INITIAL REPORT

FEBRUARY 2018

Annemarie Schumacher
Emma Wood

MAKERSMATTER.BERLIN
INFO@MAKERSMATTER.BERLIN

TABLE OF CONTENTS

INTRODUCTION

Over a period of roughly 10 weeks, an online survey was constructed to help better understand the background, current working environments and professional struggles of the Berlin maker community. The results of the survey will be used not only to identify workshop & trial strategies for the remainder of Makers Matter, but also to select key participants for free one-on-one and group sessions over the next six months. These participants will include the following:

- 3 individuals who will be followed in in-depth case studies
- 6 individuals who will receive regular one-on-one business coaching sessions
- 8 individuals who will participate in collaborative focus group sessions

The survey was completed by over 100 Makers. All of them are based in Berlin, and matched the following descriptive guidelines:

A Berlin Maker is someone who runs a small business involving the hand-crafting of design-based products, or the restoration and re-selling of vintage design items. You could be just starting out or more established, working in your business full- or part-time, a native German or from another country.

The descriptive guidelines were purposefully left broad, to encourage Makers at all stages of business development or scale to feel comfortable with participating, and to ensure the overall portrait being created of Makers was as inclusive and honest as possible. However, there was naturally the need to establish some concrete boundaries, and the core distinction selected by the project was the requirement for participants to create hand-crafted design-based products or hand-restored vintage items. This meant that creative individuals who work solely on a digital platform, provide only freelance design services to external clients or provide only creative workshop services were not eligible to participate. Makers Matter does not intend to claim that creative individuals from these categories are not valid members of the Berlin maker community; the project simply requires boundaries and a clear participant profile for consistency.

In order to help construct a more in-depth profile of Berlin Makers, 6 participants were selected for individual interviews during the 10 weeks that the survey was open. Each interview provided the project with the opportunity to gain a more rounded understanding of the lives and working environments of Berlin Makers.

The following details outlined below are based on the results of both the survey as described above, combined with the assessment of the 6 individual interviews.

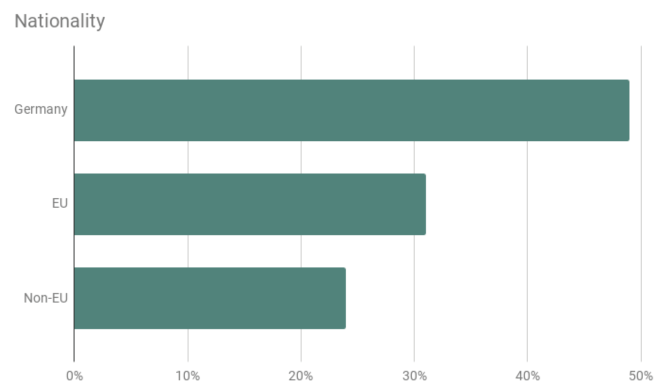
INITIAL SURVEY – OBJECTIVE DATA

WHO IS THE BERLIN MAKER?

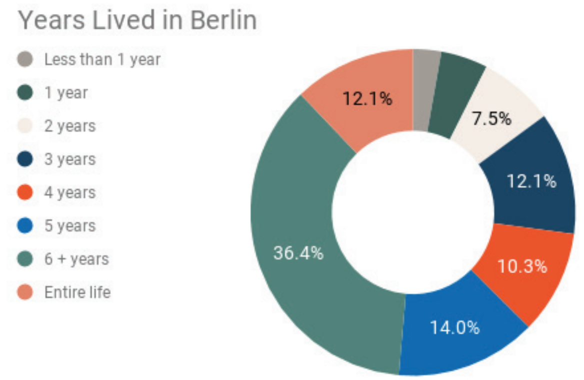
The average Berlin Maker is female, in her late twenties or thirties and has a university degree. She is the only employee in her creative business, which is not yet sustainable, meaning she must rely on external sources of income.

KEY STATISTICS

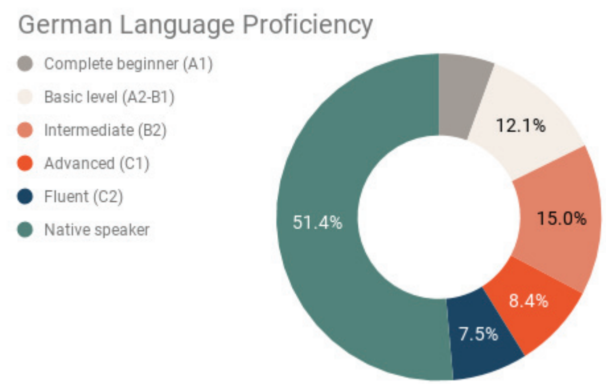
49% have the German nationality, 51% do not:



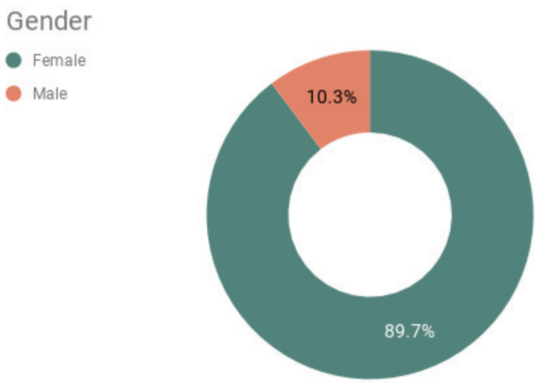
12% grew up in Berlin and another 50% moved here more than 5 years ago:



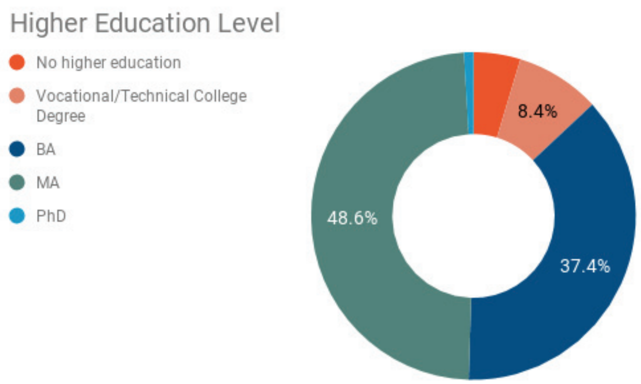
59% speak German fluently and 33% are at a beginner to intermediate level:



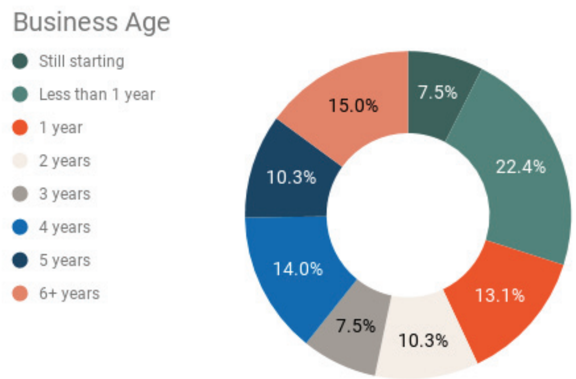
Almost 90% of Berlin Makers are female:



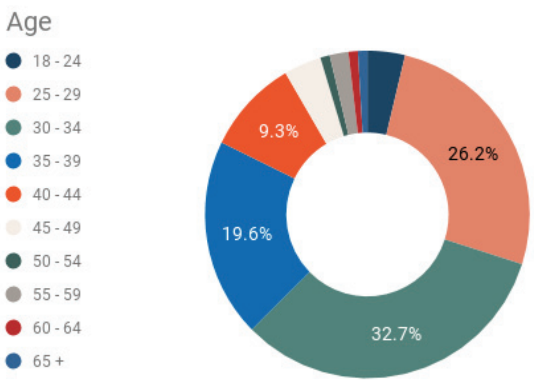
87% have a university degree:



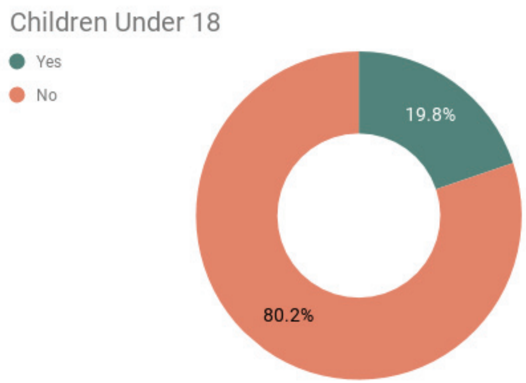
30% are in their first year of business:



