Examining the Social Infrastructure of Berlin Adlershof-City of Science, Technology, and Media

Case Study on Geography Institute-Humboldt University, Berlin, Germany

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My professors, colleagues, and family have given me support and advice throughout the course of researching and writing my professional report. First off, I want to thank the professors from the various U.S. and European academic institutions for creating the Network for European and United States Regional and Urban Studies (NEURUS). The program gave me the opportunity to spend three amazing months in Berlin, Germany to conduct an independent research project.

I arrived in Berlin all set out to research on the location decisions of media firms. However, after a discussion with my Berlin advisors, Professors Elmar Kulke and Sebastian Kinder, I realized I need to change plans. Professor Kulke immediately suggested I examine the social infrastructure of Adlershof. He also provided me with a contact for Wista Management GmbH. I am extremely appreciative of Professor Kinder’s patience and time in answering my numerous questions and for his insightful comments.

Adlershof’s insufficient social infrastructure is a current issue not extensively researched on. As such, I was pleased to hear that a graduate student, Hadia Koehler, is also doing research on the same topic as mine. Ms. Koehler carefully looked over my questionnaire and provided suggestions to improve the effectiveness of the questionnaire in getting responses from participants. Speaking of participants, Professors Kulke, Kinder, and Karin Wessel were kind enough to let their students fill out the questionnaires I handed out during their class time.

I arrived in Berlin knowing absolutely nothing about Adlershof. However, my conversations with Helge Neuman, Yvonne Plaschnick, and Petra Franz changed that. Mr. Neuman and Ms. Plaschnick, both of Wista Management GmbH, patiently explained to me how the management of Adlershof works. Ms. Franz of Humboldt University provided me insights into the university’s campus in Adlershof, proposed projects, and her thoughts on the social infrastructure issue.

The March conference in Groningen, Netherlands allowed me to present my research to professors and students from the U.S., Europe, and Korea. Their questions and suggestions including those of Professor Scott Bollens’s have helped answered my own questions and in turn, made my report stronger and more cohesive.

I also want to thank my faculty advisor, Professor Luis Suarez-Villa, whose deep concern in that I may not have enough time to complete a research project while abroad and finish my project in time to graduate pushed me to prove him otherwise. Furthermore, his advice and suggestions encouraged me to look at the big picture of a very specific and focused project.

Finally, I thank my parents, two older sisters, and younger brother for their constant support and encouragement throughout the entire process of researching and writing my professional report.
Executive Summary

This report provides an analysis and evaluation of the demand for social infrastructure in Adlershof. The method used to collect information was by passing out questionnaires to students and staff in the Geography Institute of Humboldt University. Results of data analyzed show that excluding class or work time, students and staff do not spend more time in Adlershof because there is insufficient social infrastructure and they prefer to go elsewhere. Students and staff want to see more facilities and services, but at the same time, they do not necessarily want to spend more time in Adlershof after work or class. As a result, a cycle emerges in that a lack of social infrastructure pushes students and staff from spending more time in Adlershof. Lack of students and staff indicates a lack of demand for facilities and services, which does not attract investors to fund projects in Adlershof. In addition, Berlin does not have the funds to subsidize investors. Recommendations cover funding, attracting investors through increasing student and staff demand by providing them opportunities to spend more time in Adlershof, and making the overall atmosphere more inviting.
1. Introduction

1.1 Clients

Both Humboldt University and Wista Management GmbH have an interest in improving the social infrastructure situation in Adlershof. Although the problem is mainly raised by Humboldt University, Wista Management has the overall development authority over Adlershof.

Unless noted otherwise, information in the subsequent sections (Location, History of Berlin Adlershof, Adlershof Today, and Social Infrastructure) of this report is retrieved from the website of Wista Management GmbH.

1.2 Problem Statement

The development of Adlershof into a science, technology, and media park has been ongoing since 1991. With the development process, came new roads, new modern buildings, and even a new management company preparing to welcome and support Humboldt University institutes, non-university scientific institutes, and technology-oriented enterprises. However, the social infrastructure in the area has been neglected. With the students and staff of Humboldt University making up the majority of Adlershof’s population, this report will address the social infrastructure insufficiency with a focus on this particular group. This report, therefore, will be conducted on behalf of Humboldt University and Wista Management GmbH to assist them in improving Adlershof’s social infrastructure.
1.3 **Objectives**

1) Identify the existing social infrastructure in Adlershof.

2) Determine Humboldt University students’ and staff’s needs.

3) Recommend suggestions to Humboldt University and Wista Management GmbH on improving and expanding the social infrastructure.

1.4 **Statement of Significance**

1) The current social infrastructure is insufficient for the more than 10,000 employees and students who work, study, and/or live in Adlershof. Adlershof is a top-notch science and technology park, but the well being of the people who work and study there everyday cannot be forego while the management focuses on developing the science and technology sectors. The management should look into how they can raise the standards of the current social infrastructure.

2) Further development to the existing science and technology park consists of three phases:\(^1\):

   a) Relocating Humboldt University’s natural science campus made up of six institutes to Adlershof.

   b) Bridging Humboldt University’s natural science campus with the non-university research institutes and firms.

   c) Incorporating Humboldt University students into the network.

Phases a and b are completed; phase c still needs to be worked on by providing internships and jobs with the firms in Adlershof. Given internship and job

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\(^1\) Personal communication with Petra Franz on March 8, 2007
opportunities, students will extend their time spent in Adlershof. Thus, increasing
demand for more and better social infrastructure in the area. Furthermore, students
along with Humboldt University staff make up the largest group in Adlershof. The
management and the university need to cooperate together to develop the social
infrastructure that is essential in making a vibrant and creative campus.

3) Moreover, a goal of science and technology parks is to include informal places
where people can build networks and exchange ideas. It is in sharing these
informal places, such as cafeterias that provide opportunities to people to form
networks and exchange information (Filippi & Torre, 2003, p. 13). Therefore, it is
necessary that the management as well as the university help nurture interaction,
network building, and information exchange by expanding and improving
Adlershof’s social infrastructure.
2. Location

Berlin Adlershof—City of Science, Technology, and Media is located in southeast of Berlin, Germany on 1,038 acres. Accessible by public transportation and by car, it is 20 minutes from the center of Berlin and 20 minutes from the Schönefeld Airport. Figure 1 shows the location of Adlershof in Berlin.

