

The Makerthon at the Innovation Lab in Werksviertel-Mitte

A cooperation with Fraunhofer Institute for Industrial Engineering and Organization (IAO)

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"What will move us next" – this year's [IAA MOBILITY](#) in Munich was all about future mobility and the transformation to climate neutrality. In addition to numerous large companies and strong medium-sized businesses, [evopark GmbH](#) together with [Parkwerk GmbH](#) participated in the supporting program of the event as expert workshop hosts in the interactive "Makerthon".

The "Makerthon" took place as part of the annually recurring "[Fast Track Innovation Camp](#)" – held at the forward-thinking Werksviertel-Mitte at Ostbahnhof, Munich this time – under the direction of Fraunhofer IAO. The main focus there is on strategies and solution paths of a digital transformation. Franziska Braun and Sebastian Stegmüller supervised this project as part of their work in the Mobility Innovation team at Fraunhofer IAO. Great organizer of the sessions in the Technikum building was [URKERN GmbH](#) under the leadership of Ferdinand von Kempiski.

evopark already supports the parking operator Parkwerk as part of the Werksviertel-Mitte with digital software solutions. Both parking garages, the *Autosaal* and the *Autospeicher*, can already be accessed ticketlessly today through the license plate recognition system and handled digitally with the help of mobility CONNECT and evopark GO: "Sustainability and innovation are top priorities in the design and development of Werksviertel-Mitte. This affects all areas of our urban quarter, including parking management," says Christian Wunderer of Parkwerk. "Digitizing parking facilities helps us save paper, reduces the need to replace parts subject to wear and tear, and avoids customer service trips to fix malfunctions. In addition, parking garages are an important part of an increasingly digitally networked and more efficiently organized mobility world. Digitization thus not only helps the environment, but also helps us to meet our own demands.

However, it is not only the neighborhood that benefits from the implementation of digital services, such as evopark GO, but first and foremost the customer", Wunderer continues. "The parking process, from entry to payment to exit, becomes easier and more convenient. This creates a positive parking experience. The process moves into the background and the

customer can fully focus on his or her visit to Werksviertel-Mitte. Through the envisaged connection to mobility CONNECT, we want to ensure that more customers can experience the benefits of our modern parking facilities. In addition, we hope to attract a new group of customers who no longer want to miss out on the uncomplicated and convenient way of parking."

The Makerthon was aimed at interested students and young professionals. The participants were asked to develop their own ideas and solution concepts for a sustainable and urban mobility structure using the example of Werksviertel-Mitte. Fraunhofer IAO developed a multi-stage guideline for the brainstorming process that participants could follow to develop a future-oriented mobility concept.

Five students from all over the world – from Cairo to Heilbronn – took part in the Makerthon and used these guidelines to design a concept for more sustainable parking that is above all convenient, fast and uncomplicated for drivers. The overall concept developed is enormously multi-layered and can be expanded at will, budget and end consumer behavior. The young designers, automotive engineers and IT specialists of tomorrow would engage in cross-marketing by linking retailers, bars and restaurants with sustainable energy. A simple example would be a rooftop bar that would finance the operation of solar panels also mounted on the roof. These could, among other things, power the parking garage, and the parking gates would literally allow "green" entry and exit. The underground parking garage below could have free bicycle parking to support sustainable mobility in an urban environment. Parking with purpose – parkers thus know what they are paying for here: for green energy, to substitute free parking for cyclists as well as to maintain the parking garage and Werksviertel-Mitte and to continue to actively support innovation. Parking can therefore be combined with many other concepts and ideas. This creates positive economies of scale, directly or indirectly, for other user groups and ultimately end consumers.

Max Borkmann, one of the participants says: "The Makerthon showed me how creative work is compatible with scientific methods and can lead to highly productive results. I had never considered the overall process of parking so intensively before and was surprised myself at how versatile the topic can be approached in order to create a successful overall concept for all parties."