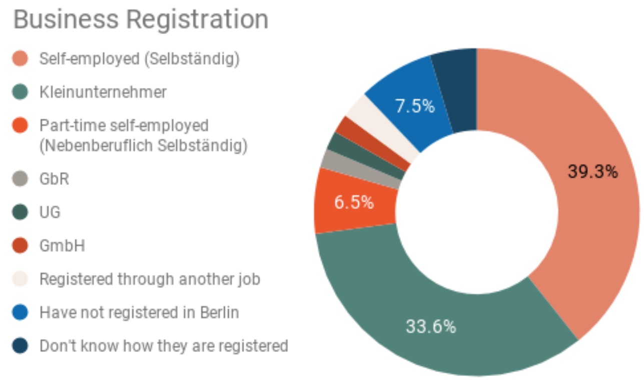
78% are between 25-39 years old:



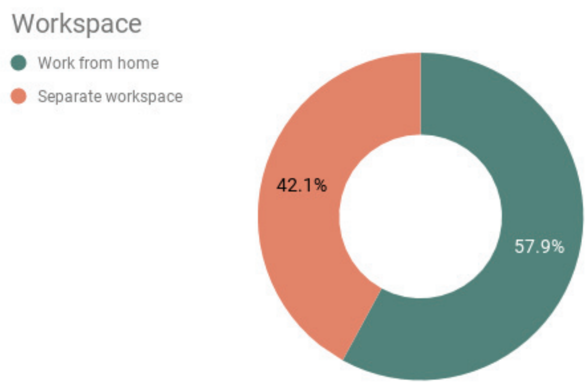
14% take care of kids full time, 6% take care of kids part time:



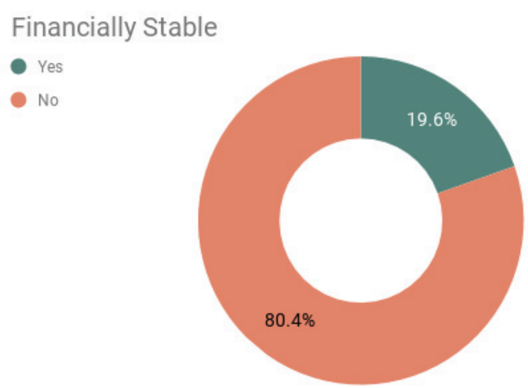
39% are registered as Selbständig, 33% are registered as Kleinunternehmer. 12% do not know how they are registered or have not registered at all:



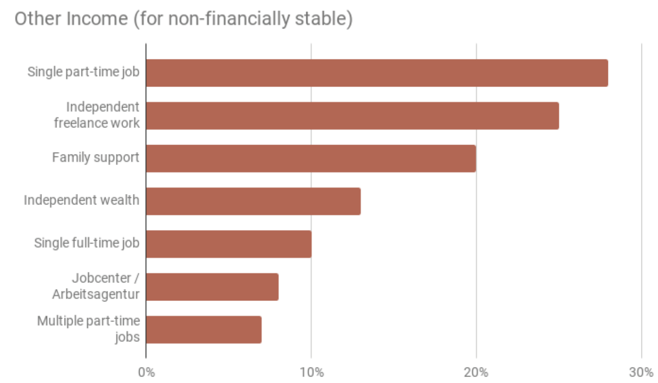
58% of Makers work from home:



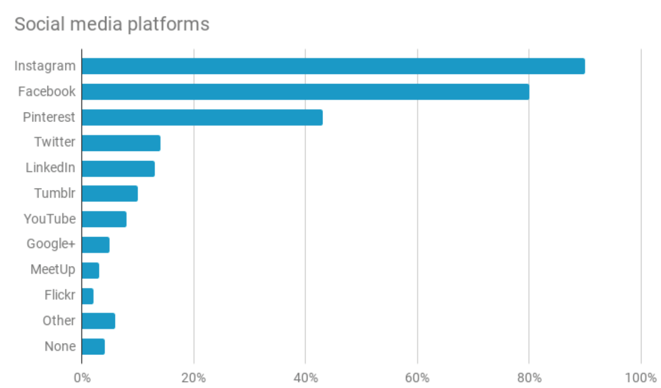
Less than 20% can live solely from their business:



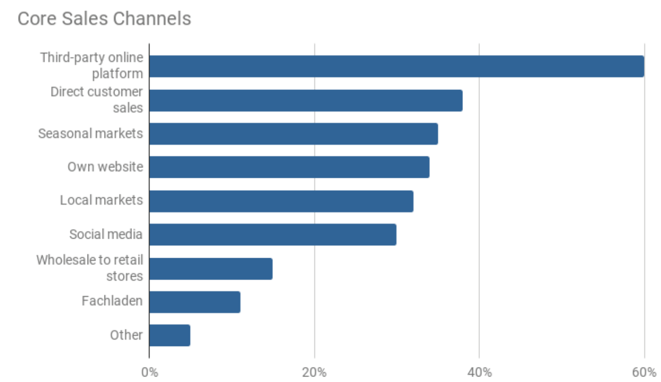
Of those Makers whose business is not yet sustainable, 25% work as freelancers, 33% are self-financed through independent wealth or family support and 45% are employed, either part-time or full-time:



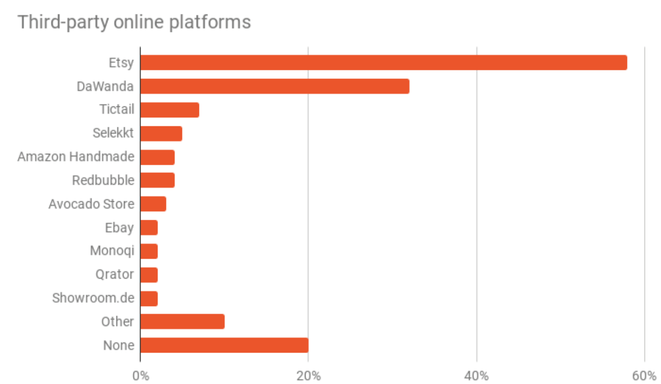
90% uses Instagram for marketing purposes. 80% uses Facebook, 43% uses Pinterest:



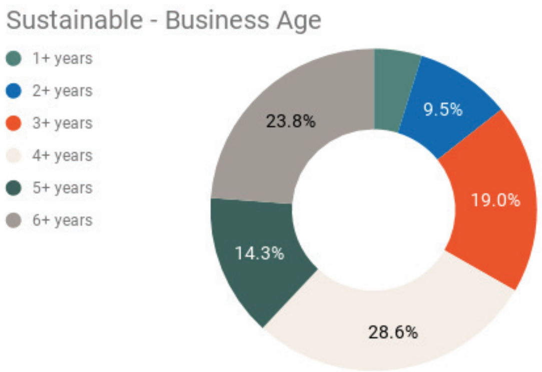
The majority of Makers sell their products online, using a combination of 3rd-party platforms (60%), their own website (34%) and social media platforms (30%). Direct selling is a core market for 38%, local shows and markets for 32% and local shops for 26%:

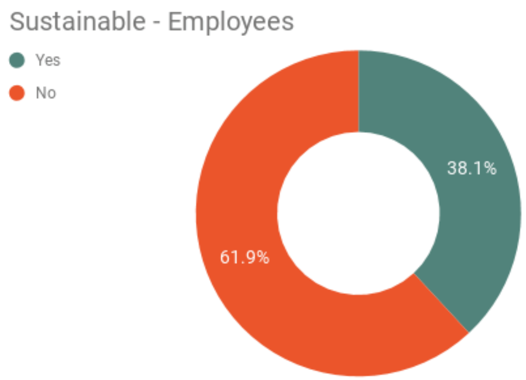


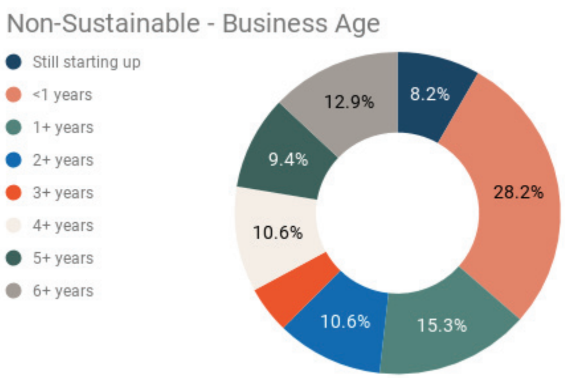
58% sells on Etsy, 32% sells on Dawanda:

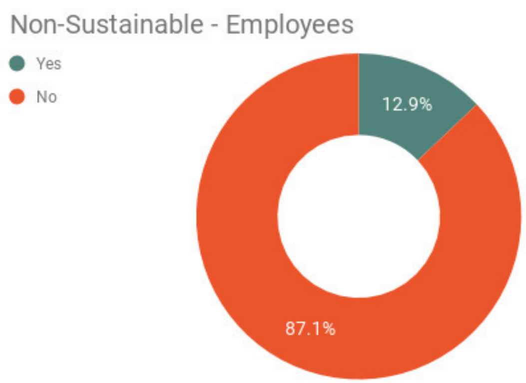


A full overview of the objective data from our initial survey can be found in Appendix A of this report.