![Location of Berlin Adlershof](source: www.adlershof.de)
3. **History of Berlin Adlershof**

3.1 **Early 20\textsuperscript{th} Century**

Adlershof has a tradition of research, innovation, and production of knowledge starting from early 20\textsuperscript{th} century. In 1909, the area, originally known as the Johannisthal Airfield became Germany’s first airfield for motorized aircraft. In 1912, the German Experimental Institute for Aviation located its headquarter to Adlershof-Johannisthal furthering developments in the field of flight research and aircraft engineering. Several structures built in the 20s and 30s such as the wind tunnel and the vertical wind tower are historical landmarks today. (Left) **Figure 2:** Vertical Wind Tower; **Figure 3:** Wind Tunnel. After World War I, the Treaty of Versailles restricted aircraft development in Germany leaving the aircraft hangars in Adlershof useless. However, several of the hangars were converted into film studios leading to Adlershof as a media site.
3.2 **German Democratic Republic (GDR) Era**

After World War II, the German Democratic Republic (GDR) located its Ministry for State Security to Adlershof. In 1949, the GDR established the Academy of Science with nine scientific institutes in Adlershof, which was one of the world’s biggest science research centers at that time. By 1989, more than 5,000 people were working for the Academy. Academy buildings added in the early 1960s are still used today. In 1952, the GDR national television company started broadcasting from Adlershof. Figure 4 shows yellow and orange buildings from the GDR era. The Geography Institute and the Psychology Institute now occupy the two orange buildings.

![Figure 4: GDR Buildings](Source: Author)
3.3 Post-Reunification

After the German reunification, a decision was made in 1991 to develop Adlershof into a science and technology park especially since the foundation of science already existed and to relocate Humboldt University’s natural science departments to the area. As such, the State of Berlin set up the Adlershof Development Society, which later became Wista Management GmbH in 1994. (Below) Figure 5: Wista Management GmbH Building

Both the GDR’s Academy of Science and the television broadcasting company closed down in 1991. The renting and marketing of the space and buildings in the media sector is now managed by Media City GmbH, which was established after the liquidation of the broadcasting company. The German Science Council evaluated the Academy’s properties and decided that 1,500 former Academy employees should be placed in new research facilities. The rest were recommended to seek new jobs or start their own companies. Consequently, approximately 100 of the 250 startup firms were founded by former Academy employees. Furthermore, eight of the twelve non-university research institutes now in Adlershof directly came from the Academy. In 1998, Humboldt University’s computer science and mathematics departments moved to Adlershof followed by the chemistry department in 2001. The process was completed in 2003 with the relocation of the physics, geography, and psychology departments.
4. **Adlershof Today**

The vision for the long-term development plan is to build Adlershof into a modern city with “the ‘Science City’ at its center, surrounded by a Media City, an industrial park, and residential areas” (Wista Management GmbH). With the vision in place, new modern technology buildings have been constructed in place of old buildings, streets have been repaired; a hotel and a shopping center have also been added. The former airfield has been developed into a landscape park, and in 2004, construction of single-family houses began. Adlershof has been renovated and expanded.

Today, Adlershof is one of the 15 largest science and technology parks in the world with its research institutes and companies concentrating on developing products and services in the following fields:

- Photonics and optical technologies
- Materials and microsystem technology
- Information and media technology
- Environmental, bio and energy technology.

(Right) **Figure 6: Center for Photonics and Optical Technologies**

The science and technology park is comprised of Humboldt University institutions, non-university research institutions, and companies. Adlershof also has two incubators: the Innovation and Business Incubation Center (IGZ) and the OWZ-International Business Incubator, which provide support services for the development of new enterprises. From
1991 to 2006, the science and technology park has had 1.5 billion Euros in investments. New settlements in 2006 alone amounted to 53 companies. Furthermore, Adlershof has Germany’s largest studio and is also Berlin’s biggest media location with 124 companies. Studio Berlin has been the site for numerous television series, films, and political events. The companies offer a wide range of services and products to assist in media production. Table 7 presents figures on Adlershof after 15 years. Figure 8 shows an aerial view of Adlershof and Figure 9 is a map of where the buildings and facilities are located in Adlershof.

Table 7: Berlin Adlershof after 15 Years

| City of Science, Technology and Media: | Area: 420 hectares (1,040 acres) |
| Approx. 12,700 employees |
| 739 enterprises |
| **Breakdown:** |
| Science and Technology Park: |
| 400 technology-oriented companies |
| 4,279 employees |
| 12 non-university research institutions |
| 1,463 employees |
| 6 Humboldt University Institutions |
| (computer science, mathematics, chemistry, physics, geography and psychology) |
| 130 professors, 735 employees, 6,434 students |
| Media City: |
| 138 companies |
| 1,432 employees |
| Industrial Estate: |
| 201 companies |
| 4,261 employees |

Source: www.adlershof.de (Data as of March 2007)
Figure 8: Aerial View of Berlin Adlershof Today

Source: www.adlershof.de
Figure 9: Map of Buildings and Facilities in Adlershof
5. Social Infrastructure

5.1 Definition

Gathered from various sources, the following definitions of social infrastructure all share a similar concept that social infrastructure such as schools, libraries, and health care centers is important to a community’s social welfare.

Wessex Institute of Technology-Social Infrastructure Planning Course Description:

The welfare of human communities is largely dependent upon the availability of social infrastructure – that is, health care centers, schools, sanitary landfills, libraries, swimming-pools, and many other facilities. Because of their social relevance, and also of their cost, the location and size of these facilities must be carefully planned. (Wessex Institute of Technology)

Infrastructure Development Action Plan for Chhattisgarh:

Social infrastructure includes facilities and measures for providing education, health care, community development, equitable income distribution, employment and social welfare. The concept of social infrastructure is very broad and covers various aspects of Government service delivery. (Price Water House Coopers)

Nadia District, West Bengal Website:

Development of physical infrastructure cannot usher in overall development at the desired level if the social infrastructure is not simultaneously developed. Education, health, social security, public entertainment etc. have to be developed to ensure proper social infrastructure. (Nadia District)
5.2  Berlin Adlershof’s Current Social Infrastructure

For Adlershof, this report mainly examines the social infrastructure in regards to facilities such as restaurants, bars, cafes, sport and health facilities, shopping centers, and parks where people can dine, relax, exercise, meet, and socialize. The following sections provide the breakdown of Adlershof’s social infrastructure.

