

GOOGLE

*ist kein
guter Nachbar*

Google is a bad neighbour!

Where Google settles, rents rise

San Francisco and nearby Silicon Valley, in demographic structure, were similar to Kreuzberg and Nordneukölln - now they are among the most expensive places in the USA. Currently you have to pay more than \$5,000 a month for a single room with bathroom and the privilege of living "no further than a mile from Google," wrote German major newspaper „Frankfurter Allgemeine Zeitung“ in a December 2016 report on Silicon Valley. Urban sociologist Dr. Anna Steigemann (Technical University of Berlin), who conducted research in both Berlin and New York, told „Mieterecho“, organ of the Berlin tenants: "I have an empirically founded notion of what will happen here when Google settles: It has only negative consequences for the small businesses in the area. In particular, the start-ups not accommodated on the Google Campus will want to settle in the area, because the exchange of ideas will happen in this building. In addition, people who have not yet set foot in Kreuzberg will come for Google. They'll find out how beautiful it is here, and they'll settle here. Usually, they have more funds at their disposal than the long-established. Google is well aware of this. They want to use the Kreuzberg myth to make their companies pretty, but in the end they'll kick us out through the rent increase process."

Google and others are reaching for the cities

Decades of cost-cuttings in public services have been made in cities and municipalities, with the result that basic state tasks are now performed only unsatisfactorily. Usually, there is no money available for innovative ideas and their technical implementation; public administrations are poorly funded. This situation can be found, in various forms, almost everywhere in the western world. Allegedly poor public budgets characterize Athens just as much as Berlin or metropolises in the USA. This situation is being exploited by large tech companies such as Google & Amazon, who offer their services to cities, for the "Smart City" of the future. However, Google does nothing for free - payment is always made, either in cash or in data.

Googles Start-ups push aside small businesses

Google Campus is designed to "further strengthen the development of the start-up ecosystem and promote entrepreneurship," writes Google in a November 23, 2016 press release on its plans for the transformer station. But what does that mean? Google wants to promote start-ups through training and networking. As the example of the London Google campus shows, the young companies are trying to establish themselves close to the Google campus in order to benefit from the network- effects. Start-ups usually do not earn enough money in the first few years to be able to stand on their own two feet. They need to find external financiers. Most of these are venture capitalists who invest large amounts of money in these newly founded companies, hoping that one of them will follow the way of Google, Facebook or Amazon - now the most highly valued companies in the world. Costs such as office rent play only a minor role in these calculations. However, many start-ups do not survive - the financiers withdraw if their return expectations are not fulfilled - a short flash in the pan. However, they will have pushed aside businesses from the neighbourhood, both small shops and day-care centres or club rooms, and increased the rents.

SUPPORT!

We want to show that we stand together as a neighborhood and fight together against the repression of Google & Co.



For that we need your support. Please give the approval by your signature that we may also list you on our website and the map contained therein.

The delivery point for the completed form is the bakery Fliou, Reichenberger Straße 86, 10999 Berlin.

Or send us an e-mail with your street and house number

nogooglecampus@mailbox.org
www.google-ist-kein-guter-nachbar.de

For professionals Yes, I want to support this campaign.

- I agree that my shop will be marked on the map "Google ist kein guter Nachbar" by name
- I want my webaddress to be called

Name of the business/street/possibly webaddress

.....

.....

For neighbors: Yes, I want to support this campaign.

Neighbors as private persons are always entered without name, only street and house number are called. Please enter here:

.....

For all:

My statement on the settlement of Google is:

I agree that the above data will be published.

.....

place, date, signature