IDENTIFYING SUCCESSFUL CREATIVE BUSINESS TRENDS

Compared to non-sustainable creative businesses, sustainable businesses have been running for longer (4+ years: 66% vs. 33%), are less likely to be operated from home (33% vs. 63%), are more likely to employ one or more employees (38% vs. 13%) and more likely to be dependent on seasonal sales (43% vs. 29%).
On average, the owners of these sustainable businesses have been living in Berlin for longer (5+ years: 76% vs. 60%) and have a slightly higher degree of education (Bachelor's degree or higher: 100% vs. 84%) than the owners of businesses that are not yet sustainable.

Combining the objective data with responses from the subjective section of the survey, it has been possible to identify which areas sustainable creative businesses find both easier and more difficult to navigate. With that, the following observation can be made:

Sustainable creative businesses will struggle *less* than non-sustainable creative businesses in the following areas:

- Marketing & PR
- Wholesale & retail
- Registration & licences
- Product pricing

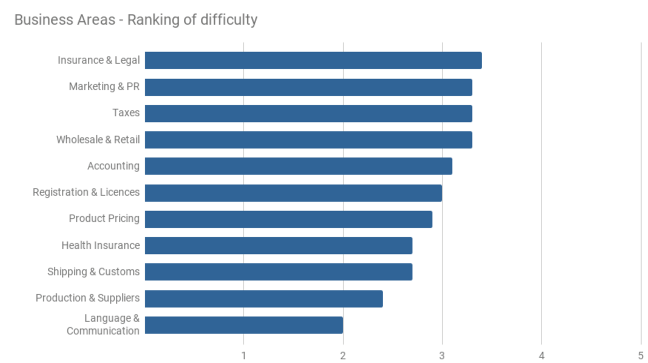
They will struggle *more* in the following areas:

- Insurance & Legal
- Taxes
- Health insurance
- Shipping & customs
- Production & suppliers

An overview of all data comparing sustainable to non-sustainable businesses can be found in Appendix B of this report.

INITIAL SURVEY – SUBJECTIVE DATA

In the course of the survey, participants were asked to rank their own experiences of coping with different areas of standard business administration. All results are entirely subjective, and are ranked from a scale of 1 to 5, with 5 being the most difficult. The following categories were selected based on prior research and events by the Berlin Kreativ Kollektiv e.V., and direct feedback & requests from BKK members and event participants.



Alongside the results listed above, there was a noticeable pattern of additional issues that were mentioned by participants throughout the survey. These issues are:

- Time management & self-management
- Being unable to afford the cost of scaling up creative business
- Lack of affordable studio spaces

Finally, when asked how easily they were able to find information on the requirements for starting up and running their creative business in Berlin, Makers gave an average rating of 3.4.

RATINGS BREAKDOWN

Whilst we were able to provide a summary of the subjective feedback above, each area of potential difficulty was also cross-referenced with the objective data outlined earlier to identify sub-trends.

FINDING INFORMATION (AVG RATING 3.4)

Being able to locate information helping with the administration of running a small creative business is hardest for non-EU nationals, and easiest for German nationals.

Non-EU	3.9
EU citizens	3.5
German citizens	3.1

Beginner-intermediate German speaker	3.9
Native or fluent German speaker	3.2

INSURANCE & LEGAL (AVG RATING 3.4)

Once again, nationality proved to be an important factor when it comes to understanding the legal requirements for running a small creative business in Berlin. Those that found it the most difficult were also those who are the least familiar with the city, having lived in Berlin for less than two years.

Non-Germans citizens	3.8
German citizens	3.1

Beginner-intermediate German speaker	4.0
Native or fluent German speaker	3.2

Living in Berlin for under 2 years	4.1
Living in Berlin for over 5 years	3.3

TAXES (AVG RATING 3.3)

When it comes to confidence and ease in handling the German tax system, the biggest determining factor is EU citizenship. The most likely explanation for this is that experience of shared EU laws and similarities in European taxation structures make it easier to understand and navigate the German system. Although language skills continue to also play a determining role, it does also appear that as the business ages, this is one area that becomes easier with experience.

Non-EU citizens	3.6
EU citizens	3.2

Beginner-intermediate German speaker	3.5
Advanced German speaker	3.2

Business age under 1 year	3.5
Business age over 4 years	3.0

ACCOUNTING (AVG RATING 3.1)

Similarly as with taxes, accounting and bookkeeping in Germany is best managed by EU citizens, pointing again to the benefits of shared and similar European laws and regulations. Handling the general accounting and bookkeeping of running a small creative business is the largest hurdle in the 2nd-4th years of business. The most likely explanation is that the importance of a clear accounting structure becomes clear only after the first year of business, and it then takes roughly 2-3 years to develop an effective system. German language skill level and education were not found to be a determining factor.

Non-EU citizen	3.4
EU citizen	3.1

Business age under 1 year	2.9
Business age between 1-3 years	3.5
Business age over 4 years	2.9

REGISTRATION & LICENSES (AVG RATING 3.0)

When it comes to understanding the process of registering as a small creative business and identifying what licensing may be required, it is clearly most difficult for Makers who have recently moved to Berlin. Language skill level also plays a role, and the issue does seems to become easier as experience of running a business grows.

Lived in Berlin less than 2 years	4.3
Lived in Berlin over two years	2.9

Beginner-intermediate German speaker	3.7
Advanced-fluent German speaker	2.6

Business age under 1 year	3.4
Business age over 4 years	2.5

HEALTH INSURANCE (AVG RATING 2.7)

Finding affordable health insurance is clearly the most difficult for newcomers to Berlin, and neither business experience, nationality nor German language skill level have an impact. However, it is noticeable that sustainable businesses struggle more with finding appropriate health insurance than non-sustainable businesses. A possible explanation for this is that non-sustainable businesses are more likely to be covered under the insurance policy of a separate part-time or full-time job.

Lived in Berlin less than 2 years	3.9
Lived in Berlin over 5 years	2.5

Sustainable business	3.1
Non-sustainable business	2.6

INTERVIEW AND FOCUS GROUP SESSIONS

In December 2017 and January 2018, six one-on-one interviews and one focus group took place. The interviews were based off of the initial survey results, and served to provide a deeper insight into some of the trends that were appearing, as well as revealing other experiences and issues the survey had not considered. These interviews were then analysed and used to identify the topics of conversation for the focus group. The focus group not only provided a platform to receive broader feedback, but also gave the opportunity to observe how Makers communicate and share their experiences with each other.

The following points are a summary of the key issues raised over the interview and focus group sessions.

WHY DO MAKERS START A BUSINESS?

Whilst many Makers cited a passion for their craft and desire for a creative outlet as part of their reasoning for starting their small creative business, one of the most frequent statements was a natural leaning towards entrepreneurship, coupled with experienced disappointment in standard office-based work and a subsequent need for a freer and more liberal working environment.

"I couldn't stop. It was an infection, and it grew day by day, and it just invaded my whole mind and life. And that's the best part, actually, about having a business."

Makers also felt comfortable that there was a clear demand for their products, and that commercially-designed creative products would be more viable than purely artistic creative objects.

WHY DOES A "NORMAL" JOB NOT SEEM TO BE AN OPTION?

Many Makers were vocal about negative past experiences of working in the standard corporate environment, and felt a reluctance to return to a similar working atmosphere. They also cited a lack of full-time positions in fields relevant to their experience pushed them to create their own opportunities, whilst those with children said they needed to create a flexible work schedule that they had not been able to find elsewhere.

Another common theme was negative experiences at the Arbeitsamt. Multiple Makers referenced their time at the Arbeitsamt as being unhelpful and discouraging, and claimed this pushed them to stop looking for a conventional job.

HOW DO MAKERS FINANCE THE START AND GROWTH OF A BUSINESS?

The most common source of financing for Makers to finance their business is through part-time or full-time employment, with 45% citing this as their main avenue of funding. 33% of Makers are self-financed through personal savings and family support, and 25% also do independent freelance work.

Surprisingly, only a small handful of Makers have received assistance or support through avenues such as Gründerzuschuss or Künstlersozialkasse. This suggests that Makers are not aware enough of the range of support options available to them, or are unclear how to pursue them.

HOW DO MAKERS COPE WITH LANGUAGE BARRIERS?

As demonstrated in the ratings breakdown above, language barriers are one of the most common obstacles in starting and running a small creative business in Berlin. Makers stated that they use online translation services as a day-to-day solution, and ask friends and family members for assistance in larger translations and with official appointments. Additionally, many Makers are taking part-time language courses to improve their German language skills, although the cost of these courses is often an issue.

WHERE DO MAKERS FIND THE INFORMATION THEY NEED?