Dining

Adlershof currently has 12 dining facilities. In addition, a bakery and several food vendors are located inside the Kaufland shopping center. Table 10 provides a brief description of the dining options in Adlershof.

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<thead>
<tr>
<th>Name:</th>
<th>Location:</th>
<th>Description:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bistro Sonnenschein</td>
<td>Volmerstrasse 7b</td>
<td>Located in the UTZ (Center for Environmental, Bio-, and Energy Technology) building</td>
</tr>
<tr>
<td>Fondip Imbiss</td>
<td>Rudower Chaussee 4</td>
<td>Small fast food store located in the Media City</td>
</tr>
<tr>
<td>Hotel Ibis Restaurant &amp; Bar</td>
<td>Rudower Chaussee 15</td>
<td>Both restaurant and bar located in the hotel</td>
</tr>
<tr>
<td>IGZ “Die Hummel”</td>
<td>Rudower Chaussee 29</td>
<td>Located in the IGZ (Center for Innovation and Business Incubation) building; small cafe</td>
</tr>
<tr>
<td>Kamee Caffe &amp; Espresso Bar</td>
<td>Rudower Chaussee 25</td>
<td>Located in the Institute for Computer Science and Mathematics building with other services</td>
</tr>
<tr>
<td>Kantine “Kleine Pause”</td>
<td>Carl-Scheele-Strasse 14</td>
<td>Located in the Center for Materials and Technology building; bistro offers catering services</td>
</tr>
<tr>
<td>Kaufland</td>
<td>Rudower Chaussee 12</td>
<td>Shopping center with a supermarket, bakery, and individual food stands and other services</td>
</tr>
</tbody>
</table>
Oase | Rudower Chaussee 25 | Located in the Institute for Computer Science and Mathematics building; cafeteria
--- | --- | ---
SBZ “Prüfstand” | Newtonstrasse 16 | Located between the Institutes for Chemistry/Physics building and the UniLab Student Laboratory; student-run cafe
Subway | Rudower Chaussee 12 | Part of the Kaufland shopping center
Tim’s Canadian Deli | Rudower Chaussee 26 | Located in the Erwin Schrödinger Center—also where the library is located; café-bistro
UTZ “Steinkauz” | Volmerstrasse 5 | Located in the UTZ (Center for Environmental, Bio-, and Energy Technology) building
Wista Restaurant | Rudower Chaussee 19 | Located within the Wista Management GmbH complex; cafeteria

Source: [www.adlershof.de](http://www.adlershof.de)

**Shopping Center**

Kaufland is the only shopping center in Adlershof which consists of a supermarket, a bakery, food stands selling fish, sausage, sandwiches, etc., a pharmacy, a clothing store, and other stores.

**Figure 11: Kaufland Shopping Center**

Source: Author
Sport and Health Facilities

Currently, Adlershof has a golf course, tennis courts, an outdoor basketball court, a soccer field and an indoor swimming pool.

(Right) Figure 12: Outdoor Basketball Court and Soccer Field

There is also a sports club and a taxi strip located in the park used by inliners and roller skaters from nearby residential areas. Early 2007, a fitness center located on Rudower Chaussee was demolished. Table 13 provides information about the existing sport and health facilities in Adlershof.

Table 13: Berlin Adlershof Sport and Health Facilities

<table>
<thead>
<tr>
<th>Name:</th>
<th>Location:</th>
<th>Description:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball Court</td>
<td>Erich Thilo Strasse</td>
<td>Outdoor court</td>
</tr>
<tr>
<td>BBB Berliner Bäder-Betriebe Sportzentrum Adlershof (SFG)</td>
<td>Rudower Chaussee 4</td>
<td>Indoor swimming pool</td>
</tr>
<tr>
<td>Berliner Sportverein AdW e.V.</td>
<td>Rudower Chaussee 32</td>
<td>Sports club</td>
</tr>
<tr>
<td>Berliner Tennisclub Wista e.v.</td>
<td>Wilhelm-Ostwald-Straße 4 (office)</td>
<td>7 outdoor tennis courts</td>
</tr>
<tr>
<td>Öffentliche Golf-Übungsanlage Golf-Spiel-Verein ALBATROS e.V. (GVS)</td>
<td>Rudower Chaussee 4 (office)</td>
<td>Golf course located on Karl Ziegler Strasse; driving range with a five-hole practice course, a pitching and putting green</td>
</tr>
<tr>
<td>Rollfeld</td>
<td>---</td>
<td>Skater strip located in the park</td>
</tr>
<tr>
<td>Sauna Center</td>
<td>Am Studio 2</td>
<td>---</td>
</tr>
<tr>
<td>Soccer Field</td>
<td>Zum groszen Windkanal</td>
<td>Outdoor field</td>
</tr>
</tbody>
</table>

Source: www.adlershof.de

Eva Y. Chang
Library

The library for the natural sciences institutions is located in the Erwin Schrödinger Center. The Erwin Schrödinger building acts as the center of the campus. There are also several class rooms in the building. Connected to the building is a red brick building that is occupied by a small bookstore, Tim’s Canadian Deli, and a conference room.

Figure 14: Erwin Schrödinger Center
Park

The structure of the 68-hectare park consists of three zones: the nature park, the active park, and the landscape park. The 26-hectare nature park is designated as the former Johannisthal airfield nature conservation area. Valuable biotopes have been found on the land. As such, a raised promenade surrounds the nature park to protect it by allowing visitors to view the area without entering it. The active park made up of 30 city gardens and the skater strip lies between the promenade and future construction sites. In the landscape park, groups of oak and pine trees have been planted across open grassy areas.

