



homePORT

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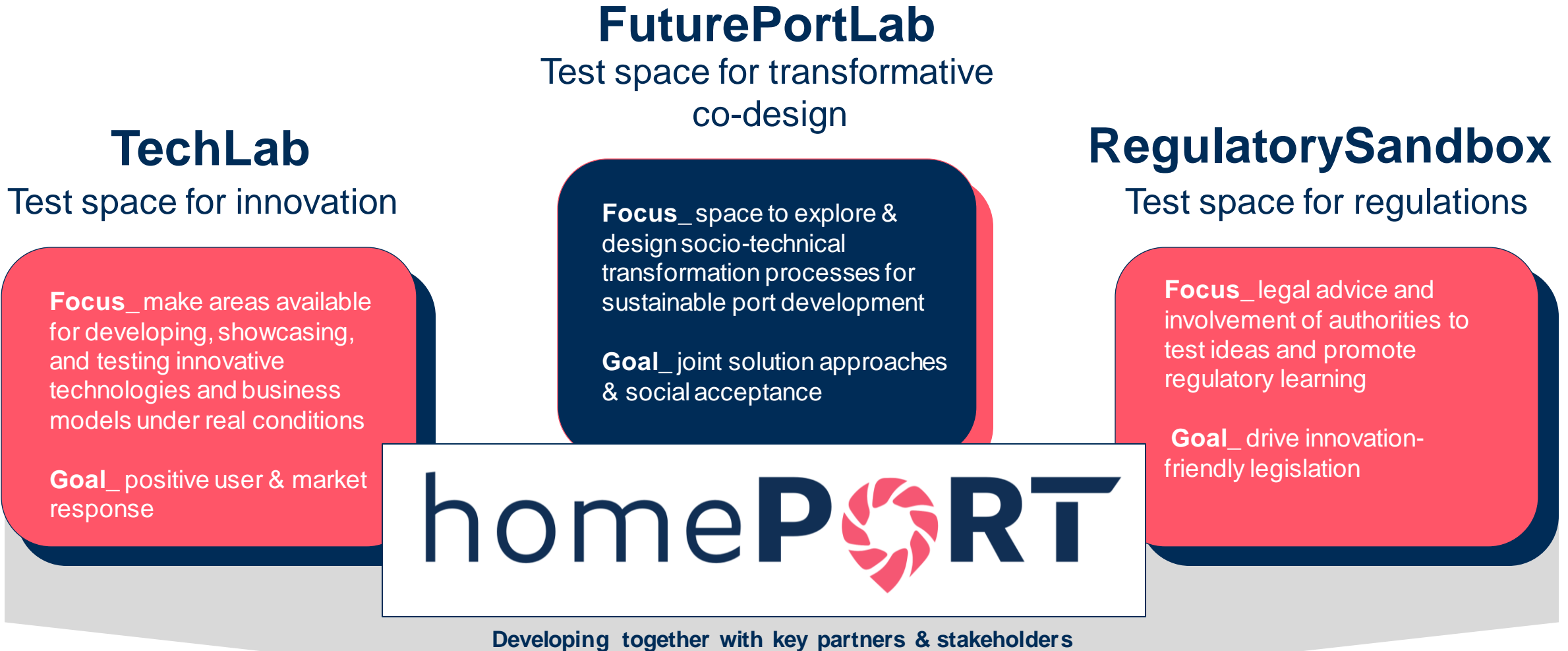
Creating a real-life testing ground to develop innovative products, extend personal networks, and share information within the Port of Hamburg.

Think globally, act Hanseatic: Challenges are opportunities to transform the maritime industry and the port.