When asked about how Makers find the answers to questions about running a small creative business, the majority cited internet searches and online resources such as community forums. However, whilst this was the most common answer, Makers also pointed out the unreliability of these resources, and a lack of confidence in the answers they were able to find.

"I realized at the beginning that the Internet is very helpful, but on the other hand it can even add to your anxiety... There are so many half-answers and half-truths."

Makers also referenced prior online business courses and local Berlin workshops as being helpful, but the number of Makers that have taken part in these was in the minority.

"I did a lot of workshops. But you have to pick out all the knowledge... because what we do is very specific."

"What we do is such a niche thing. We are Selbständig, we have a Gewerbe, and it's also online selling. So all this makes a really small group where the information that is relevant for you is not just [available]."

Overall, Makers seemed to have the most confidence in information provided by fellow Makers and personal connections in key expert areas.

HOW DO MAKERS DEFINE SUCCESS?

In the series of interviews, each Maker was asked to define what success means to them, and all answers were consistent. Makers define success as being able to achieve financial stability, maintaining a healthy work/life balance, reaching personal goals, and having the freedom to keep working in the creative field that they love.

"I think success for me would be to be happy with the life I have, and work is a part of that... Success would be to have a very healthy balance between work and my life."

WHERE DO MAKERS GO TO GET EMOTIONAL SUPPORT?

The stress of running a small creative business is something that was apparent in all interviews and the focus group, along with the need for emotional support. When asked where this support comes from, Makers referenced local business communities and creative business blogs and podcasts the most. Whilst personal networks also played a role, it was clear that Makers feel a need for support from other individuals who have shared similar experiences.

"Dealing with not reaching your goals and doubting yourself is always much more bearable if you feel like you're not alone."

KEYWORDS

All interview participants were asked to list the keywords that came to mind when running their business, and there were clear consistencies between answers.

POSITIVE KEYWORDS
Freedom, joy, life, creativity, passion, important, hope

NEGATIVE KEYWORDS
Stress, fear, frustration, complicated, time consuming

CONCLUSION

After reviewing all of the information outlined above, it was possible to identify three key areas for the next steps of the project to focus on. These areas focus on the accessibility of information for small creative businesses, obstacles within the German employment structure, and the need for psychological and emotional support for Makers.

1. ACCESSIBILITY OF INFORMATION FOR SMALL CREATIVE BUSINESSES

Results of the survey, interviews and focus group found that Makers feel there is a lack of accessible, accurate and current information for individuals registered as a Kleinunternehmer who have a Gewerbe, and who also sell online. Any information that is available is scattered and hard to locate, and often does not apply entirely to the unique situation that Makers find themselves working in.

When starting their creative business, Makers are faced with huge administrative and legal hurdles to overcome, with relatively little guidance. Resources such as berlin.de do have limited English-language information available, but all form templates and detailed informations are available in German only. Makers find the forms themselves difficult to navigate due to their specific terminology. As a result, there is a risk that right from the very beginning Makers are taking the wrong steps in establishing their business.

"I didn't feel that comfortable filling in all the papers by myself [...]. It was a complicated process that I didn't feel 100% comfortable doing it right."

Additionally, there have also been examples of online services not functioning properly, causing Makers to lose both time and money with no results.

EXPERIENCES WITH PROFESSIONAL SERVICE PROVIDERS

Makers have reported a mix of negative experiences with professional service providers. This includes members of staff at local Ordnungsamts, Finanzamts and Arbeitsamts, certifed accountants and lawyers. The issues most commonly mentioned by Makers were:

- Receiving conflicting information
- Difficulty in contacting professionals
- Finding service providers impatient and unwilling to assist
- Communication language barrier
- Accounting & legal professionals not accepting new clients
- Being unable to afford the fees of accounting & legal professionals

As a result of the experiences listed above, Makers are likely to turn to unregulated and unofficial channels such as standard internet searches and online forums ahead of resources such as berlin.de and the local Amt. The large amount of misinformation found in these searches and forums creates a heightened anxiety for Makers, causing them to suffer from a lack of confidence in the information they are locating, along with the risk that there is no way to identify when information is outdated. As a result, Makers are experiencing a stifling fear of doing things incorrectly, with this sometimes preventing from taking the next steps they need to grow their business.

"Living in Germany and running a business is on the one hand amazing… So I love Germany for giving me safety and security. But on the other hand, [with] everything that comes with it, it's not just like you figure out all the legal stuff at the beginning and you're done. It's just there with you, it's a constant source of sorrow and worry."

Additionally, the information being found through these online channels is often not specific enough to match the working situation for Makers, who find themselves selectively picking information from multiple sources. This is an inefficient method, and Makers have identified the need for faster solutions to small questions.

2. SUPPORT FOR SMALL CREATIVE BUSINESSES WITHIN THE GERMAN SYSTEM

Through speaking with Makers who have experienced the German educational or employment system, it is clear that these structures are not intended to support small creative businesses.

CREATIVITY AND THE GERMAN EDUCATIONAL SYSTEM

The German educational system is described by Makers as limiting, with a strong lack of emphasis on the development of creative skills. There is hardly any career preparation for those that choose to work independently, and more "practical" academic subjects remain tailored to more traditional corporate environments. Creativity and business are seen as entirely separate fields of study, with no space to overlap, despite how knowledge of both are crucial to the success of any small creative business.

CREATIVITY AND THE GERMAN EMPLOYMENT SYSTEM

Makers continue to face similar struggles once they enter the German work environment, which continues to favour salaried employment and leaves Makers feeling at a significant disadvantage. Although the average Maker is in their 20s, recent graduates struggle to find paid work opportunities, with most posts in creative fields looking for either interns or professionals with longer years of experience. This lack of employment opportunities is another reason Makers take the step towards establishing their own business.

As a creative freelancer, there are few opportunities to find work, and many find the requirement of a Gewerbeschein in order to start selling products to be an obstacle. Once a Maker has made the decision to start pursuing their own business, they need to receive explicit permission from their current boss before applying for a Gewerbeschein, and many feel uncomfortable raising the issue. When Makers take the decision to leave a salaried position before establishing their own business, they have reported unpleasant experiences with the Arbeitsamt. Makers refer to feeling unwelcome and unsupported by the Arbeitsamt, with non-German citizens experiencing this more acutely than German citizens.

"I have studied so much, I had good grades and both my diplomas, and I came from a good job – I knew I could get another good job, and then they offered me stuff like "Ah you speak several languages, why don't you do this call centre job?", but that's the worst thing for me – I hate talking on the telephone… I'm an introvert."

Makers also face difficulties in simply establishing their lives in Berlin, where they encounter challenges in securing apartments and bank credits without having a salaried job.

PERCEPTION OF MAKERS WITHIN GERMANY

Throughout the interview and focus group sessions, Makers were asked how they believed they were perceived within the German work environment, and how they feel they fit within the system. The responses were overwhelmingly similar, with Makers feeling that their contribution to the Berlin creative economy is undervalued and not taken seriously. There is a belief that their small creative businesses are viewed as hobbies or temporary phases, as opposed to a viable and permanent means of making a living.

“They don’t keep in mind what this micro-business landscape is representing. It represents women, and women who are doing this not because they are bored, but because either they are taking care of kids or they are taking care of somebody who needs help.”

In terms of Makers’ own perceptions of their value, there was a clear lack of confidence. Makers do not believe their businesses would be taken seriously should they apply for external funding, and there is a fear of competing against more dominant fields, such as tech-based startups.

Concern was also raised by Makers that creative businesses of such a small scale do not properly register on the radar of the World Trade Organisation or local and national levels of government. Although small creative businesses would fall under the category of a micro-enterprise, the maximum turnover of €2,000,000 feels unrelatable to the Maker community, and they fail to relate themselves to this category.

With up to 90% of small creative businesses being run by women, it is possible that gender plays a large role in these issues. Women tend to fundamentally underestimate themselves in the work environment, and are less likely to charge high enough rates for their products and services, or to compete for funding.

3. COPING WITH THE STRESS OF RUNNING A SMALL CREATIVE BUSINESS

The emotional strain involved in running a small creative business was a clear theme throughout the interview and focus group stages. Makers not only struggle to maintain a work/life balance, but question the possibility of whether such a balance even exists. With almost 60% of Makers working from home, there is no distinction between personal space and work life and it becomes difficult to track working hours.

With over 80% of Makers being the sole employee of their business, they are also required to balance multiple roles and responsibilities, often in areas where they have no prior training or expertise. With all areas of the business constantly hanging in a delicate balance, Makers also tend to struggle to delegate tasks to external help. This need to manage multiple areas at once also means Makers are often unable to carve out blocks of time for essential creative development. Personal time is a low priority, and Makers find it hard to justify allowing themselves time off when there are always areas of the business that require attention.

“I think the freelance lifestyle is glamorized. But I think being a freelancer can be very psychologically challenging, and the bad parts of freelancing get pushed to the side.”

