

'The voice of the economy and architect of the future: **HAMBURG CHAMBER OF COMMERCE MAKES A VALUABLE CONTRIBUTION TO THE PUBLIC INTEREST'**

A synopsis of the scientific study evaluating the Hamburg Chamber of Commerce's current and future public value contribution.

Produced in collaboration with Prof. Timo Meynhardt from HHL Leipzig Graduate School of Management

SUMMARY

The Hamburg Chamber of Commerce was the first Chamber of Industry and Commerce (IHK) to have its public value contribution determined in collaboration with HHL Leipzig Graduate School of Management. The Hamburg Chamber of Commerce is regarded as a powerful voice for the business sector, particularly by shareholders. It helps companies to help themselves, enhancing opportunities and the success of every single individual and also boosts the development of the city as a place of business. In future, the expectation is that it will orient more towards society as a whole, while the economy will likely be viewed as an even more integral part of society. In order to strengthen the economy and thus also the viability of Hamburg, it needs to showcase itself as a modern, respectable role model to the outside world. The Hamburg Chamber of Commerce achieved a good result, scoring an overall 3.89 out of a maximum of 6 points (as compared to the German Public Value Atlas). To determine its public value contribution, structured interviews were conducted with representatives from all areas of Hamburg society, whose statements were collated in a public value profile.



'When it comes to the issue of how Chambers of Commerce should develop their role with an eye to the future, the Hamburg Chamber of Commerce is leading the way. The public value profile that has emerged from this study has made it clear that a great deal has been achieved and expectations are high. At its heart, it is about playing an active role in strengthening the viability of Hamburg. A major task for which the Hamburg Chamber of Commerce is well equipped.'
Prof. Timo Meynhardt,
HHL Leipzig Graduate School of Management



'By determining our public value contribution, we can sharpen our mission statement and position ourselves as a modern, respectable role model. It also helps us to more clearly define our role in working with politicians and other decision makers and develop improved services for our members.'
Prof. Norbert Aust,
Chair of Hamburg Chamber of Commerce

WHY IS IT IMPORTANT TO EVALUATE PUBLIC VALUE CONTRIBUTION?

Organisations such as the Hamburg Chamber of Commerce are places of social interaction and social participation in the broadest sense. Every organisation influences its social environment. The contribution that the organisations make to the community, i.e. the 'public value', is not limited to profitability or economic figures. By contrast, it includes all the values that an organisation generates for society. According to this public value concept, an organisation is acting in a meaningful way if its behaviour falls in line with the values and mindsets of society. Not knowing your own impact makes it difficult to determine your own role and direct your activities in an effective and responsible manner.

DETERMINING THE PUBLIC VALUE OF THE HAMBURG CHAMBER OF COMMERCE

The overall ethos of the Hamburg Chamber of Commerce, such as its representation of interests in the economy as a whole, dialogue with member companies, the seamless implementation of tasks demanded of a public authority and the behaviour of its representatives, are what shape the public perception of the Chamber and contribute to it meeting the needs of a highly varied range of people and groups, and even influencing or changing them. In this evaluation, the focus is therefore on the core tasks and basic functions of the Hamburg Chamber of Commerce and the effects that these can have on society, such as the contribution made to the competitiveness of Hamburg companies, the innovativeness of Hamburg as a place to do business and the sociopolitical discourse.



The Chamber of Commerce has been the self-governing body of Hamburg's commercial sector since **1665** and represents its interests with politicians and the administration.



Represents **170,000** companies.