The results stemming from the Makerthon gave evopark and Parkwerk stimulating new insights and ideas for future digital projects at the Werksviertel-Mitte site, which will also be of utmost interest for other operators and other districts. URKERN – Gesellschaft für Urbanes, which is jointly responsible for the innovation and research program of Werksviertel-Mitte, will continue to drive digitization in the district in every respect when constructing new buildings or expanding existing structures. In addition to Parkwerk GmbH in Munich, evopark supports a wide variety of parking garage operators and cities with digital software solutions for all aspects of parking. These technologies enable more sustainability and are compatible with various environmentally friendly concepts.

Parking is anything but mobile in the literal sense – yet it is an elementary part of future mobility and the transformation to climate neutrality. The Makerthon showed all participants that parking can contribute significantly to shaping the mobility of tomorrow. The ideas here are almost endless. The concept developed in this workshop shows that parking should not be seen as an isolated part of mobility. Parking can be combined with many other sustainable solutions and concepts. This generates synergies – which is the only way to create tomorrow's mobility today. The participants' answer of the Fraunhofer IAO Makerthon 2021 to the motto "What will move us next" is: "Digitizing will move us next".

About the Fraunhofer Institute for Industrial Engineering IAO:

The Fraunhofer Institute for Industrial Engineering IAO develops strategies, business models and solutions for the digital transformation together with companies, institutions and public sector organizations. The goal is to systematically optimize the interaction of people, organization and technology. The institute offers its customers a unique knowledge advantage and shows them ways in which they can quickly adapt this knowledge to their individual needs and use it profitably. In doing so, the institute places people at the center of its work and always keeps an eye on social impacts.

Scientists from various disciplines work together in interdisciplinary teams: from business and economics, computer science, engineering, social science and natural science. They analyze issues with a holistic view and find practical and workable solutions. Fraunhofer IAO cooperates closely with its partner institute, the Institute of Human Factors and Technology Management IAT at the University of Stuttgart, as well as with the TU Berlin and various universities. More about Fraunhofer IAO at <https://www.iao.fraunhofer.de>.

About Parkwerk GmbH:

There are more than 800 parking spaces – including 15 charging stations for electric vehicles – in Werksviertel-Mitte. Most of these parking spaces are deliberately hidden out of sight in the Autospeicher and Autosaal – as the quarter's parking garages are called. The Werksviertel-Mitte should be densely and intensively experienced by its visitors. However, a large number of above-ground parking spaces would rob this experience of its dynamism. The parking spaces, which are guarded around the clock, are organized and managed by Parkwerk GmbH. It handles the payments and – if possible – also makes long-term parking spaces available to interested parties.

About the Werksviertel-Mitte:

Werksviertel-Mitte – creative, urban, innovative. The Werksviertel-Mitte is an urban quarter in Munich that is constantly changing. Living, working, entertainment, art and culture are merging into a unique urban coexistence in Munich's east. Werksviertel-Mitte offers space for great architecture as well as digital, creative and artistic innovations. Every day, a lively urban culture unfolds here, which can be actively shaped and experienced anew time and again. For more information on Werksviertel-Mitte, visit <https://werksviertel-mitte.de>.

About evopark:

evopark is a German company, based in Cologne. It was founded in 2014 as a start-up with the aim to significantly simplify parking for motorists. Today evopark is renowned as the digital pioneer in the German parking industry and focuses on digital end-to-end products for parking operators and mobility providers. evopark has developed various digital parking solutions for B2B partners such as Daimler or Porsche. The solutions help to increase the online visibility and attractiveness of car park offers for the end customer. They support operators in digitizing their paper-based processes, enabling them to offer new innovative parking services and help to improve the efficient occupancy of car parks and thus result in a reduced traffic searching for parking. Mobility providers use the platform mobility CONNECT to offer their customers digital, innovative parking services. Since 2018 evopark belongs to the Scheidt & Bachmann Group, an internationally operating system house and leading supplier of parking solutions, systems for fare collection, systems for fuel stations and systems for signalling technology. Jointly, the companies offer digital solutions that cover the entire customer journey of parking.

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