Confidence remains a large issue amongst the Maker community. Taking the leap from running a creative business part-time to full-time requires the confidence to let go of the security of employment, and there is an added pressure of responsibility for the 20% of Makers who have children in their care. Makers also describe living in a state of constant concern when it comes to the daily management of their business; with no clear understanding of business regulations and when they change, there is an underlying fear of unknowingly breaking the rules. In addition, Makers find it difficult to remove their own self-worth from their business. The success of the business is linked directly to the Makers’ own sense of success, and in times of financial difficulty this creates deep insecurities.

With so many psychological factors to cope with, Makers often find themselves lacking essential emotional support. The majority of Makers work in an isolated environment with no support from colleagues, and with little idea of how to cope with the burdens of running their business. Few Makers have mentioned seeking professional help in coping the stress of running their business, but those that did found that the process of finding psychological help in Berlin was difficult to navigate. Support from the creative community is the most crucial element, and Makers reference using online forums, blogs and podcasts as their most common means of support and bridging the isolation they experience.

STRATEGY DEVELOPMENT AND IMPLEMENTATION

All the information gathered and detailed above has been broken down into a series of interactive strategies, all aimed at addressing the three key issues summarised in the previous section. These strategies aim to not only further understand the key issues, but also mean to test possible ways to address them and provide Makers with viable solutions.

The four strategies outlined below are designed to find a versatile, flexible and inclusive way of providing Makers with the means to resolve the challenges they face. By exploring multiple learning styles and formats, it will be possible to identify the most suitable strategy for each issue.

All strategies listed below will take place over a period of six months at regular intervals.

GROUP WORKSHOPS

A series of group workshops will address the three key issues outlined earlier. They will be led by external professionals and will focus on the most apparent struggles within each issue. Due to time restrictions only a select number of the workshops suggested below will be held over the six month period.

ACCESSIBILITY OF INFORMATION FOR SMALL CREATIVE BUSINESSES

Potential workshop topics will include:

- Choosing a registration form & steps to registering your business
- What insurance and licenses does my business need?
- Selling online: a guide to AGBs, Impressum & licenses
- When the rules change: how to stay up-to-date
- How to set up a simple bookkeeping system
- German taxes: the rules explained
- How and when to look for a Steuerberater
- Setting up health insurance & retirement plans
- How and when to apply for the Künstlersozialkasse

SUPPORT FOR SMALL CREATIVE BUSINESSES WITHIN THE GERMAN SYSTEM

Potential workshop topics will include:

- How to find and refind your business idea
- Which platforms will work for my business?
- Knowing your worth
- Product pricing done right
- Mastering public speaking & pitching
- How to apply for funding and understanding fundraising options
- Scale up your business: creating structure & systems

- Why and how to hire an employee or virtual assistant
- From being your business to owning your business
- Talk to your government! How to make your voice heard

COPING WITH THE STRESS OF RUNNING A SMALL CREATIVE BUSINESS

Potential workshop topics will include:

- Project management: how to prioritize & be productive
- How much financial security do I need and how do I make that work?
- Keeping your sanity in a 24/7 business
- Not just a hobby: how to make it clear you mean business
- You are not your business: dealing with failure
- Recognising & coping with the symptoms of stress
- Learning how to ask for help

BUSINESS COACHING

Six participants were selected to receive business coaching over the next six months. The participants are all varied in background, creative field and business age, and are not currently receiving any other form of coaching or professional business guidance. The sessions are led by Iris Pohlgeers from coopolis GmbH, who has been providing business coaching advice to creative professionals for the last three years.

The goal of the business coaching sessions is to provide Makers with tailored support and observe the impact this has on their business development over the next six months. An evaluation will be conducted following each session, allowing for progress with each participant to be tracked consistently and fairly. Additionally, participants will also be asked to complete an evaluation at the end of the six month period, providing feedback on the benefits & disadvantages of the sessions, and what the impact on their own creative businesses has been.

CASE STUDIES

Three participants were selected to be observed as case studies for the next six months. The case studies let the project follow Makers in their natural working environments, and to see how they set goals and work to attain them without interference. Meetings with the case studies will take place every six weeks, and will track the individual growth of each small business.

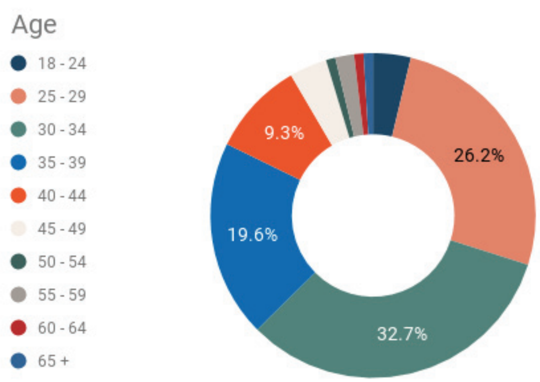
WEBINARS

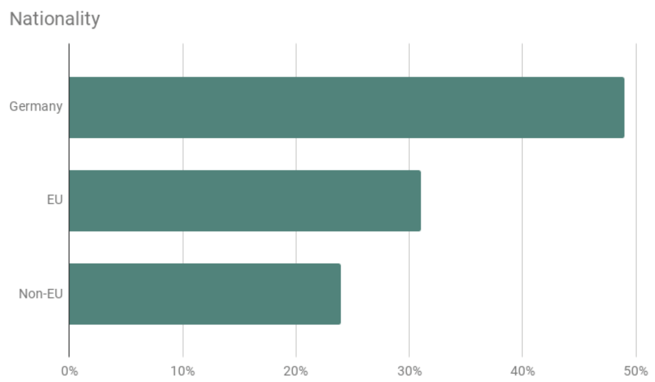
In the initial project proposal, it was intended to host a series of webinars as one of the solution strategies to be tested. However, through assessing the results of the project so far, webinars are too restrictive a category, and it has been expanded to include a broader range of digital resources. Whilst this could still include webinars, it will also allow for downloadable files and online tutorials.

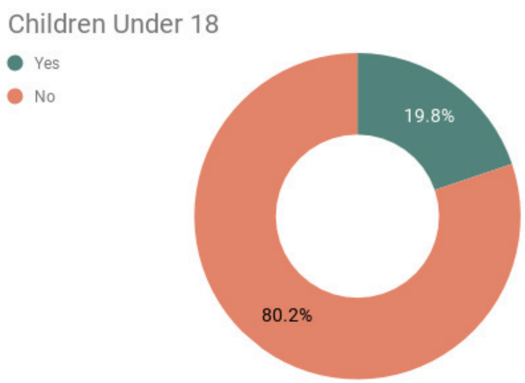
OTHER STRATEGIES

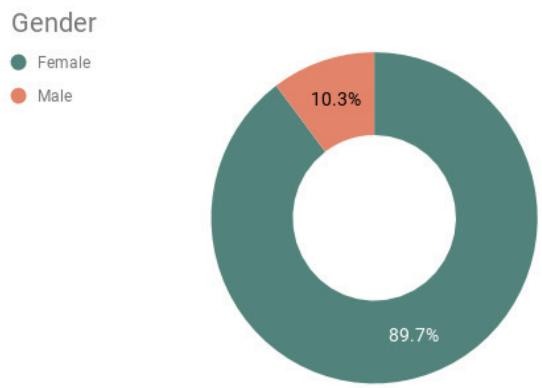
Throughout the interviews and focus group, a number of alternative learning strategies were also proposed that could be beneficial to the Maker community. These include business critique sessions (modelled after traditional design critiques), creating templates for basic contracts, compiling a list of entities & professional bodies available to help in areas of business administration, providing a list of educational business courses in Berlin, and establishing a business mentorship programme.