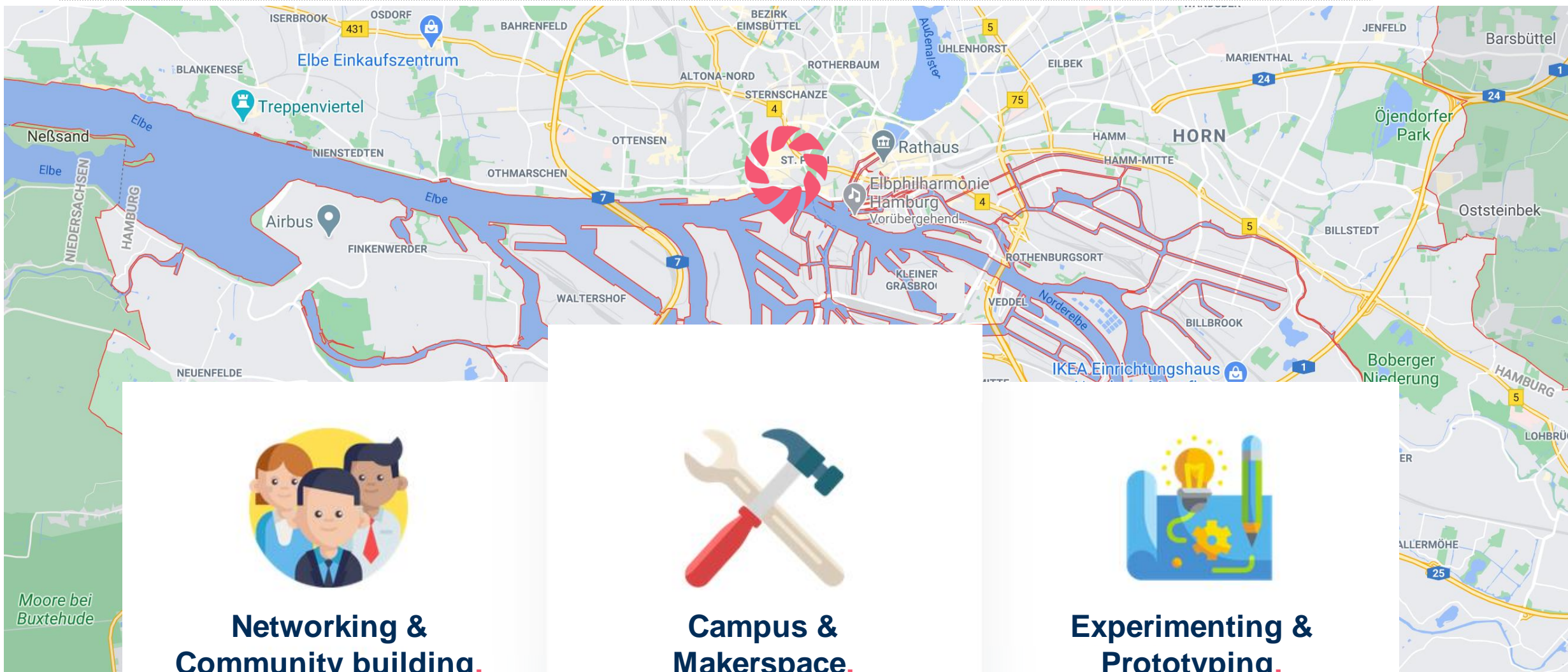
- Companies need the support of a **strong executive board** to succeed in realizing innovations
- homePORT, **initiated by the Executive Board of Hamburg Port Authority (HPA)**, receives its full support in order to establish a place in the Port of Hamburg where the future challenges of the maritime industry are already being met today
- From a political point of view, homePORT also benefits from the city government's decision to promote the **"Innovation Port of Hamburg"**
- The actions of all involved are carried out according to **ethical principles**, as befits the Hanseatic tradition of the honorable merchant in Hamburg,



The content pillars for a real-life testing ground.



The overall concept of a real-life testing ground with an innovation campus and a makerspace in the port.



**Networking &
Community building.**

**Campus &
Makerspace.**

**Experimenting &
Prototyping.**

homePORT is based on a strong network that has access to “workshops of the future” (OpenLab) and test spaces.

Creating unique access



Container Campus

Establish focal points and a visible nucleus

- Create modern workshops for prototypes in the port specifically to **avoid vacancies** and create **alternative concepts of use**
- Evaluate real-world use cases; prototype and test solutions to create product innovations
- ITS demonstration site for trade audience and **citizen hotspot** in one



Access Test Spaces

One-Stop shop for prototyping

- **Unique access** to infrastructures and the port ecosystem
- Establish a central point of contact and dedicated contacts in a **fragmented environment**
- Strengthen knowledge building & partnerships through research and innovation projects

Laying foundations



Open Network

Digital collaboration & matchmaking for startups enable **real-world challenges**

- Drive discussion, evaluation & solution finding of HPA internal use cases with network partners
 - Easy access to **talent, know-how, and innovative start-ups**



Key topics and challenges of the future require a comprehensive and structured approach to the port of the future.

