

Education for the smart cities of the future

Smart cities and social care

This was the motto of a themed event on the evening of 31 May 2022, organised for guests of the PATRIZIA Foundation and PATRIZIA AG in the NEXT500 Pavilion at Augsburg City Hall. Around 70 people attended the event, which included a panel discussion between Count Alexander Fugger-Babenhhausen, Senior Council Chairman of the Fugger Foundations, and representatives of the PATRIZIA Foundation and PATRIZIA AG. Their main topics of discussion were the direction of city life, the importance of social investment and, in particular, education along the way.

In his welcome address, Marc Lucassen, Managing Director of the Swabian Chamber of Industry and Commerce, highlighted the large number of companies in the region that are committed to worldwide education as partners of the PATRIZIA Foundation. “Commercial success and social responsibility are by no means a contradiction – ideally, they actually complement one another. Our firms in the Swabian region of Bavaria are particularly committed to social causes, sustainable thinking and innovative concepts. PATRIZIA AG and the PATRIZIA Foundation are thus typical examples of the long-standing tradition of responsible Swabian entrepreneurship,” said Lucassen.

Urban life in the future

In a keynote speech given by the Head of European Investments at PATRIZIA Netherlands, Marleen Bikker-Bekkers explained that, “Only a social city can be a smart city.” People have to be in a position to shape their own lives within the urban structures of the future. Bikker-Bekkers does not see urban planning as a task exclusively owned by politicians: with their financial resources – but also know-how – private enterprises can make a crucial difference. “Our goal is to create cities that allow people of all generations and income levels to live well. This is only possible with the help of investors,” believes Bikker-Bekkers.

Enabling young people to lead a life of self-determination

In the panel discussion that followed, Count Alexander Fugger-Babenhhausen highlighted that, “Our society has never been in more urgent need of the kind of private-sector commitment demonstrated by intrepid entrepreneurs like Wolfgang Egger.” This is because even today, society faces a variety of challenges – not just in the area around Augsburg, but also globally. Egger, CEO of PATRIZIA AG, thanked the Fugger family for the opportunity to co-host the Sponsor Circle Talk, adding that on a personal level, he finds it important to offer benefit to society and inject this idea into the company DNA: “Instead of ‘me first’, it should be ‘we

first'. We will maintain this spirit going forward and allow it to evolve. As a foundation, we take responsibility and enable young people to lead a life of self-determination." Angelika Jacobi, Chairwoman of the Board and Managing Director of the PATRIZIA Foundation, explained that education is a long-term investment. Passed down from generation to generation, it enables people to live in dignity, even in the poorest regions on Earth. "The PATRIZIA Foundation is committed to the Sustainable Development Goals of the United Nations. Education is the key to social advancement, in all areas of the world."

The participants in the panel discussion agreed unanimously that sustainable investment and people-centric supply infrastructures will also play an increasingly important role in the future. In particular, education infrastructures are an important aspect of a people-friendly and equitable society.

Every donated euro creates impact

The strong interest shared by local companies in social investments was also reflected in the feedback offered by guests after the discussion. "My engagement as a Sponsor Circle Member of the PATRIZIA Foundation allows me to give something back to society," said Hellmut Golisch, a self-employed estate agent from Augsburg. "I value the work carried out by the foundation because it's from this area, its work is absolutely transparent and every donated euro goes towards the projects."

About the PATRIZIA Foundation

The PATRIZIA Foundation was founded in 1999 by Wolfgang Egger, Chief Executive Officer of PATRIZIA AG. The goal of the foundation is to enable as many children and young people as possible to receive an education worldwide, thus enabling them to enjoy a life of liberty and self-determination. The projects the foundation chooses to support reflect a sense of responsibility to establish an educational framework through its KinderHaus facilities – particularly in places where this infrastructure is needed most, thus empowering others to help themselves. In the 23 years since the foundation started operating, no fewer than 19 projects have been successfully initiated, throughout the world as well as in Germany. Based on the philosophy of 'building better futures', the foundation works with local partners on the planning, setting up and long-term running of schools, training facilities, hospitals and lodgings with the aim of developing a strong and sustainable sense of community. All operating costs are paid for by PATRIZIA AG. 100 per cent of donations go towards foundation projects.

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