Figure 15: Platform Overlooking Nature Park

Figure 16: Rollfeld (Skater Strip)
6. Methodology

The official Adlershof website provides contact information and some descriptive information about the social infrastructure at Adlershof. However, to find out about what people think about the social infrastructure and their demand for more and better social infrastructure, other methods of how to gather this information are needed and are described below.

6.1 Process

In February 2007, questionnaires are handed out to and collected back from Geography Institute students and staff at the Humboldt University-Adlershof campus. In two days, questionnaires are distributed to students in six Geography Institute classes. Students who already filled out a questionnaire in a previous class are asked not to fill out another one. They are given 15 minutes to complete the questionnaires, which are collected right afterwards. For the staff, questionnaires are placed in their individual mailboxes. They are given one week to complete the questionnaire and are asked to return completed questionnaires to the secretary in the economic geography division of the Geography Institute.

6.2 Subjects

Focus on HU students and staff

There are more than 10,000 employees and students in Berlin Adlershof. However, this is just a theoretical number. On any given day, not all employees and students will be in Adlershof. Nonetheless, because of the large number, this project focuses on the
Humboldt University population since they are the largest group at Adlershof. Below lists other reasons why the Humboldt University population is chosen:

1) Employees and researchers for the hundreds of firms and non-university research institutes and the Humboldt University population have different schedules. As such, their needs during their time in Adlershof vary making it complicated to come up with one solution that would satisfy all.

2) Furthermore, since complaints have been mostly from the students and staff of Humboldt University, especially the students, this project focuses on this particular group.

Case Study on Geography Institute students and staff

There are more than 6,000 students enrolled in the six Humboldt University institutes at Adlershof. Limited time makes it difficult to survey all the students. In addition, even among the subgroups of the Humboldt University population schedules and needs vary. For instance, students in the Geography Institute may stay in Adlershof for five to ten hours per week because they do not necessarily have to be in Adlershof to work on their homework or projects whereas students in the Chemistry Institute may spend more time in Adlershof conducting experiments in laboratories. Therefore, a case study on just the Geography Institute students and staff is selected for this project for the following reasons.

1) Of the six Humboldt University institutes, Geography Institute has the largest number of students. Currently, of the approximately 6,300 students enrolled at the 6 Humboldt University institutes, 1,400 students are registered at the Geography Institute. (However, only 600 students are actually enrolled in classes at the Institute.)
2) Having an advisor in the Geography Institute provides access to students and staff in that institute.

Students’ schedules differ from those of the staff. They have more flexibility in their schedules where as the staff have set work schedules. Nonetheless, both groups are included in the study for comparison purposes.

6.3 Questionnaire

Method use to obtain information is by passing out questionnaires to students and staff. The questionnaires written in English are presented in Appendices A and B. Due to differences in schedules and needs, the questionnaire for students varies slightly from the questionnaire for staff.

Purpose of the questionnaire

The overall purpose of the questionnaire is to examine what kind of demand there is for the social infrastructure in Adlershof with questions seeking information such as:

- Hours spent in Adlershof per week
- Hours spent in Adlershof outside of work and class per week
- Choice of activities when not at work or in class
- Places they frequent in Adlershof

The goal of these questions is also to find out about the participants’ behavior in regards to using the social infrastructure and their attitudes about the infrastructure. The analysis of the completed questionnaires therefore provides a quantitative and qualitative perspective on Adlershof’s current social infrastructure.
Differences between the questionnaire for students and the questionnaire for faculty and staff

1) Question 5 on the two forms of questionnaire are basically the same, but worded differently. For the students, they are asked what they do and where they go in between classes. For the staff, they are asked what they do and where they go during leisure time (i.e. breaks, lunch, between teaching classes).

2) Question 8 asks the students about the frequency they use the library’s group workrooms and/or Geography Institute’s student lounge. Since the staff does not have group workrooms or student lounges, they are asked what the popular places are in Adlershof for them.

Terms

The Geography Institute offers four degrees as follow:

- Bachelor
- Diploma
- Masters
- Combined Bachelor Program (Teacher’s Training)

To keep things as uncomplicated as possible, the student population is not further broken down for the analysis.

The original intent for question 1 on the staff questionnaire is to find out how many of the participants are faculty members and how many were staff members. However, it appears that some of the participants, who should check the faculty box, check the staff box instead. The majority of the participants select the staff category. Because of the
inconsistency, faculty and staff are all placed in the same category for the analysis. There is a misunderstanding of the terms: faculty and staff. Staff is the more commonly used term, which includes not only the administrative staff, but also the professors, lectures, and PhD students. The staff category can be further broken down into:

a) Scientific Staff:
   - Researchers and PhD students
   - Professors

b) Non-scientific Staff:
   - Administrative Staff

*Calculations*

Most of the questions are written with options for the participants to select from. For instance, question 3 gives the participants five options to answer how many hours per week they spend in Adlershof. All that is needed to calculate the results is to count how many participants selected each option. There are also several questions that ask the participants to write their own responses. For instance, question 5 asks the participants to list what kind of activities they do when not in class or not at work. To calculate the results, a list of activities mentioned is created. Then, the number of participants is counted for each of the activities mentioned.

**6.4 Interviews**

Interviews are also conducted to gather information about Adlershof’s social infrastructure. The interviews, which are more like discussions are not taped; notes are taken instead. Highlights of the interviews are presented in the analysis section.
On February 20, 2007, an interview is conducted with Helge Neumann and Yvonne Plaschnick. Both are employed in the international division of Wista Management GmbH. The purpose of the interview, which lasted about two hours, is to find out what the management is doing or will be doing to improve the social infrastructure in Adlershof.

On March 8, 2007, an interview is conducted with Petra Franz who works for Humboldt University’s vice chancellor of research and is the liaison between the Adlershof campus and the main campus. The purpose of this interview, which lasted about one hour, is to find out what the university is doing or will be doing to improve the social infrastructure.
7. Analysis of Results

The analysis of the results collected from the questionnaires given to Geography Institute students and staff as well as interviews hopes to answer the following questions regarding the insufficient social infrastructure in Adlershof:

- What kind of demand is there?
- Is there demand?
- What did the participants think of Adlershof’s social infrastructure?