Zero Emission



Infrastructure & Logistics



Intelligent Traffic Systems



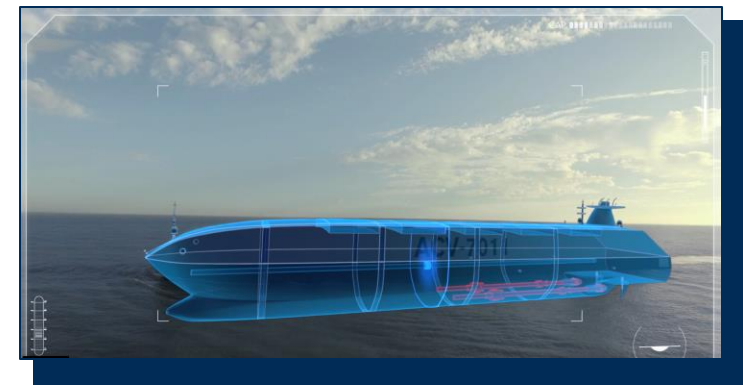
Additive Manufacturing



Drones & Robotics



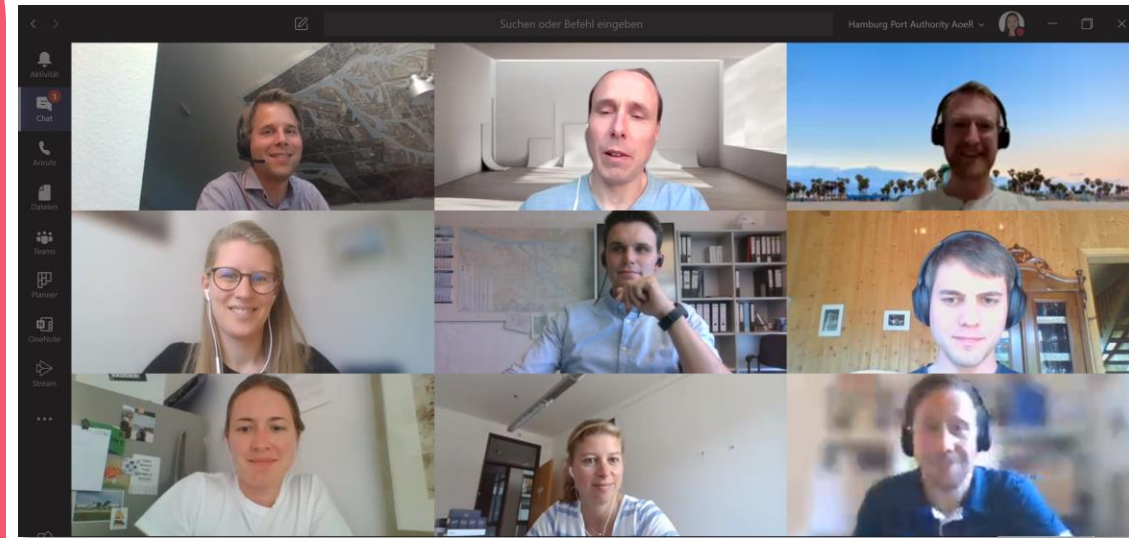
Digital Mesh, AI & IoT





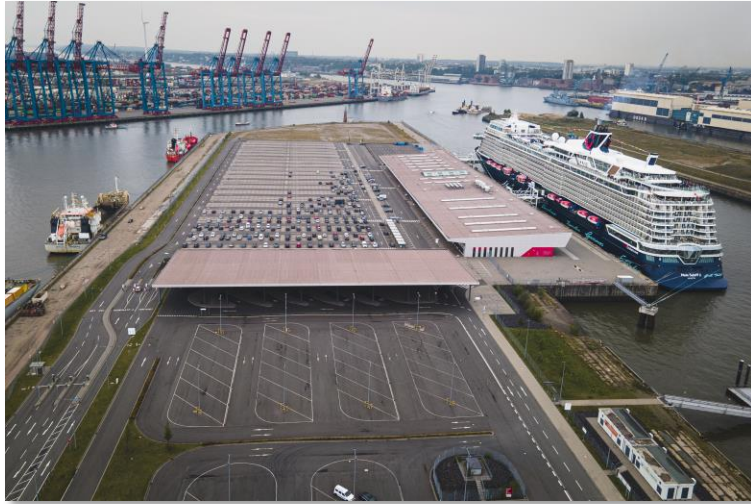
A sustainable network community is needed to deal with these key topics and challenges of the future.