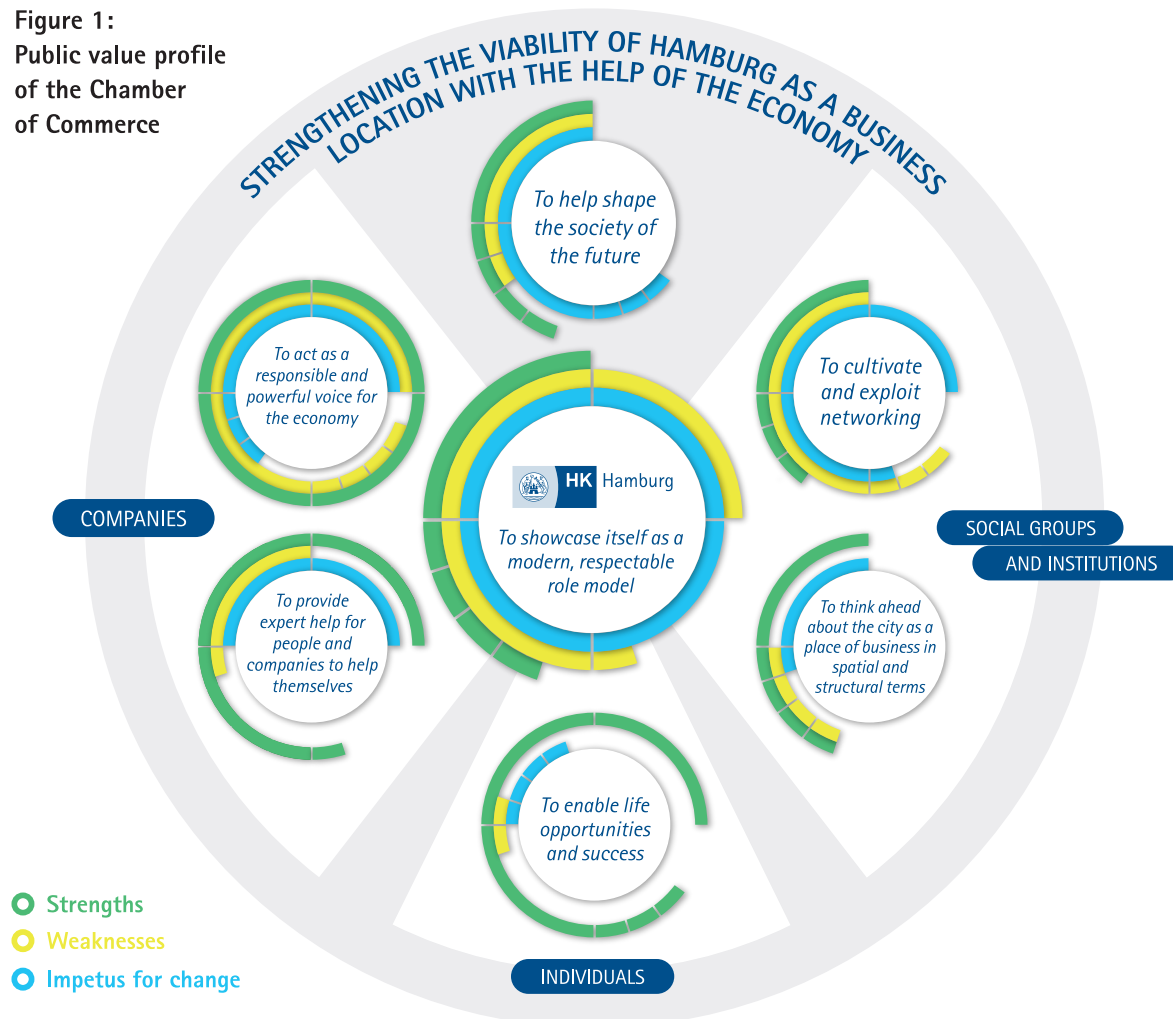


Around **850** people volunteer on the boards and committees of the Chamber of Commerce and another **3,800** volunteer examiners are involved in vocational education and training.

GOAL 'STRENGTHENING THE VIABILITY OF HAMBURG WITH THE ECONOMY'

The survey of 30 well-known people from all areas of society led to the identification of seven public values linked to the Hamburg Chamber of Commerce (figure 1).

Figure 1:
Public value profile
of the Chamber
of Commerce



These comprise the following:

- To showcase itself as a modern, respectable role model:** The Chamber of Commerce is expected to take its social responsibility seriously, live and breathe diversity, transparency and integration and strengthen the principles of the social market economy.
- To help to shape the society of the future:** The Chamber of Commerce should think in a way that encompasses the whole of society in future, offering important impetus for the economy.
- Cultivate and exploit networking:** Discussions with politicians and the administration should be intensified and respectful dialogue with other social actors sought. The value of science for the economy must be emphasised.
- To think ahead about the city as a place of business in spatial and structural terms:** International networking should be encouraged in a targeted way and Hamburg should develop within the context of the northern Germany economic area.
- To enable life opportunities and success:** Education and training must remain a focus.
- To provide expert help for people and companies to help themselves:** Member companies should be encouraged to participate more. The Chamber of Commerce should be a partner in corporate development and provide a transparent range of services.
- To act as a responsible and powerful voice for the economy:** The Chamber of Commerce should fulfil expectations and represent the interests of the business sector as a whole. Individual interests must be respected and balanced.

The green ring in the figure shows the respective public value contribution the Chamber of Commerce already provides according to those surveyed, the yellow ring is an indication of where more is expected of the Chamber of Commerce and the length of the blue ring shows the necessary impetus for change.