In total, there are approximately 1,400 students in the Geography Institute, but there are actually only around 600 students enrolled in classes. Questionnaires received from the Geography Institute students and staff total 102 and 40, respectively.

Table 17: Number of Participants

<table>
<thead>
<tr>
<th></th>
<th>Students</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Humboldt University-Adlershof Campus</strong> (6 natural science institutes)</td>
<td>6,434</td>
<td>865 staff total (130 professors, 735 other staff)</td>
</tr>
<tr>
<td>Geography Institute</td>
<td>1,400</td>
<td>80 staff total</td>
</tr>
<tr>
<td></td>
<td>(600 actually enrolled in classes)</td>
<td></td>
</tr>
<tr>
<td>Sample Size</td>
<td>102</td>
<td>40</td>
</tr>
</tbody>
</table>

Source: www.adlershof.de; Geography Institute; Author

7.1 What kind of demand is there?

The questionnaire’s objective was to find out about the student and staff participants’ demand and behavior of the social infrastructure in Adlershof. To understand what kind of demand there is, question 10, asked the participants what kind of facilities they would like to see more of in Adlershof. The participants were not limited to selecting only one from
the following options: dining, sport facilities, entertainment/recreational facilities, and other.

The dining category ranked second for the students and the staff participants, 51 percent and 53 percent, respectively. As for more sport facilities, 43 percent of the student participants and 55 percent of the staff participants would like to see more in Adlershof. The sport facilities category ranked third for the students, but first for the staff. In the other category, students and staff alike suggested green areas, benches in public space and more shops. Figure 18 shows the percent of participants who selected the four options provided on the questionnaire.

Bars are listed as an example under the entertainment/recreational facilities category, which may explain why students selected that category the most times. However, 56 percent may not necessarily indicate a high demand for entertainment/recreational facilities. As some students wrote on their questionnaires, Adlershof is only a place for studying while others wrote they go elsewhere for their social needs. Therefore, they did not see a need for more entertainment/recreational facilities in Adlershof. Likewise, some
of the staff commented that Adlershof is just a place for work and they prefer to go elsewhere. Hence, only 30 percent of the staff participants chose the entertainment/recreational facilities category.

Interestingly, some of the student and staff participants shared similar views; however, the entertainment/recreational facilities category ranked first for the student participants but ranked third for the staff participants. This may be explained by different schedules and needs between the students and the staff. Students have more flexible schedules that allow them to fit in some leisure activities in between going to classes, studying and working whereas staff has more rigid schedules that may not allow them to take off when they want to. For instance, students may want to go to a bar or catch a movie in between classes, but they may not necessarily have enough time to leave Adlershof to go elsewhere. Therefore, they would like some entertainment/recreational options in Adlershof.

The entertainment/recreational scene is nonexistent in Adlershof. There are no bars (except for the one in the hotel), movie theaters, and bowling alleys. Of course, entertainment/recreational facilities are not only limited to these options. Regardless, Adlershof lacks the amenities to meet entertainment and recreational purposes. Besides reasons such as Adlershof being only a place for work and study, the lack of entertainment/recreational facilities helps justify why most student and staff participants left Adlershof to go elsewhere for entertainment. Figure 19 illustrates the percent of student and staff participants who stayed in or left Adlershof for entertainment needs.
Seventy-five percent of the student participants and 68 percent of the staff participants left Adlershof for entertainment to go to other parts of Berlin, such as the Mitte district (the city center) or districts where they or their friends live. Only 8 percent of the student participants and 5 percent of the staff participants stayed in Adlershof for entertainment. However, that was not the case when the participants were asked whether they stay or leave for meals. Figure 20 shows the percent of participants who stayed in Adlershof or left to go elsewhere for meals.
The high percent of both student and staff participants who stayed in Adlershof for meals indicated a demand for dining facilities. Eighty percent of the staff participants stayed in Adlershof for meals compared to 61 percent of the student participants. Furthermore, as shown in Figure 18, the majority of both groups of participants would like to see more dining facilities in Adlershof. One can argue that staying in Adlershof for meals may also mean staying, but eating his or her own food brought from home. This was the case for one of the student participants who wrote that on his questionnaire. In the context of the question, staying in Adlershof means purchasing meals from one of the dining facilities, which may not have been directly made known to the participants. Nonetheless, one can also argue that regardless of whether the participants purchased meals or not, a high percent of the participants opt to stay in Adlershof to eat, which can be seen as potential demand.

7.2 *Is there demand?*

Besides understanding what kind of demand is there, the study aims to identify whether a demand for social infrastructure in Adlershof exists at all. By examining the student and staff participants’ behavior in terms of how they use their time when they are in Adlershof helps understand their demand behavior.

*How much time is spent in Adlershof?*

The staff participants tend to have more or less a fixed work schedule that probably does not accommodate them to travel outside of Adlershof for meals. In addition, compared to 13 percent of the student participants, 65 percent of the staff spent more than 20 hours at work and outside of work in Adlershof per week as illustrated in Figure 21. Thirty-four
percent of the student participants spent between five to ten hours in class and outside of class per week in Adlershof.

The participants’ time not spent at work or in class is considered leisure or free time. As shown in Figure 22, 50 percent of the staff participants’ and 62 percent of the student participants’ leisure or free time constituted less than five hours per week in Adlershof. Excluding work or class time, majority of the participants did not spend much time in Adlershof.
How is time spent in Adlershof?

Not surprisingly, most of the time spent in Adlershof is at work or in class for both the staff and student participants. When the participants are in Adlershof, time spent not at work or in class is spent dining, socializing, shopping, relaxing, etc. Figures 23 and 24 illustrate how the student and staff participants spent their free time. Dining was the top choice for both the student and staff participants with 73 percent and 83 percent, respectively. Socializing with friends ranked second for both groups. A high percent of participants spent their free time dining and socializing, which indicated that there is a demand for facilities whether be it restaurants, cafes, space to support their social needs.
Furthermore, the participants were asked to list the names of places where they frequent during their free time. Since dining is the activity listed the most often by both groups of participants, eating places not surprisingly were frequently listed. In particular, the top choices for the student participants were Oase cafeteria, Kaufland, and Tim’s Canadian Deli. For the staff participants, the top choices were Wista cafeteria, Kaufland, and Oase cafeteria. However, majority of the participants did not frequent the cafes, restaurants, sport facilities, etc much during the week when they were in Adlershof. As Figure 25 shows, 90 percent of the student participants and 78 percent of the staff participants went to these social facilities less than five times per week. This should come as no surprise since majority of the participants spent less than five hours of free time in Adlershof.