- Corona-compliant collaboration starts **digitally** with a steadily growing **community** consisting of start-ups, research institutions, and partners from the business community :
 - **Specialist channels** with various thematic focuses for all interested parties (e.g. AR/VR, AI, IoT, and many more)
 - **Communities of Practice** bring experts together and drive research as well as product innovation dynamically (e.g. drones, sustainability, additive manufacturing)
 - **Matchmaking** of innovative solution providers and demand carriers
- **Goal:** Early identification of trends to establish the maritime industry in the future with sustainable product innovations, automated processes, and data-driven services





Test spaces within the port create the homePORT USP and make the innovation port of Hamburg visible.

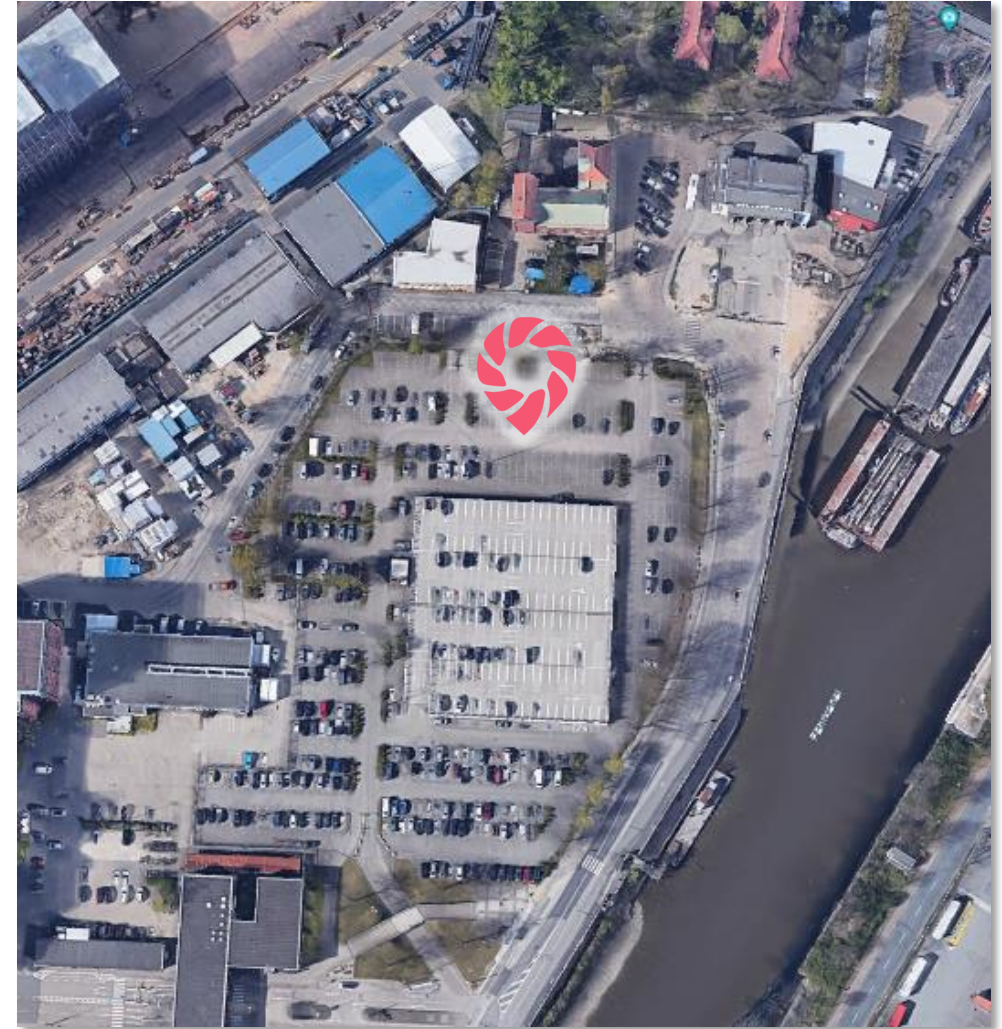


- **Water, land, and air test areas** on port infrastructures define the uniqueness of the project and are already available
 - First tests of projects for sustainable environmental and water cleanup ([SeaClear](#)) as well as simplification of maintenance of vessels in coastal waters and relevant port infrastructure ([RoboVaaS](#)) are already planned for this year
 - A standardized process for requested test area use ensures high **standards for testing and development of prototypes** and relevant research for the maritime industry while **guaranteeing the highest safety standards**
- **Goal:** Establish a real laboratory as an innovation port in Hamburg that helps attract the attention of innovation leaders and start-ups worldwide and motivate them to come to Hamburg to develop sustainable solutions for a resilient port infrastructure for the 21st century



The container campus is the nucleus of homePORT and serves as the central point of contact for the network.

