications directly. The Economic Development Department keeps the data up to date, and the platform is constantly developed and advertised in schools.



Open-air art appreciation

Whether it's a long lunch break, rounding off the day after work or a weekend with the family – the Eschborn art walk takes art lovers along a route full of new inspiration. Just set off – your smartphone will give you all the information you need, and the return route is „fast-forward.“ ...

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Eschborn shows responsibility for the region

Good news for 2022: Eschborn has been able to keep up its contributions to the district and regional budgets and show solidarity, despite the Covid crisis. Thankfully so, as due to the coronavirus, the City's grants are needed more than ever. The continuation of sponsorship activities has helped sustain a wide-ranging cultural offer in the region. ...

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Fancy a walk with art?



How did the Director of the Frankfurt Goethe Institute put it in his 1970s call for „Art for Everyone“? Art forms the human person, it is good for morale, it broadens the horizon, it helps discover and educate one’s inner self.

For many years now, the City of Eschborn has devoted itself to getting art out of museums and into the public spaces to bring art to the people.

The visible expression of this aspiration is the Axis of Sculptures with over 20 works and the attractive offer of an art walk from Niederh ochstadt to Eschborn to explore them.

Eye-opener with audio guide

The pleasant walk leads you along the course of the Westerbach stream. The actual walk takes about an hour, but if you stop to admire all the artwork along the way, it will take you about two. The return journey by train, however, is really fast.

To enjoy the route with all your senses, use the [City’s special audio guide](#) with lots of information on the works of art.

Off we go in the sculpture part in Niederh ochstadt. Works by international artists have been permanently acquired by



the municipality and are artfully positioned between lawns, meadows and herbaceous borders. As the walk continues, you’ll discover works of art in many different places. Each piece of art enters into a silent dialogue with those viewing it and its countryside setting.

Return journey in comfort on the train

The route takes you through the Oberwiesen recreation park, along the stream and past the adventure playground. Take a welcome break at the inviting Oberer M hlweiher pond. Right next to it is the idyllic old mill (Alte M hle).

Next, you pass the Heinrich-von-Kleist school, walk along the M hlpfad and Oberortstrasse by the open Westerbach stream, down to the old town centre. Keep straight on along Unterortstrasse until you reach Rathausplatz, then go down to Unterwiesen and Eschborn S ud train station. From there, you can travel back in comfort to Niederh ochstadt in just a few minutes by S-Bahn train S3 or S4.

An extra highlight awaits families with children. About halfway along the walk, there’s the spacious „Tractor playground“ with soccer goals, a zip wire, a water playground and some fitness equipment for the adults.

Further Information [HERE](#).



Eschborn shows responsibility for the region

„Close ties and good cooperation are the important foundation of our actions as a successful business location“, affirms Eschborn’s Mayor Adnan Shaikh. The city has special significance in the Rhine-Main area due to its stable economic and financial base. It benefits from the advantages of the conurbation and, for several years now, has demonstrated that it shoulders responsibility for the region: „We wish to go on bearing this responsibility, and we will again support cultural institutions in Frankfurt am Main in 2022,“ says Adnan Shaikh. He is certain that the selected houses and institutions will invest the money for projects that reinforce and strengthen Frankfurt’s radiance and infrastructure as a cultural metropolis.

Cultural sponsorship is a boon to the business location

The grants already approved for 2022 support the city’s aim to progress its development as an economic base. Many of the global players resident in Eschborn prioritise social responsibility and are keen on the local authority of their chosen business location to show commitment. Sponsorship grants, consequently, enhance the city’s attractiveness as a base for business.

There are three criteria to be met when selecting which institutions to sponsor: there should be a visible association with Eschborn, such as special offers for citizens of Eschborn. There should be a focus on educational value and support for children and young people. And thirdly, the institution’s existence must not be threatened without the grants from Eschborn.

Recipients in 2022 will be:

Frankfurt Opera, Alte Oper (Old Opera), the German Film Museum and English Theatre will each receive 50,000 Euros and the Dialogmuseum (Dialogue museum) will get 20.000 Euros. The interactive museum Experimenta, the Theaterhaus Ensemble theatre company, and Dramatische Bühne theatre will each receive 10,000 Euros, and the association Verein Protagon (Sommerwerft) will get 15,000 Euros.

Grants of 5,000 Euros each go to the literature project Frankfurt liest ein Buch („Frankfurt reads a book“), the Theater Grüne Sasse (Green Sauce Theatre) and the Stalburg theatre.



Useful information

Economic Development

- [Facts about Eschborn](#)
- [Key facts and figures, Eschborn flyer](#)
- [EschBORN for talents](#)
- [azubion](#)
- [Eschborn A to Z](#)
- [Business start-ups](#)

Mobility

- [Updates on construction sites](#)
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Further information:

www.eschborn.de

More information about City of Eschborn Economic Development: www.eschborn.de/wirtschaft

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Notes: In the newsletter EschBORN for Business we use when designating people and professions usually only use the masculine form in order to keep the texts shorter and easier to read. The female form is of course always included.

The information in the imprint of the city of Eschborn also applies.