![Figure 25: Frequency of Visits to Adlershof's Social Infrastructure](image)

7.3 What did they think of Adlershof’s social infrastructure?

The participants were asked whether Adlershof provides enough places for them for socializing, entertainment, eating, etc. The question contained two parts. Part a of the question asked whether Adlershof has not enough or enough places. Sixty-two percent of
the student participants and 63 percent of the staff participants selected that there is not
to enough. The rest of the participants agreed there is enough or did not make a selection. A
majority of the participants responded there is not enough. However, even if there are
more facilities and options, only 22 percent of the student participants and 25 percent of
the staff participants responded that they would stay around after class and in the evenings.
Twenty-one percent of the student participants and 43 percent of the staff said they would
not stay in Adlershof. Compared to 33 percent of the staff participants, 58 percent of the
student participants responded they might stay given more facilities and options.

Part b asked whether more can be done to the social infrastructure or it is fine the way it is.
Sixty-two percent of the student participants and 60 percent of the staff participants
answered more can be done while the rest selected fine the way it is or did not respond.

The participants were asked to make a selection from each part because there was the
possibility that some participants would, for instance, select from part a “enough” and from
part b “fine the way it is”. Part a can be seen as asking about the quantity of facilities
whereas part b can be seen as asking about the quantity and quality of the facilities. For
example, if “not enough” and “more can be done” were chosen, the participant thought
there is not enough and more can be done in terms of quantity and quality. If “enough”
and “more can be done” were chosen, the participant thought there is enough facilities, but
more can be done in terms of the quality of the facilities, such as improving the atmosphere
of the facilities. In total, there were four combinations as shown in Figure 26. Forty-seven
percent of the student participants and 43 percent of the staff participants thought...
Adlershof does not have enough and more can be done to the social infrastructure. A small percentage of the participants thought there is enough, but more can be done and a small percentage thought there is enough and it is fine the way it is. The latter combinations were chosen because as mentioned previously, some of the participants commented that Adlershof is merely a place for work and school, so it is not necessarily to improve the social infrastructure.

Analysis of data presented thus far gives a conflicting view of what the demand was and what the participants really wanted. The staff participants generally spent more time in Adlershof than the student participants and both groups spent minimal amount of free time in Adlershof. They would like to see more facilities, but they would not want to spend more time in Adlershof. Furthermore, not an overwhelming majority of the participants thought there are not enough facilities or thought more can be done with the social infrastructure. The participants did not view Adlershof as a place to meet their social needs.
In addition to the quantitative results, the participants’ comments in response to the final question on what can be done in Adlershof to keep them around after class and work as well as attract them to come during the weekends did not give a general consensus of what they want. For instance, some participants wrote that they want more trees and some wrote that they want more bars. Even within the same category, such as dining, it is difficult to pinpoint what the demand is. Some participants wanted nice restaurants while some wanted bars and cafes with cheaper prices. Nonetheless, the qualitative data provided insights into what the participants thought about Adlershof’s current infrastructure and what can be done. Appendix C is a list of comments from the student and staff participants.

7.4 Interviews

In February 2007, interviews were conducted with Helge Neumann and Yvonne Plaschnick of Wista Management and with Petra Franz of Humboldt University. The interviews were an opportunity to hear what the management and the university thought about Adlershof’s social infrastructure and to hear their suggestions for improvements.

Both Mr. Neumann and Ms. Franz mentioned that constructing dorms in Adlershof and incorporating students by providing internships would be a way to improve the social infrastructure. Ms. Franz also stated that besides a good traffic facility, there should be comfortable benches and couches, sport facilities, and a meeting point. However, she commented that Adlershof is not a place for entertainment. Events such as classical concerts held every once a semester and cinema nights have not been popular.
Furthermore, it has been difficult to attract services because students do not want to spend a lot of money and the university has no money to build more.

7.5 A Cycle

Bringing together Mr. Neumann’s, Ms. Franz’s, and the participants’ thoughts and the analysis of the questionnaires led to a conclusion that a cycle appears to exist with the social infrastructure situation in Adlershof: Except when necessary, such as for work or for class, students and staff do not spend more time in Adlershof because there lacks a social infrastructure. Because students and staff leave Adlershof to go elsewhere, investors do not see a demand for services and facilities. They do not want to invest in projects when they will not make a profit. In addition, neither Humboldt University nor Berlin has the financial means to subsidize potential investors. Therefore, a lack of social infrastructure in Adlershof continues.

Figure 27: A Cycle

<table>
<thead>
<tr>
<th>Insufficient social infrastructure in Adlershof.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential investors see no demand, so they are not motivated to build social infrastructure in Adlershof.</td>
</tr>
<tr>
<td>Nothing in Adlershof attracts students and staff to spend time in the area.</td>
</tr>
</tbody>
</table>

Source: Author
8. Recommendations

Evidently, boosting the social infrastructure in Adlershof has not been a top priority. However, Adlershof is still a fairly new science and technology park and with time, its social infrastructure will improve. There are already several potential projects pending that if approved and built will enhance the social infrastructure. The key to attracting students and staff is to have a vibrant campus environment that not only exists during the day, but after class and work and in the evenings. Below are recommendations on developing Adlershof’s social infrastructure. The recommendations cover funding, increasing students’ and staff’s spending time in Aldershof, improving the overall atmosphere, and lastly, creating a student-led committee.