- Modern container workshops at the southern exit of the **historic St. Pauli-Elbtunnel** create the visible nucleus
- The nucleus combines the current **digital networking** of interested citizens and the exchange of ideas within expert groups with **physical testing** of real prototypes at the port
- The core will be a **maritime makerspace**, where ideas of the **circular economy** as well as **product innovation** can be realized by experts and citizens in an OpenLab
- Training and seminar facilities will also be available for **additive manufacturing** and **drone competences**
- The **good accessibility** of the location in the port as well as the uncomplicated access **will increase the acceptance of the citizens** and **integrate them actively** in the innovation port
- This model is to be transferred to other locations in the Port of Hamburg in the long term in order to **create alternative concepts** and make the best possible use of available space



Location



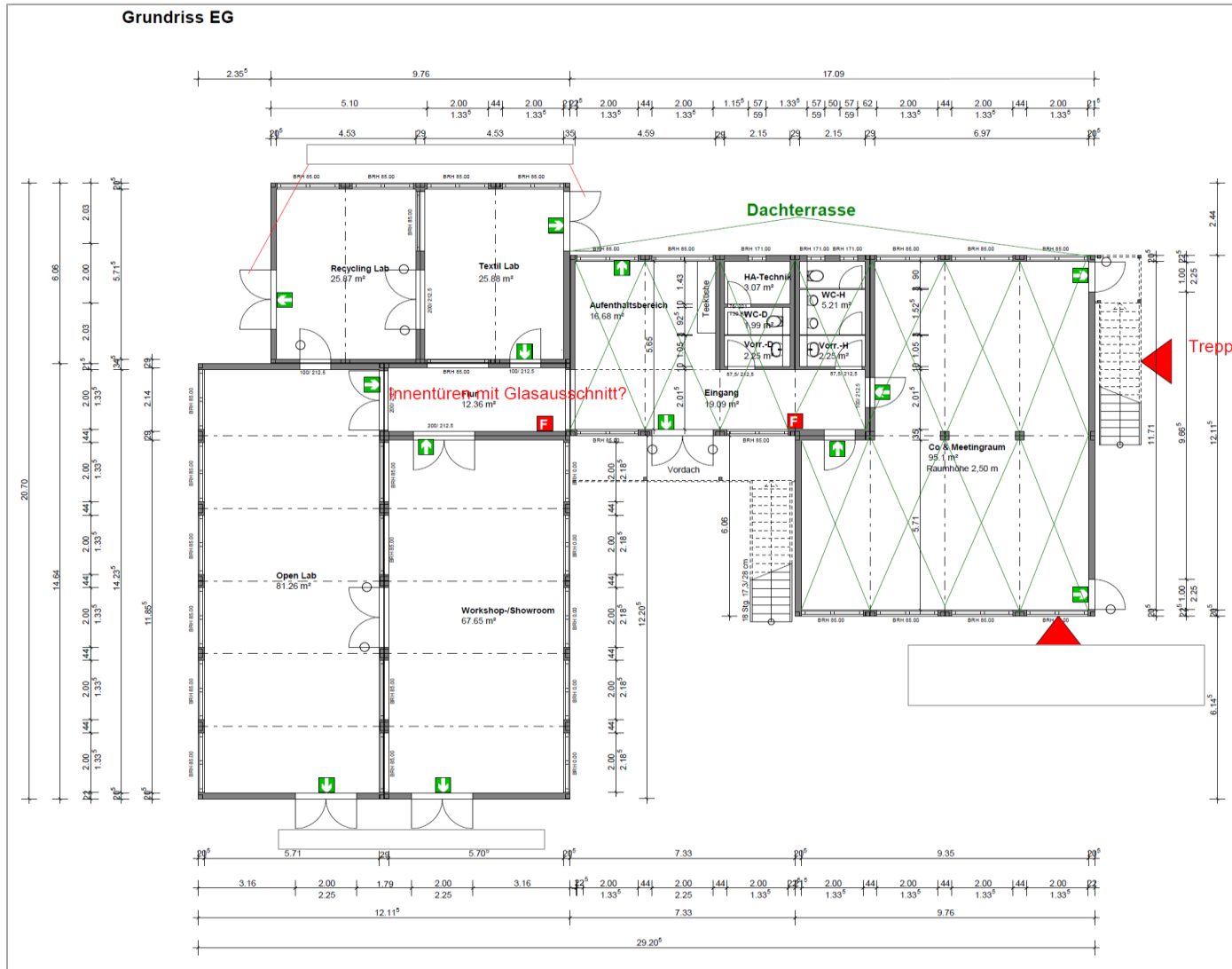
The location “Am Elbtunnel” is frequented by commuters and tourists.



