



PRESS INFORMATION

HABA Digitalwerkstatt opens a location in Stuttgart

Cooperation partner viastore promotes digital education in the region / Digital learning opportunities for children aged 6 to 12 now in 10 German cities

Stuttgart, Germany June 2021. In the HABA Digitalwerkstatt children between the ages of 6 and 12 can embark on a playful learning journey through the digital world – now also in Stuttgart. On June 21, the location was officially opened in the presence of Dr. Nicole Hoffmeister-Kraut MdL, Baden-Württemberg's Minister for Economic Affairs, Labor and Tourism. Whether in face-to-face, hybrid or online events – the courses and workshops offered in Stuttgart allow children to become creators and inventors by building robots, programming their own games or filming animations. They discover the digital world under the supervision of experienced media education specialists and trainers. "The importance of digitalization for the economy and the working world is constantly increasing. This also makes digital education a key factor for children," explains the Minister for Economic Affairs and Labor, Dr. Nicole Hoffmeister-Kraut, illustrating the importance of the HABA Digitalwerkstatt during the opening ceremony. "For this reason, we shouldn't wait until later training or further education to teach the fundamentals of digitization."

We are making important future competencies accessible to children at an early stage. "The COVID-19 pandemic has confirmed that the extent to which digital technologies can be optimally used for learning is entirely based on how well we understand and use them," emphasized Verena Pausder, founder of the HABA Digitalwerkstatt and recognized German digital education expert, in her speech. Gessica Cafaro, Head of Community Business South at HABA, explained that the offers of the HABA Digitalwerkstatt open up opportunities for children in a world where basic knowledge of IT, application know-how and media competence decide both quality of life and careers. "We not only give them technical skills, but also important future competencies and awareness of how to responsibly use digital tools," explained Cafaro.

Cooperation partner viastore

The HABA Digitalwerkstatt in Stuttgart was commissioned by the viastore GROUP and its shareholders. The international provider of intralogistics systems, software and services is thus making an important contribution to future-oriented education in the region. "Buying hardware for schools is not enough to provide digital education; it requires sophisticated concepts and first-hand experience," emphasized Philipp Hahn-Woernle, CEO of viastore. It requires an encouraging environment in which educators and learners can practice and try out digital content and digital formats, including in person. "This is exactly what the new location here in Stuttgart offers," summarized Hahn-Woernle. "For us as a family, investing in the digital workshop is the logical consequence of our deep connection to Stuttgart, the company's digital solutions and our values in terms of education and family."

"The sooner children start, the better." Lars Becker from the Teach First Deutschland education initiative underlined the importance of target group-oriented teaching and learning concepts for more equal opportunities. "The earlier children are introduced to digital technologies, the better. Children are naturally very curious and they are highly motivated when solving puzzles and tasks. That's why we believe that children are best able to experience their own success when they develop their own knowledge," explains Becker. Teach First supports young people in social flashpoints. For this purpose, graduates from all fields of study work as fellows at schools nationwide that experience special challenges. As additional teachers in the classroom, they support pupils, particularly at points where they often fail such as transitions in the education system. "Successful educational transitions also include digital skills," clarified Becker.

Interested parents and children can find the current HABA Digitalwerkstatt program in Stuttgart at <https://www.digitalwerkstatt.de/stuttgart>. School classes and groups can also attend the Digital Workshop for courses, workshops or as part of one-day or several-day projects. The HABA Digitalwerkstatt also offers special training courses for teachers.

The HABA Digitalwerkstatt

The HABA Digitalwerkstatt is a company of the HABA FAMILYGROUP and a protected workshop room in which children discover the digital world under the supervision of experienced media education specialists and trainers. Parents, grandparents or godparents as well as teachers and educational specialists support the in preparing children for the digital future in a way that is both responsible and playful. In 2020, 15,000 workshops were held with children and adults at the ten current locations or in online and hybrid variants. Companies are given the opportunity to support education for children through partnerships. In the long term,

these partnerships make an important contribution to the promotion of young talent as well as to reducing the shortage of skilled workers. The structure of the partnership can be individually discussed and adapted. The vision of the HABA Digitalwerkstatt is that all children in Germany can participate in our digitized society – regardless of offers at their school, family expertise, individual strengths or any impairments.

About viastore

The viastore GROUP is a leading international provider of intralogistics systems, intralogistics software and supporting services. As a system integrator, viastore SYSTEMS offers two top-tier solutions from a single source. In cooperation with prisma, the general contractor focuses on premium logistics solutions in the SAP environment. Together with viastore SOFTWARE, the Industry 4.0 expert also offers intralogistics systems that are controlled and managed by the warehouse management system viadat. This combination of process expertise, state-of-the-art plant technology, and the possibility of being able to choose between two leading software solutions for networked and automated material flows in logistics and industrial production from a single source is unique on the market. With the standard WMS viadat, viastore SOFTWARE has a software package in its range that manages and controls small warehouses with low turnover just as reliably as distribution centers and high-performance logistics systems with several hundred thousand order lines per day. viadat is intuitive to use, ergonomic and can be used in multiple locations. It is particularly fast to implement through configuration, fully scalable in terms of function and performance, and impresses with more than 2,500 standard logistics functions. WMS thus offers a consistent solution for networked material flows along the value chain. The viastore GROUP employs 570 people worldwide and generates turnover of EUR 145 million.

For more information:

Andreas Voelmle

Engel & Zimmermann AG

Unternehmensberatung für Kommunikation

Schloss Fußberg, Am Schlosspark 15, 82131 Gauting

Tel. 089/89 35 63 3

Fax 089/89 39 84 29

E-Mail: info@engel-zimmermann.de