



# **TÜR AN TÜR DIGITAL FACTORY GGMBH**

IMPACT SUMMARY 2018

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# The Impact of Tür an Tür - Digital Factory gGmbH

## An inclusive answer to a complex challenge

The open character of our society and the associated facilitated integration of newcomers are complex challenges to which no one-sided answer can and should be given by a single institution. Our self-image as an organisation is strongly based on cooperation with other actors in the network. With our work, we are committed to combining and harnessing different resources in the field of integration. Networking with long-established institutions in this field and local administrations creates special synergy potentials, which are tapped by the Digital Factory. We pass on expertise and create structures through information and technology transparency in order to make common content and technologies visible and, above all, usable.

## The impact staircase of the Integreat project



In order to be able to present the impact of the individual activities within the framework of impact-oriented reporting, it is necessary to take a differentiated look at our most important partners and users. A distinction is made between the newcomers, as users and recipients of the offers, and the municipal administrations as customers and partners in the development of corresponding offers, as well as the various actors in the intra-municipal and inter-municipal networks.

All activities of the Digital Factory affect the same medium- and long-term goals independently of the direct target group. The activities are worked out project-specifically in an impact logic, as soon as a project is established after the pilot phase also on a long-term basis and the complexity requires a detailed description. Therefore, this report only provides a detailed list of the Integreat project and its activities (see p. 2). Progress and developments in the project are classified according to the impact staircase.

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## **Provided services and generated impact of the Integreat project**

Building on last year's achievements and impacts, the Digital Factory made further progress in 2018 for the primary target group of newcomers and at the municipal level. At the end of 2018, the Integreat app was available in 48 municipalities and administrative districts in Germany, where it facilitates to successfully shape the information transfer to newcomers. The increase in the number of active Integreat municipalities has an effect on the target group of newcomers on the one hand, since a larger proportion of them can be supplied with local information by Integreat. On the other hand, the local partners of the Digital Factory in the intermunicipal sector also benefit from the growing number of active collaborators, as the platform for exchange grows and more content and translations are produced, which in turn can be used jointly.

In 2018, the housing sector was expanded through the development of a housing platform within the Integreat app. In retrospect, the housing platform could not develop its full impact. The difficult situation for new immigrants in the housing search sector could not be improved to the extent originally expected by our digital solution due to the various influencing factors. Despite the annual focus on a partial area of integration, the interdependence of the individual areas is always taken into account in the strategic development of the Digital Factory and, wherever possible, offers are created in all partial areas.

The activities of the Digital Factory had a measurable impact in 2018, above all at the municipal level and for the inter-municipal exchange. The main indicators for these effects are personal reports and feedback from the municipalities and the Integreat Dialogue Forum in Nuremberg in November 2018 as well as observations by employees in the Digital Factory.

Initially, a high willingness to participate in Integreat workshops and events as well as the Integreat Dialogue Forum was observed in 2018. This willingness to participate shows the high demand and important contribution of the events to the ability to work successfully within the field of integration, since the events are time-consuming and the willingness to participate of different integration actors suggests that an added value for the participants is recognizable.

In addition, 7 cooperation agreements have already been extended after the minimum term of 24 months. This is an indicator that there is a significant added value in integration work on site through the use of the Integreat app and the inter- and intramunicipal networking promoted by Integreat.

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## **Outlook and Goals**

Our organization is picking up speed. This is also shown in the planning for the new year. The professionalisation and innovative spirit is to be steered in the right direction by personnel expansions in the Digital Factory. The four major goals are:

### **1. Professionalization and expansion of cooperation with our municipal partners**

Inter- and intramunicipal cooperation is essential for the impact of Integreat. In addition, the number of Integreat municipalities grows almost monthly and thus not only the potential of the cooperation increases, but also the support effort on our side. We have decided to use the wind of this development and have created a new office for the care of the municipalities and districts. In this way, we can guarantee close cooperation in the long term.

Another development that has already been observed and strongly supported is the cooperation between several Integreat municipalities. Especially obvious is the cooperation between cities and surrounding counties, but also other cooperations in the form of content exchange are very profitable. In 2019 such potentials are to be explored further and possibly even larger regions are to be encouraged to the cooperative conversion of Integreat.

## **2. Focus on labour migration**

Labour market immigration represents a great opportunity for our society and for the people concerned. The number of employed people in Germany will decrease and the interest in increased labour migration will make it necessary for many cities and districts to show openness and attractiveness to qualified people abroad. Currently, this point of view is only indirectly served by the use of Integreat. In the future it should be possible for municipalities and districts to promote labour migration even better by targeted labour market specific contents and at the same time to include the arriving people well by high information transparency. People who come to Germany specifically to take up a job here have little time to make use of personal counselling services. It is therefore crucial that information on everyday life and society is available digitally and collectively. For migrant workers, too, holistic local information on all areas of life is important if they are to settle in to society. Overlapping working hours and opening hours of the authorities lead to deficits, which are compensated by Integreat in order to gain a foothold in the new place of residence.

## **3. Integreat Europe**

The concept behind Integreat - spreading information locally and multilingually via app and website - serves a problem area that is not only acute in Germany, but also affects many other countries. In the modern information society, information is unfortunately not yet as accessible as it seems at first glance, and disparities in access to information make life difficult for many people. Integreat is an easy to implement and low-threshold offer that organisations or administrations can use to improve this situation. In 2019, the foundations are to be laid to make Integreat visible and usable beyond national borders.

## **4. The new „Denkfabrik“ as an innovation incubator**

The Digital Factory exists since the year 2016 and has established itself in the last years mainly with the project Integreat and achieved effect. During this time the team has gained a lot of experience for successful project work and at the same time the need for further initiatives combining digital technologies with current needs in social and public work became clear.

In 2019, this potential will unfold with the creation of new jobs. This should result in projects that have a high transfer potential, easy accessibility for users and, of course, make a special contribution to improving the living conditions of people who are disadvantaged in society under the current circumstances.

In the description of our goals for the coming year, it becomes clear that we are not resting on our success of recent years, but are looking for new problem areas. We are determined to use the experience from the Integreat project to implement further projects, the necessity of which we become aware of from our daily work again and again.

## Chances and Risks

As it has already become clear in the different objectives, there is a lot of potential for further development for the Digital Factory and the Integreat project in the coming year. There is still a need for the Integreat project. As already foreseen in the last impact report, a movement in the Integreat target group has taken place in municipal integration work and integration is increasingly being considered in the context of EU migration. Integration of refugees is no longer the focus of attention to the same extent as it was a few years ago and in this sense funding is less available. The financial feasibility of projects like Integreat becomes more challenging not only for us as an organisation, but also for our partner communities. Similar to the past years, we try to counteract such developments in a forward-looking way by building up our projects flexibly and considering further digital projects on other social problems.

In addition to the social developments that influence the work of the Digital Factory, we also observe internal changes in our organization, which at the same time entail major opportunities and risks. The Digital Factory is becoming increasingly professional and some former volunteers have been hired full-time. At the same time, there are large differences in the extent of their work for the Integreat project between full-time and volunteers. In order to avoid volunteers being left behind and no longer being able to make their contribution to the project, the paid weekly hours are internally capped at 20 hours per project.