- Located directly at the southern exit of the St. Pauli Elbe tunnel
- The area has an approx. size of 4,500 m²
- St. Pauli Elbtunnel has more than one million users per year and is a connection frequently used by commuters and tourists
- homePORT will be part of the Logistics Tour of ITS 2021



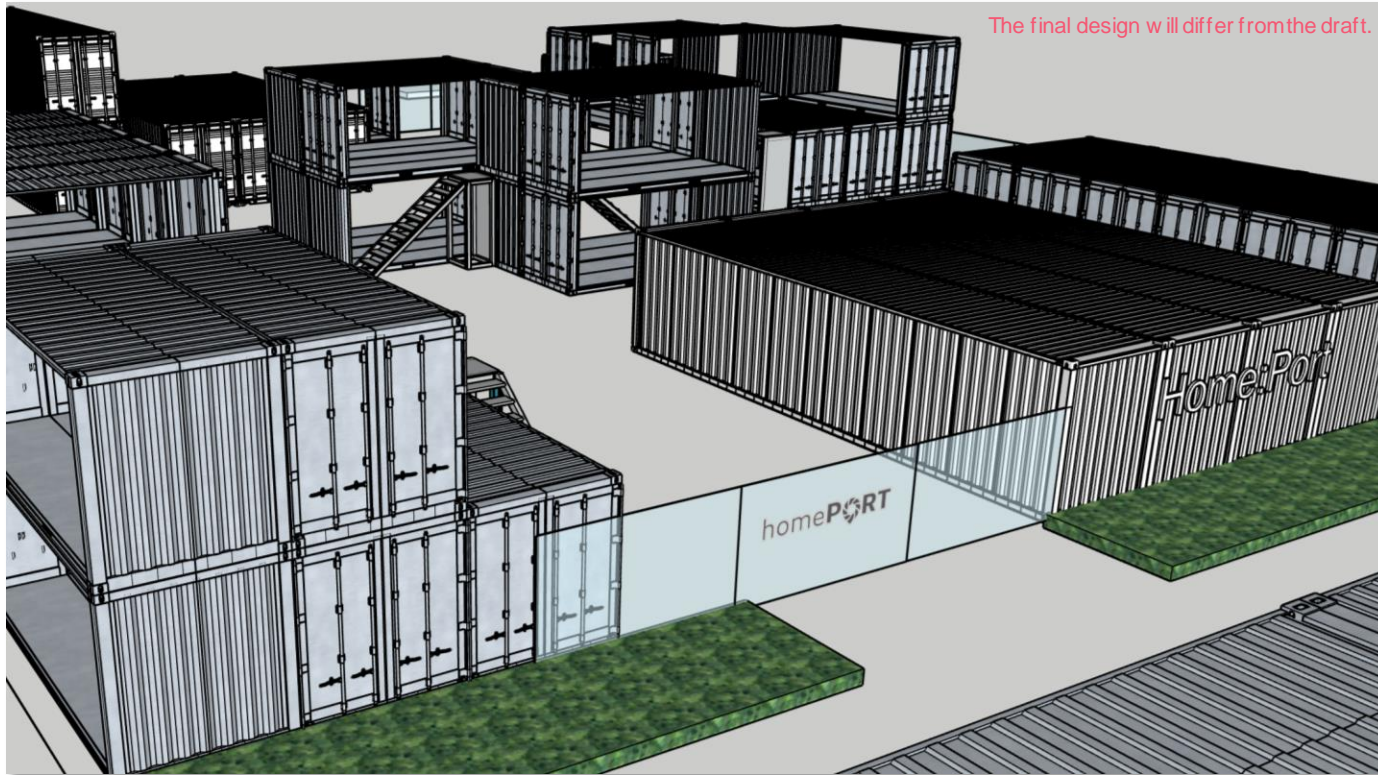
Detailed view of current planning status.



- From May 2021: ~200m² for open-lab and workshop as well as 100m² of office-space
- Space for workshops and training courses for employees and interested parties
- The place to demonstrate innovation in the largest interconnected industrial area in Europe.



Bird's eye view of the Container-Campus and an impression of the makerspace by the Helmut Schmidt University.



