

# #NoGoogleCampus

**We have to assume that Google has not given up**

**No Google Campus-Alliance sees Googles temporary retreat as success for local solidarity-networks ++ Public debate has to be held about Tech-Urbanism and Gentrification ++ Suspicion remains of Google's subtenants Karuna and Betterplace.org**

The No Google Campus-Alliance applauds Googles decision to give up the plans of establishing a "Google Campus for Start-Ups" within an residential area at Ohlauer Straße. We judge this retreat as a common success of all initiatives, alliances and individuals in the neighborhood who participated in the protest against the billion-dollar-corporation. Concerning the social compatibility of clusters of Tech- and Start-Up-Economy within residential areas, we now hope in a public debate. The Berlin Senate must not promote economic development at the expense of tenants and small businesses threatened with displacement.

Unfortunately we have to assume that Google has not yet given up Kreuzberg. The internet corporation just made a bad speculation: the time is not right for a Start-Up-Campus in the neighborhood, as the inhabitants are still too sensitive to gentrification. Instead, social activism is in full blow. It therefore seems as a good strategic move of Google, to temporarily sublet the Umspannwerk as an interim location to social actors. Furthermore it must draw suspicion that both Karuna and Betterplace.org are closely related to this years' edition of the "Google Impact Challenge", the corporation's own funding-competition for civic engagement. Without implying a direct link between the work of these two projects and Googles business model, we cannot but pose ourselves questions about their relations of dependence with Google. We will observe the developments in the Umspannwerk. Understandably, it is yet too early for an impartial and warm welcome to Karuna and Betterplace.org at Ohlauer Straße.

„No Google Campus-Alliance" is a network of engaged neighbours from Kreuzberg, Neukölln and Treptow, as well as activists from the initiatives Lause bleibt, GloReiche Nachbarschaft and Bizim Kiez.

**NoGoogleCampus**

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