8.1 Funding

As stated earlier, there is a lack of investors because investors are not willing to fund social infrastructure projects if they do not see a market for it. Furthermore, the Berlin government and Wista Management do not have the money to subsidize potential investors and neither does Humboldt University have funds to build more on the land it owns. Therefore, Wista Management and Humboldt University should:

➢ Form private and public partnerships

Coordinating with Wista Management, the Berlin government and Humboldt University should collaborate with private entities to garner the funding and resources needed to develop Adlershof’s social infrastructure. Rather than having either the public or the
private sector shouldering all the financial responsibility, the partnerships can help ease the financial burden of constructing new social infrastructure.

- **Apply for federal government & European Union funds**

In addition, Wista Management and Humboldt University should apply for funds at the federal level and at the European Union level. The management and the university can use the funds to subsidize investors or take social infrastructure projects upon themselves. Regardless, the funds can be used towards expanding and enhancing Adlershof’s social infrastructure.

**8.2 Increasing Demand**

Besides providing subsidies, what else can attract investors to expand the social infrastructure in Adlershof? Investors do not see a demand and therefore no profit associated with building facilities, such as restaurants, theaters, etc. The following recommendations can help increase demand by pulling more people, especially students to spend more time in Adlershof:

- **Build dorms or cheap flats**

Providing affordable living options will hopefully attract students to consider living on the Adlershof campus. According to Petra Franz, there has been a plan to build dorms behind the Geography and Psychology buildings. Students living in the area will increase demand for more social infrastructure and help draw investors to build social amenities.
The Adlershof campus should not just be a place where students attend classes few times a week. Working together with the companies in Adlershof, Humboldt University should develop internship programs for students. Along with building dorms, creating internships will incorporate students into the Adlershof campus. Therefore, the students’ time spend in Adlershof will increase.

According to Petra Franz, events such as classical concerts held once a semester and cinema nights have not been popular. However, events to bring together the community of students, staff, and employees should not be phased out. Both Wista Management and Humboldt University should encourage and work with students and staff to organize events that will attract Adlershof campus students and students from the main campus to spend time in Adlershof. For example, each institute and its students can host an event every few months.

Students and staff complain about the atmosphere of the campus and the dining facilities. They want a more urban atmosphere. The social infrastructure in Adlershof lags behind neighborhoods in other parts of the city. With so many options in the city, students and staff prefer to go elsewhere to meet, recreate, and socialize. Therefore, it is necessary to improve the quality of the existing social infrastructure to make the area more desirable to stay.
8.3 Improving the atmosphere

The overall atmosphere in Adlershof is cold and uninviting. In addition, Adlershof does not provide enough quality facilities for people to socialize and recreate. The following suggestions derived from the participants’ comments will help make Adlershof a more appealing place for people to spend more time in.

➢ Refine dining options

Currently, Adlershof lacks a range of dining options. Students and staff want to have a variety, such as nice restaurants and student-type restaurants. They want bars and cafes that offer cheap prices. Furthermore, they want comfortable, cozy dining places. Essentially, they want to see the same amenities in Adlershof what other parts of the city have. However, it is difficult to attract services and the lack of money prevents more to be built. A less costly alternative is to improve the atmosphere of the existing dining facilities, such as the Oase cafeteria and Tim’s Canadian Deli.

➢ Create socializing and relaxing space

Adlershof campus is supposed to be a vibrant community where people can mingle and network. However, the campus does not provide the facilities to foster interaction. What is needed is informal space where people can socialize and relax. Rooms not being used can be converted into comfortable lounges where people can eat their meals, chat, meet, study, and relax.
The participants suggested more trees and a park with benches. Adlershof does have vast open spaces with trees and benches, such as the 68-hectare park. Perhaps it is the vastness of open spaces and the location of the landscaped park that do not entice people to enjoy what already exist. What they are looking for then are outdoor spaces that are more intimate. Plots of unused land near the institutions’ buildings can be turned into small open spaces for people to use.

8.4 Creating a Student and Staff Committee

Wista Management and Humboldt University should encourage students and staff to take an active role in improving the social infrastructure by forming a student and staff committee. The committee can be student-led with representatives from each of the Humboldt University institutions in Adlershof as well as representatives from the staff. Some of the responsibilities of the committee would be to:

- **Enhance the outdoor environment**

- **Act as a liaison between Wista Management & Humboldt University**

- **Take action**

To determine what exactly are the problems students and staff are complaining about and what their needs are, surveys should be given out via email to all students and staff at the
Adlershof campus. The committee should also organize meetings to hear students’ and staff’s complaints and suggestions. Overall, there needs to be a more formal way to go about examining the insufficient social infrastructure in Adlershof to effectively make changes.

Once needs are determined and suggestions taken into account, the committee should come up with feasible recommendations to present to Wista Management and Humboldt University. If approved, the committee must follow through with the recommendations. The committee can take the lead in organizing campus-wide events, identifying underutilized rooms for conversion into lounges, and coordinating student volunteers to enhance small open land for outdoor uses.

Lack of funds should not limit what Wista Management and Humboldt University can do to solve the problem of insufficient social infrastructure in Adlershof. Instead, inadequate financial means should propel Wista Management, Humboldt University, its staff and students to come up with efficient, creative solutions to achieve their goal of transforming Adlershof’s social infrastructure that will engage the campus community and is befitting of a top-notch science and technology park.
9. References


Appendices
Appendix A: Student Questionnaire

Questionnaire: Social Infrastructure of Adlershof

1. Which program are you enrolled in at the Geography Institute? _______________________

2. Do you live in Adlershof? (Please select one)
   - ☐ Yes
   - ☐ No – If no, where do you live? ___________________

3. Number of hours per week you spend in Adlershof - including time spent in class and time spend outside of class: (Please select one)
   - ☐ Less than 5 hours
   - ☐ 5 to 10 hours
   - ☐ 10 to 15 hours
   - ☐ 15 to 20 hours
   - ☐ More than 20 hours

4. On average, how much time do you spend in Adlershof per week when you are not in class? (For instance, you might come early before class starts and/or stay later after class ends to socialize/study/eat. Please provide an approximate number of hours) __________________

5. In between classes:
   a. What do you usually do (i.e. socialize with friends, relax, eat, etc.)?
      ____________________________________________________________________________
   b. Where do you usually go (i.e. cafés, restaurants, cafeteria, sport facilities, etc.)? (Please provide name(s): i.e. Subway, Kaufland, Tim’s)
      ____________________________________________________________________________