In terms of concept and content, homePORT is supported by experts from the Helmut Schmidt University in order to develop the best possible utilization concept.



homePORT is founded on a solid business case that enables participation for all.

- Various revenue structures have already been identified (see right-hand column). homePORT is intended to be **self-sustaining in the long term**. Proceeds are to be used for **reinvestment in the project and to promote innovation**. High dues and fees are to be avoided in order to enable everyone to participate.

▪ Membership fees

- We will set up dues that will be charged for network members at rates depending on whether they are start-ups, research institutions, or companies. The dues will be used to finance services such as participation in events.

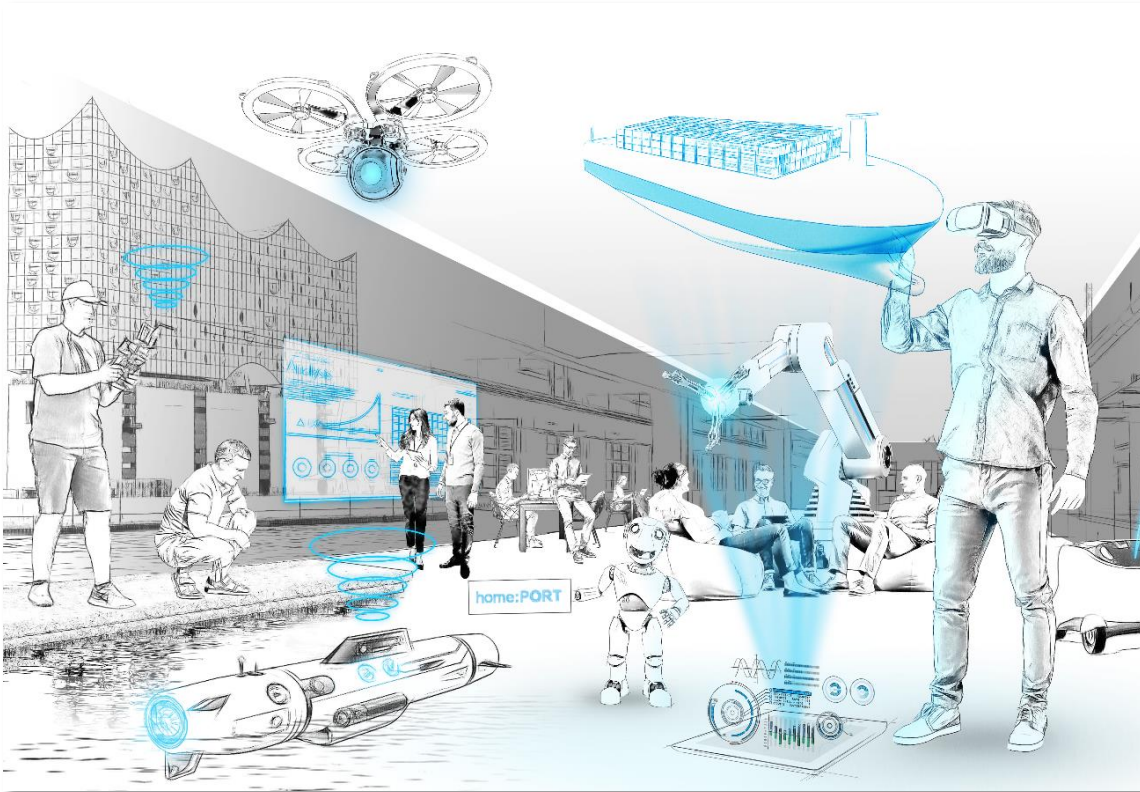
▪ Makerspace usage fees

- The publicly accessible makerspace will be available to all interested parties. The cost of use will also vary here, depending on the person, company, or research institution.

▪ Sponsoring & external events

- We are already in contact with organizations and institutions that are interested in promoting the project and would like to support homePORT through sponsoring measures.

In summary: homePORT is a unique urban tech playground in the port of Hamburg to support future developments.



- homePORT is founded on an **open, digital interaction platform**, where we welcome all those interested in the maritime industry to connect the city of Hamburg with its harbor
- As soon as the pandemic allows, we will use the container campus as our nucleus to move networking to a **physical location** to generate even more momentum and knowledge sharing
- As a **unique tech playground** in Hamburg, homePORT will **continuously create further land, air, and water test areas** to help all prototypes to be tested
- In our actions, we are **strongly focused on the needs of our customers** and adapt our service portfolio accordingly
- This flexibility makes homePORT an innovative concept for strong port stakeholders and is an **independent authority for maritime innovation**

Only together we are strong!