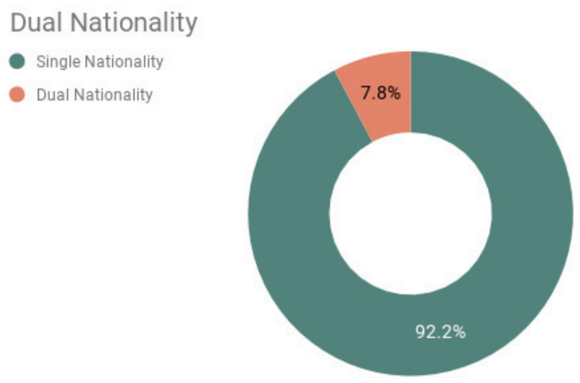
APPENDIX A – DATA OVERVIEW

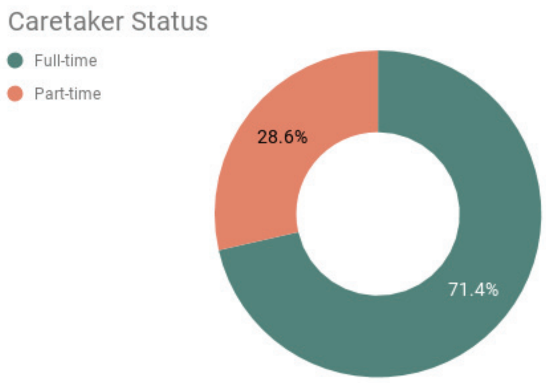




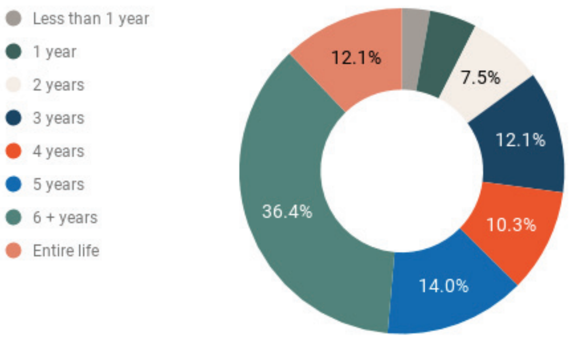




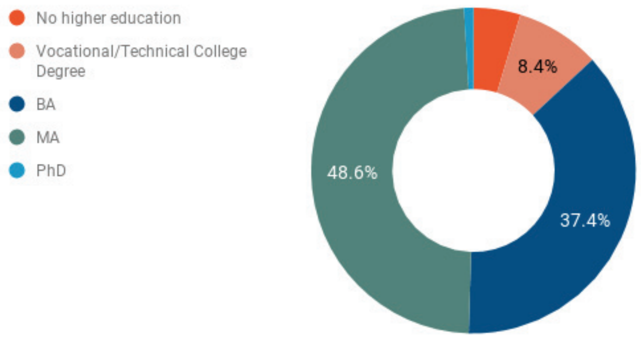




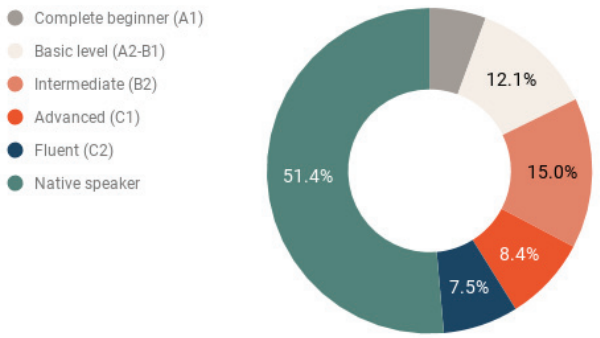
Years Lived in Berlin



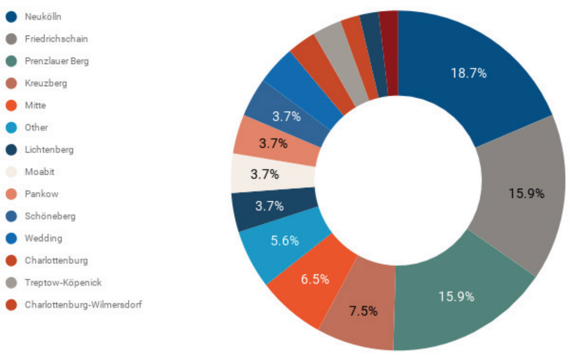
Higher Education Level



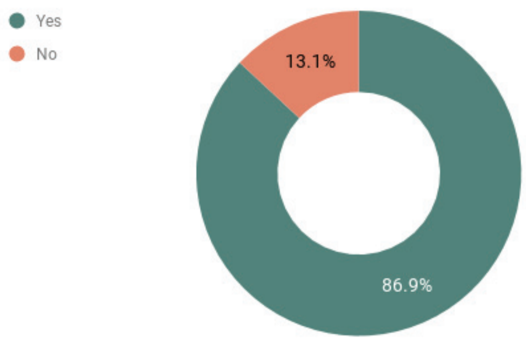
German Language Proficiency



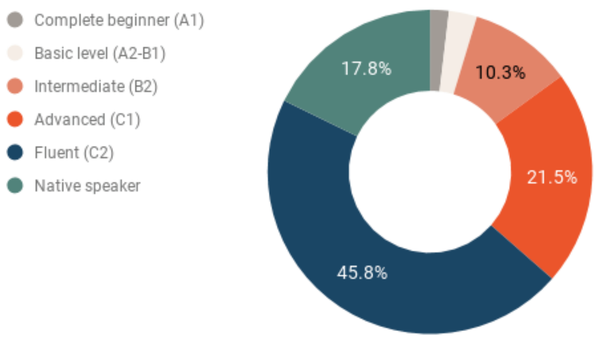
Neighbourhood



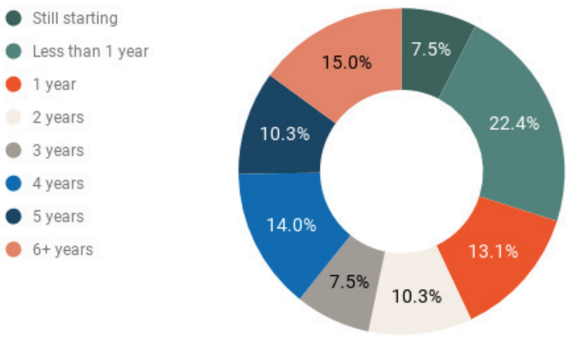
University Degree



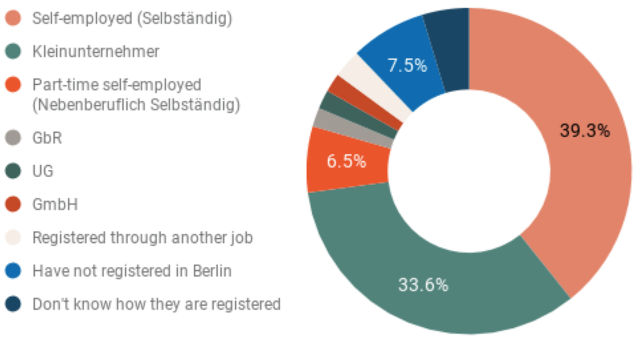
English Language Proficiency



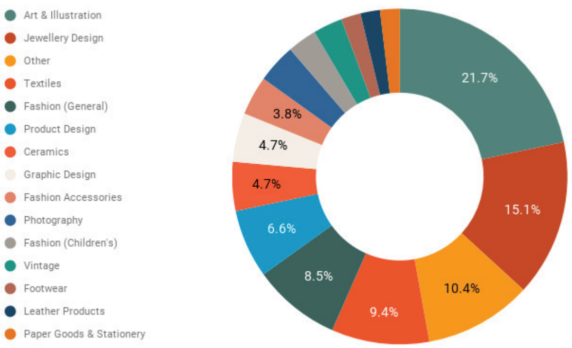
Business Age



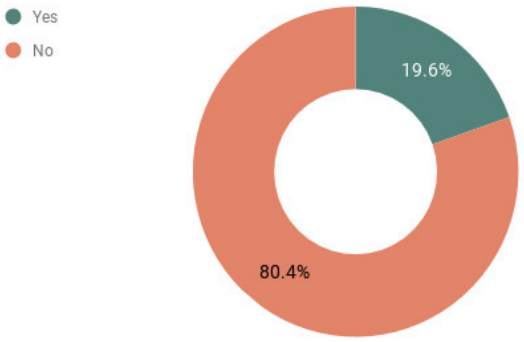
Business Registration



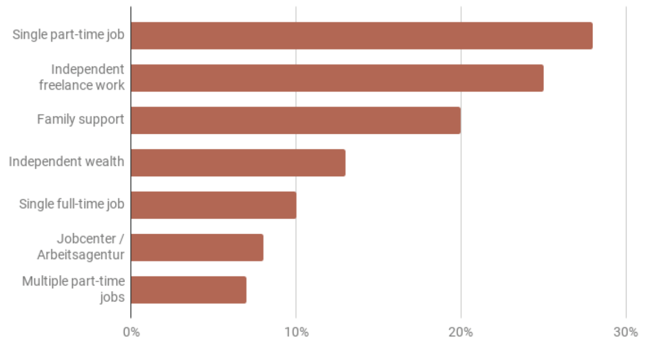
Business Field



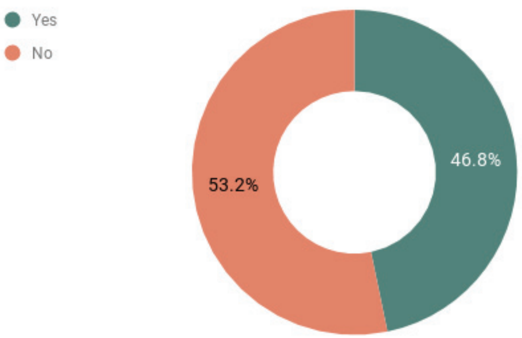
Financially Stable



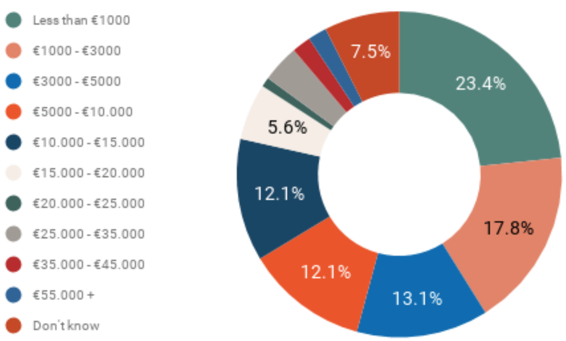
Other Income (for non-financially stable)