6. When you are in Adlershof, do you usually: (Please select one from each section)
      ☐ Leave Adlershof for meals.   ☐ Leave Adlershof for entertainment.
      If so, where? _____________________________  If so, where? _____________________________

7. How often do you go to the cafes, restaurants, sport facilities, etc. in Adlershof during the week? (Please select one)
   - ☐ Less than 5 times
   - ☐ 5-10 times
   - ☐ More than 10 times

8. How often do you use the group work rooms and/or student lounge during the week? (Please select one from each section)
   a. Group work rooms in the library:
      - ☐ Less than 5 times
      - ☐ 5 to 10 times
      - ☐ More than 10 times
   b. Student lounge in the Geography Institute building:
      - ☐ Less than 5 times
      - ☐ 5 to 10 times
      - ☐ More than 10 times

9. Does Adlershof provide enough places for students for socializing, entertainment, eating, etc.? (Please select one from each section: i.e. Not enough, Fine the way it is)
   a. ☐ Not enough
      ☐ Enough
   b. ☐ More can be done
      ☐ Fine the way it is
10. Adlershof needs more of: (Please select one or more of the following)
   - Dining (i.e. cafes, restaurants, etc.)
   - Sport facilities (i.e. basketball courts, football fields, fitness centers, etc.)
   - Entertainment/Recreational facilities (i.e. movie theatres, bars, bowling alleys, etc.)
   - Other __________________________________________________________________

11. Would having more dining, sport, entertainment facilities and options at Adlershof keep you around after class and in the evenings? (Please select one)
   - No
   - Yes
   - Maybe

12. What else can Adlershof offer (i.e. longer business hours, more variety) to keep you around after class, keep you around in the evenings, and/or attract you to come during the weekends?
Appendix B: Staff Questionnaire

Questionnaire: Social Infrastructure of Adlershof

1. What is your position at the Geography Institute? (Please select one)
   - Faculty
   - Staff
   - Other ________________

2. Do you live in Adlershof? (Please select one)
   - Yes
   - No – If no, where do you live? ___________________

3. Number of hours per week you spend in Adlershof – including time spend at work and time spend outside of work: (Please select one)
   - Less than 5 hours
   - 5 to 10 hours
   - 10 to 15 hours
   - 15 to 20 hours
   - More than 20 hours

4. On average, how much leisure time do you have when you are in Adlershof (i.e. for lunch, break)? (Please provide an approximate number of hours) ____________________________

5. During your leisure time in Adlershof:
   c. What do you usually do (i.e. socialize with friends, relax, eat, etc.)?
      _______________________________________________________________________
   d. Where do you usually go (i.e. cafés, restaurants, cafeteria, sport facilities, etc.)?
      (Please provide name(s): i.e. Subway, Kaufland, Tim’s)
      _______________________________________________________________________

6. When you are in Adlershof, do you usually: (Please select one from each section)
   a. Stay in Adlershof for meals.
      - Leave Adlershof for meals.
      If so, where? __________________
   b. Stay in Adlershof for entertainment.
      - Leave Adlershof for entertainment.
      If so, where? ___________________

7. How often do you go to the cafes, restaurants, sport facilities, etc. in Adlershof during the week? (Please select one)
   - Less than 5 times
   - 5-10 times
   - More than 10 times

8. What are popular places in Adlershof for the faculty/staff?
   (Please provide name(s): i.e. Subway, Kaufland, Tim’s)
   _______________________________________________________________________

9. Does Adlershof provide enough places for faculty/staff for socializing, entertainment, eating, etc.? (Please select one from each section: i.e. Not enough, Fine the way it is)
   a. Not enough
   b. More can be done
      - Enough
      - Fine the way it is

10. Adlershof needs more of: (Please select one or more of the following)
    - Dining (i.e. cafes, restaurants, etc.)
    - Sport facilities (i.e. basketball courts, football fields, fitness centers, etc.)
Entertainment/Recreational facilities (i.e. movie theatres, bars, bowling alleys, etc.)

Other

11. Would having more dining, sport, entertainment facilities and options at Adlershof keep you around after work and in the evenings? (Please select one)
☐ No ☐ Yes ☐ Maybe

12. What else can Adlershof offer (i.e. longer business hours, more variety) to keep you around after class, keep you around in the evenings, and/or attract you to come during the weekends?
Appendix C: List of Comments/Suggestions from the Participants

Comments/Suggestions from the student participants:

- Nothing would keep me in Adlershof because:
  - Adlershof is too far from Berlin; too far away from everything
  - Won’t come to Adlershof in the evening/weekend since it takes too long
  - Center of Berlin not too far; city center is much better
  - Friends don’t live in Adlershof, so would rather meet them in areas where they/she/he live
  - Not staying after class
  - Only a place to study, work
  - A good place to study, but no way to improve the attractions to stay in Adlershof longer in the evenings

- Places to get in contact with students of other subjects
- Rooms for sitting together
- Need a central place (i.e. platz)

- More urban life
- More variety
- More big events
- More trees (looks cold)
- More entertainment near institute; more entertainment variety
- Cinema
- Shopping possibilities
- More pub/cafés/clubs; bars/cafes with better (cheaper) prices
- Nice restaurants
- Typical student restaurants
- Sport courses offering; uni sport; place for indoor sports (gymnasium)

- Eating and relaxing places should be more comfortable
- Nicer atmosphere; cozy cafes (not just overpriced, ugly Tim’s)
- Study room/a library where you can see the sun outside
- Park between the institute and the library; a nice park with benches

- Cafeteria should open longer
- Longer opening hours of the internet room and library
Comments/Suggestions from the staff participants:

- Nothing would keep me in Adlershof because:
  - Too peripheral in relation to residence
  - Go elsewhere (near place of residence) for leisure activities
  - Won’t come during weekends
  - Just a place for work
  - Don’t want to spend more time in Adlershof

- More urban atmosphere
- Places for socializing
- More attractive shopping facilities (higher quality)
- More cafes
- Nice bars
- Establish sport facilities
- Museum