- Since the start of the conception of the idea “homePORT”, we have been cooperating with a variety of local, national, and international networks and organizations, and our network is growing
- We currently support the Hamburg Innovation Summit and the Future Hamburg Award on a local level

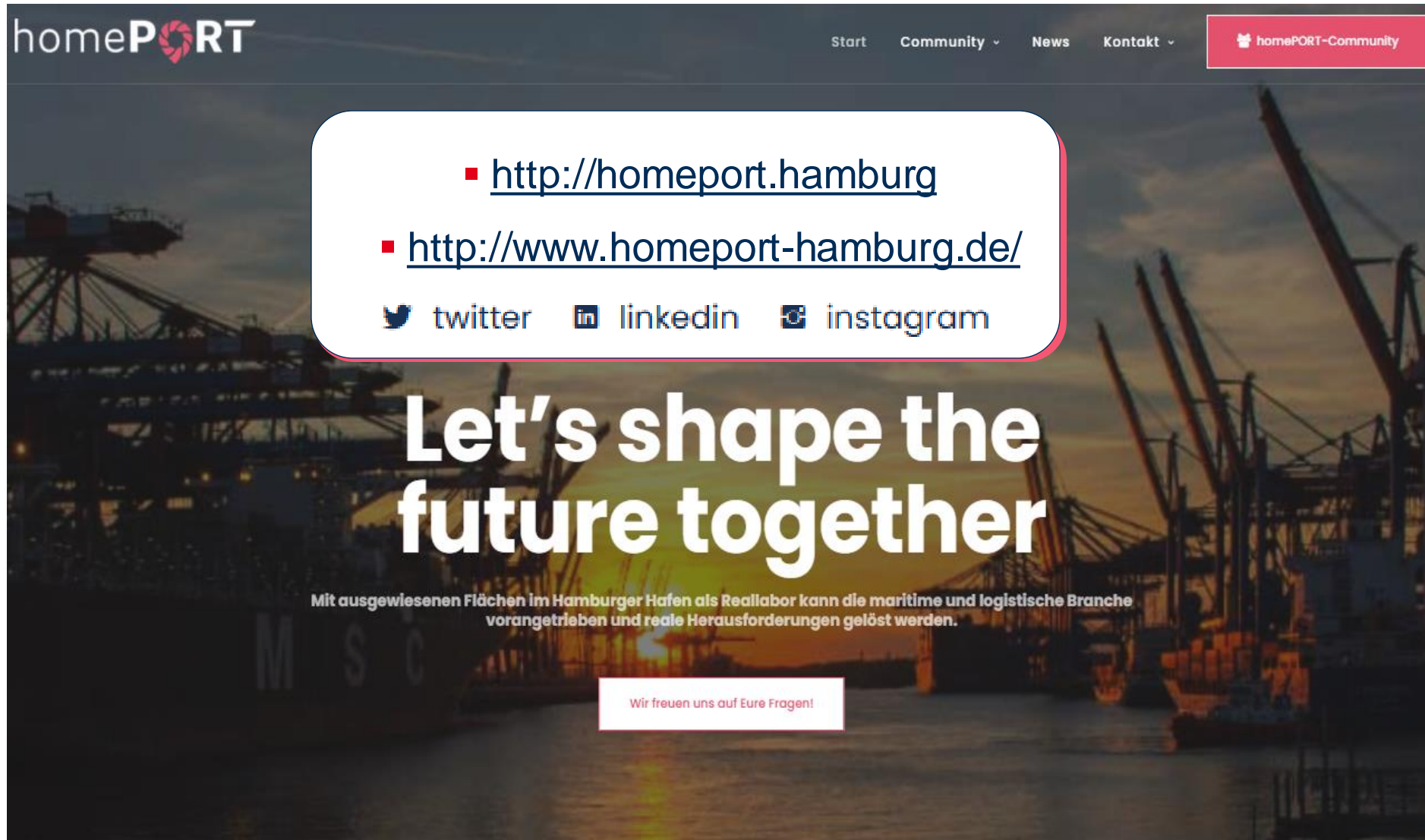


Drone Masters



[Other partners](#)

Our digital brand presence went live at the beginning of December.



Are you with us?

#innovation #digital #disruptive #rethink #maritime #logistic #industry
#test #evaluate #explore #prototype #learn #showcase #cowork #connect #contribute
#reshape #3dprinting #zeroemission #artificialintelligence #drones #robots #iot



www.homeport.hamburg



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