BENCHMARKING

WITH OTHER INSTITUTIONS AND COMPANIES

The Public Value Atlas compares the public value contribution of companies and organisations. In comparison to the Public Value Atlas Germany 2019, the Hamburg Chamber of Commerce achieves an average result (fig. 2)



'Thanks to the Leipzig model, we have been able to determine our public value and identify areas of conflict. Over the past year, we have been successful in redefining our role as a powerful voice of business for the good of our city as a whole. We are delighted about the positive feedback and trust that stakeholders, members and employees have placed in us, which is also reflected in this study.'
Astrid Nissen-Schmidt,
Vice Chair of Hamburg Chamber of Commerce

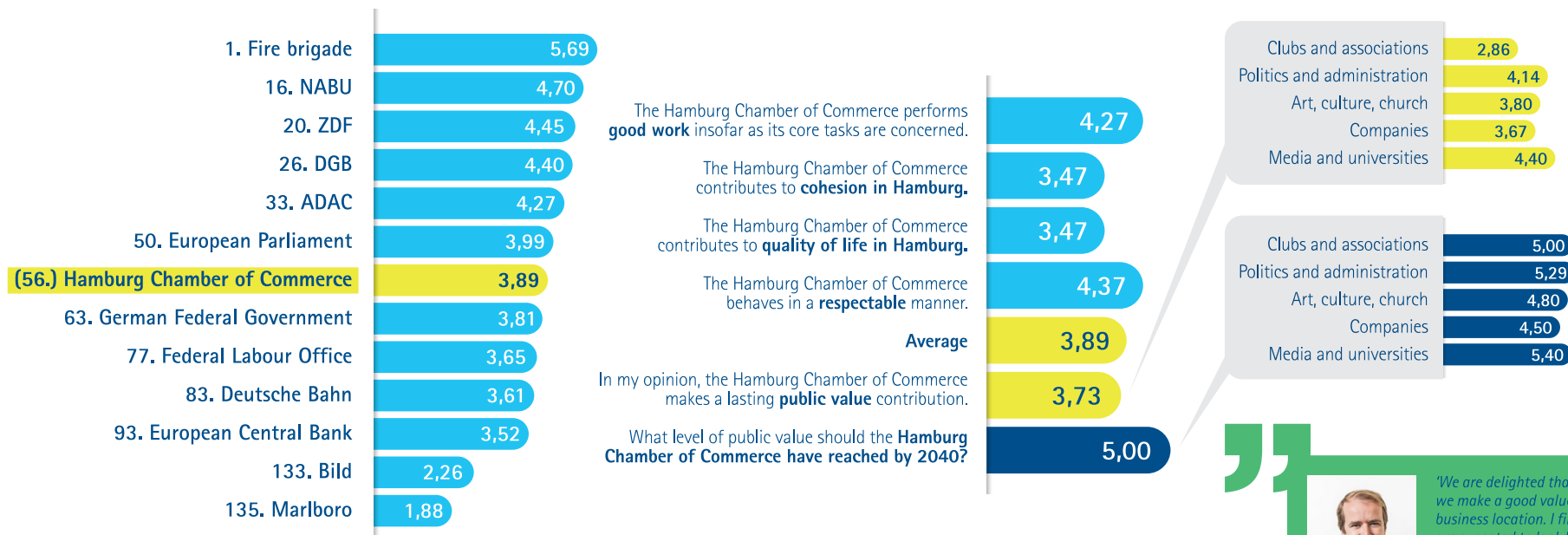


Figure 2:
Benchmarking with other institutions and companies
(Overall public value contribution (6 is best value))



'We are delighted that our stakeholders attest that we make a good value contribution for Hamburg as a business location. I find it particularly exciting that we are expected to look beyond the economy and actively help shape the transformation of society for the future. Our location strategy "Hamburg 2040" also provides some important approaches in this respect. The result of the public value contribution survey provides us with the confidence to continue on this path.'
Dr. Malte Heyne,
CEO of Hamburg Chamber of Commerce



Hamburg Chamber of Commerce conducts around **26,000** advisory sessions per year.



More than **330** information events are held for member companies every year.



15,000 contacts with founders every year.



Every year, we handle more than **19,000** education and training examinations.

METHODOLOGY

The public value contribution of the Hamburg Chamber of Commerce reflects the perspective of relevant partners of Hamburg Chamber of Commerce. For the study, 30 structured interviews were conducted with representatives from business, politics and administration, science and media, clubs and associations, art, culture and the church.

Using a comprehensive, complex body of questions, they were asked about the current public value contribution of the Hamburg Chamber of Commerce and also asked for their suggestions on what the future positioning of the Chamber should be. Participants were asked for both positive and negative statements on each topic. The 360 individual contributions from the surveys were structured and condensed into seven public value contributions.

This methodology was developed by Prof. Timo Meynhardt from HHL Leipzig Graduate School of Management, who led the study in collaboration with Timm Richter from NEO Culture GmbH.



Figure 3:
30 interviews with interviewees divided into five groups
form the basis of the public interest study

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