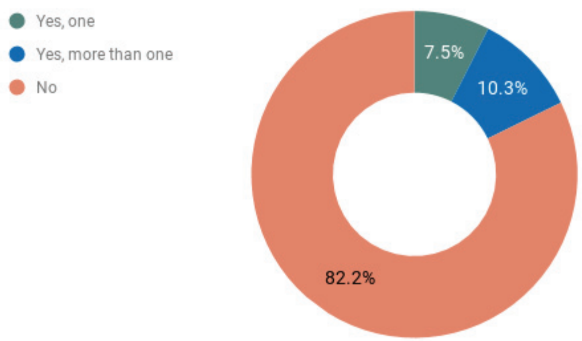
Other income related to creative business



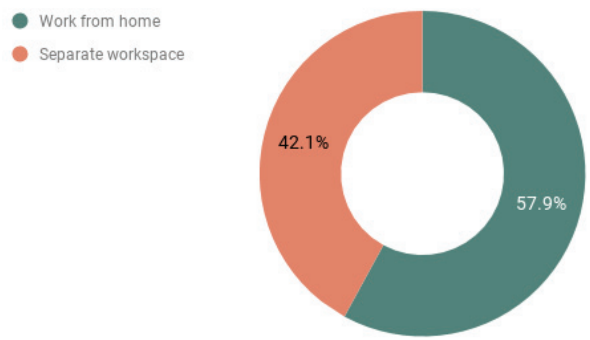
Average annual income



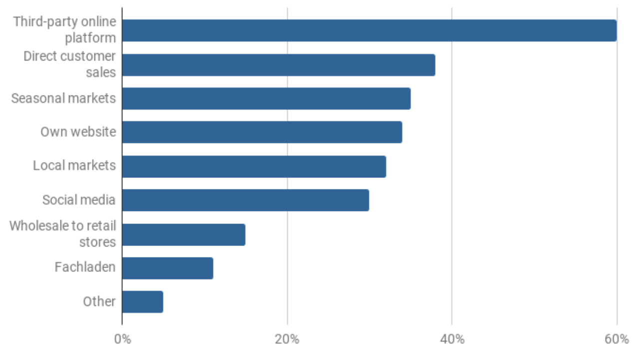
Employees



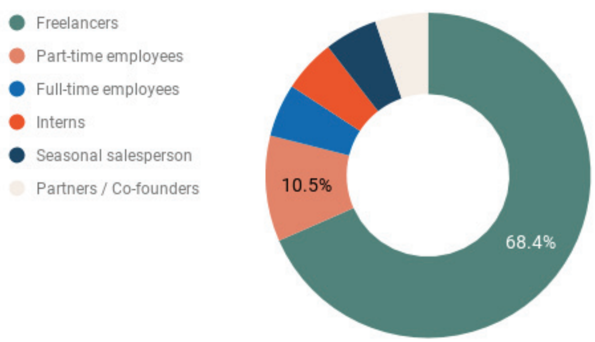
Workspace



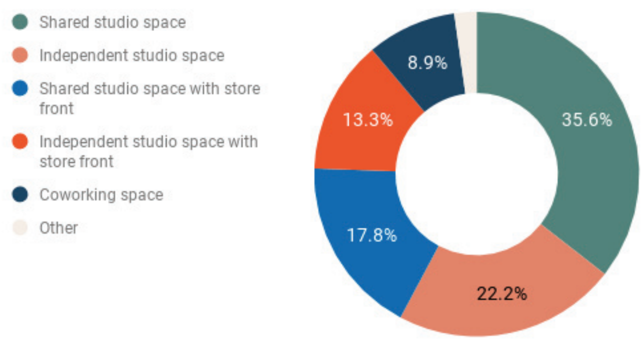
Core Sales Channels

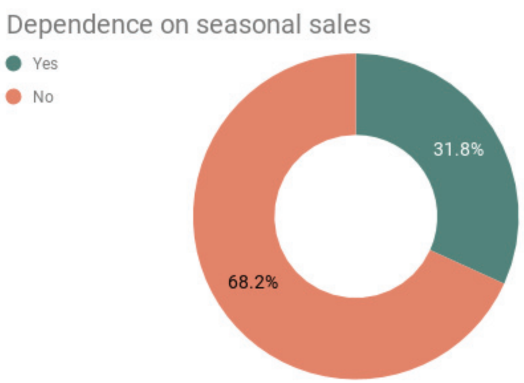


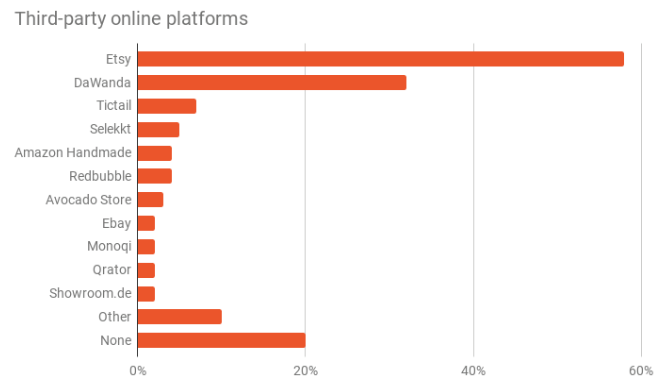
Type of employees

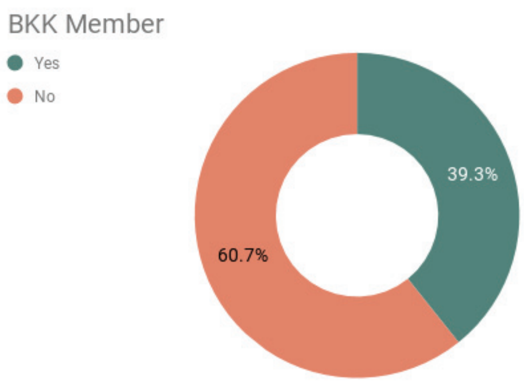


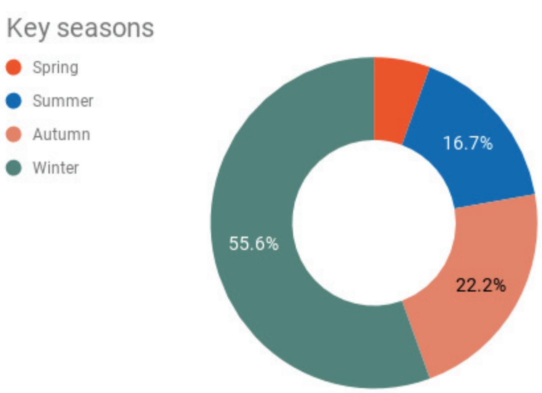
Type of separate workspace

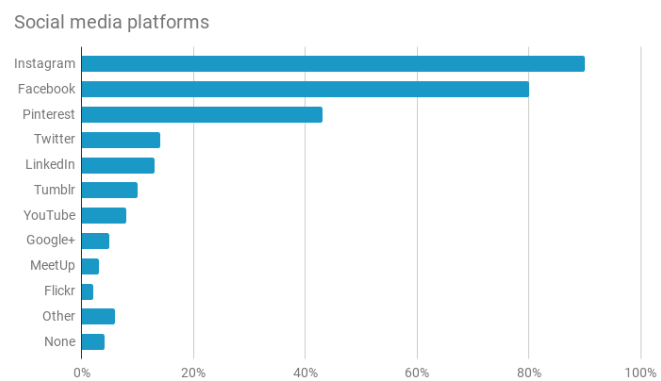


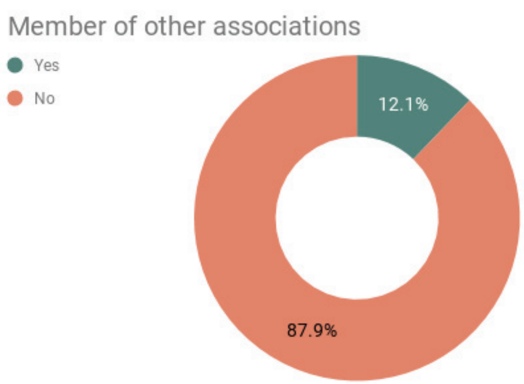

Dependence on seasonal sales
Yes
No
31.8%
68.2%


Third-party online platforms
Etsy
DaWanda
Tictail
Selekkt
Amazon Handmade
Redbubble
Avocado Store
Ebay
Monoqi
Qrator
Showroom.de
Other
None
0%
20%
40%
60%

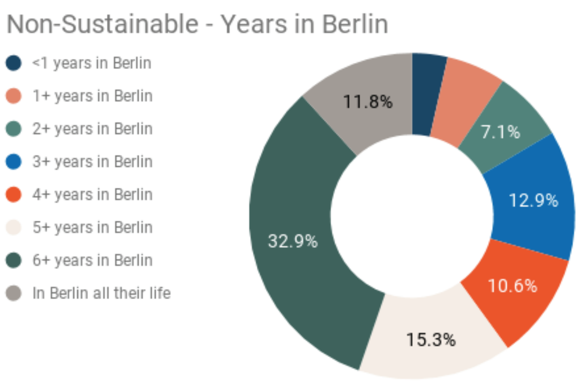

BKK Member
Yes
No
39.3%
60.7%

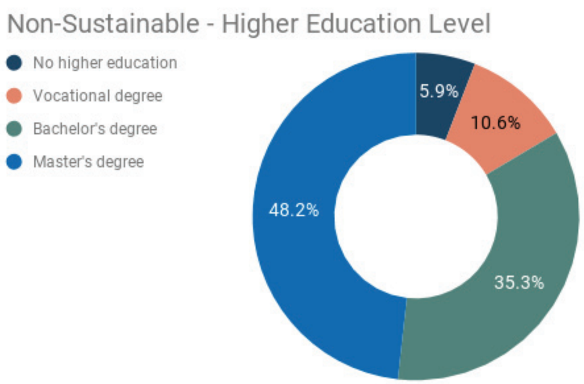

Key seasons
Spring
Summer
Autumn
Winter
16.7%
22.2%
55.6%

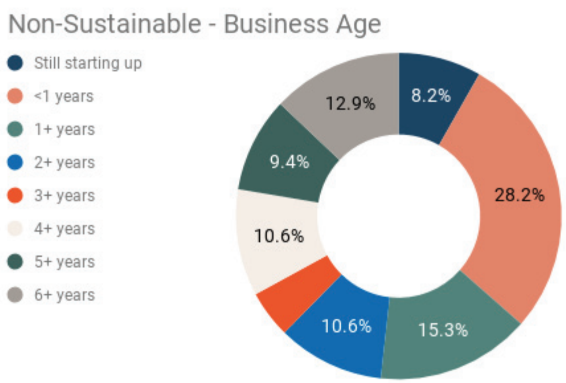

Social media platforms
Instagram
Facebook
Pinterest
Twitter
LinkedIn
Tumblr
YouTube
Google+
MeetUp
Flickr
Other
None
0%
20%
40%
60%
80%
100%

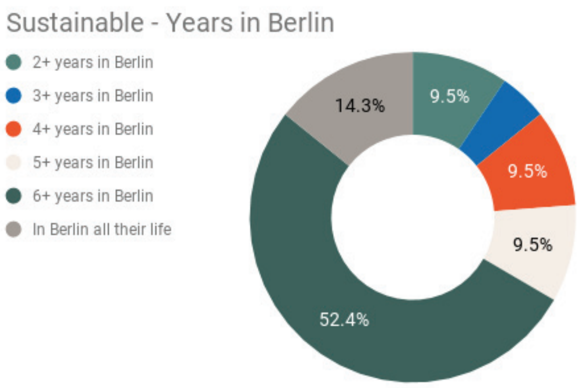

Member of other associations
Yes
No
12.1%
87.9%

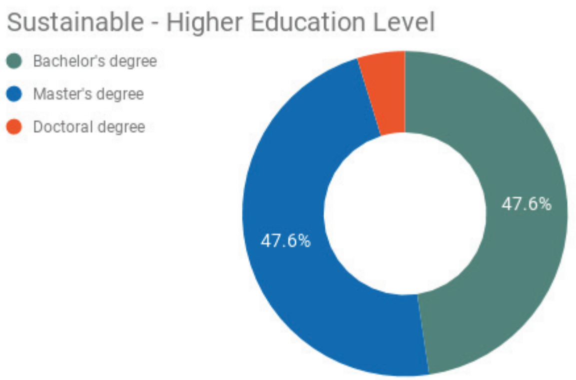
APPENDIX B – SUSTAINABLE VS. NON-SUSTAINABLE BUSINESSES

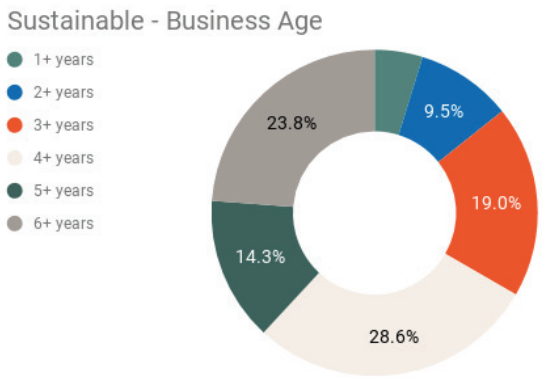




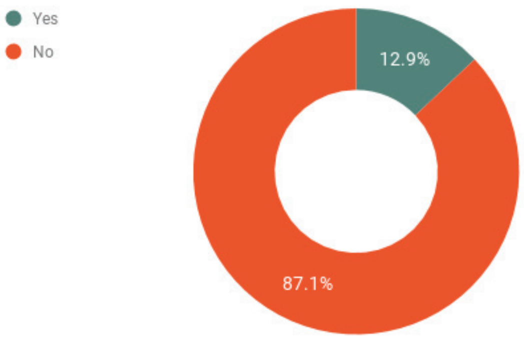




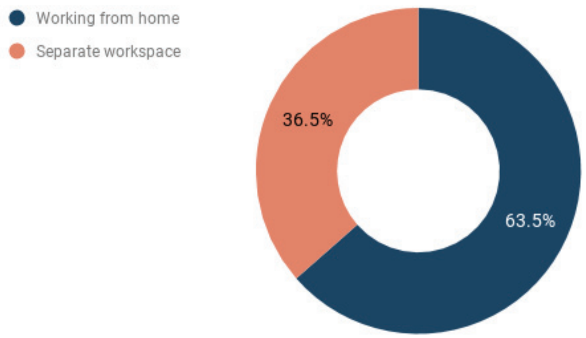




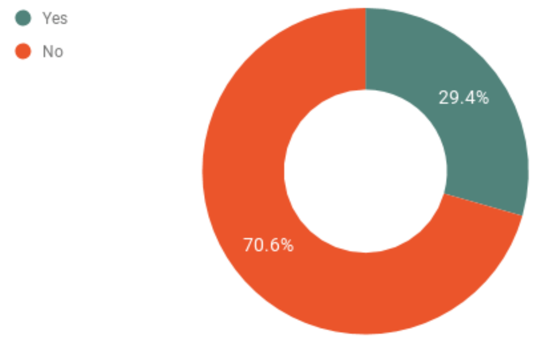
Non-Sustainable - Employees



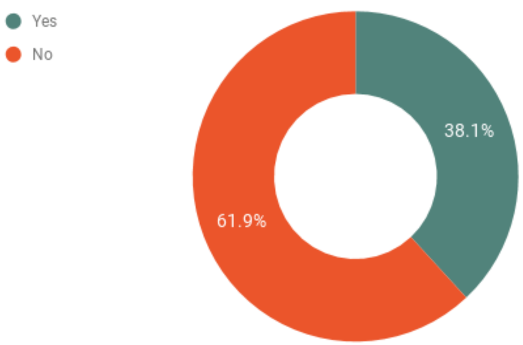
Non-Sustainable - Workspace



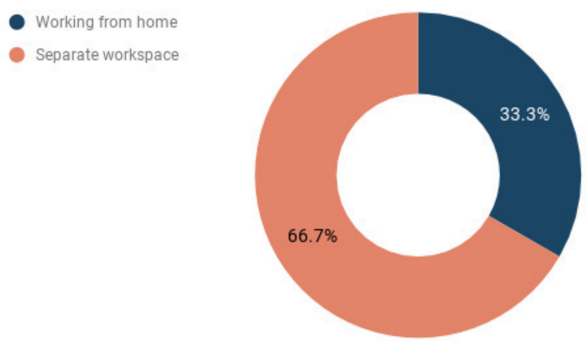
Non-sustainable - Dependence on seasonal sales



Sustainable - Employees



Sustainable - Workspace



Sustainable - Dependence on seasonal sales