

# INFO SHEET

## WHAT IS THE VITRINE?

VITRINE Hannover is a temporary pop-up and testing space for migrant entrepreneurs!

- **WHO:** Migrant entrepreneurs facing structural access barriers<sup>1</sup> from the Hannover Region (primarily the city of Hanover)
- **WHAT:** PopUp-Space for products and/or service (excluding catering)  
  
→ The following are not permitted: food service, catering, the sale of alcohol, drugs, or tobacco products, betting or gambling, pirated copies or content that infringes copyright, and pornographic or sexual services and offerings
- **WHY:** To test, further develop and sell their offering
- **HOW:** Use of the space for 2–4 weeks, shared with other start-up founders
- **WHEN:** The VITRINE will be open from July to October 2026

The project is part of the **WIR 2.0** funding programme and is implemented by **kreHtiv Netzwerk Hannover e.V.**

→ **APPLY NOW BY APRIL 19:** <https://forms.gle/ZXLFn2owV2XeVCTb7>

Click on the link to the application form and fill it out. If you need help or have any questions, please contact us!

### IMPORTANT NOTE REGARDING LANGUAGE:

Communication with the VITRINE project team can only take place in German or English. If you wish to communicate in another language, you will need to arrange for translation yourself.

## THIS IS WHAT WE DO – THESE ARE YOUR TASKS!

WHAT	KREHTIV NETZWERK	PARTICIPATING ENTREPRENEURS
<b>Infrastructure/ Facilities</b>	We provide you with basic furniture (e.g., clothing racks, tables, display cases, blocks, counters, changing rooms, chairs, shelves, mirrors, and partitions).	After consulting with us, you are responsible for bringing any furniture you need for your products or services that we do not provide (see the left column).
<b>Billing</b>	We provide a point-of-sale system (card reader, receipt	If you sell products or services, you must issue a receipt or

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	printer, etc.) and will show you how it works if needed.	invoice and handle your own billing.
<b>Duration of your participation</b>	We will draw up the final schedule (2–4 weeks per project) If necessary, you will share the space with other groups	Please let us know your available time slots and the length of time (2–4 weeks) you'd like to work in the store
<b>Opening Hours</b>	We're here to help if you need it and will check in to make sure everything is okay.	You will open, staff, and close the store at least from Wednesday through Saturday, 12:00 PM to 6:00 PM, for the duration of your participation.
<b>Communication</b>	We handle the promotion and visibility of the overall VITRINE project and introduce all participating founders.	You are responsible for handling your own marketing.

### **YOU MUST DEFINITELY TAKE NOTE OF THIS:**

#### **NOTE ON SALES AND THE REQUIREMENT FOR RECEIPTS:**

A receipt must include at least the date, product or service, amount, and name. For regular sales or commercial activities, register your business with the Trade Licensing Office or clarify your status (e.g., freelancer) with the tax office. If you are unsure about invoice details or tax obligations, please contact a tax advisor or the tax office.

#### **PRODUCT INSPECTION:**

Some products require special testing and certification. Please check whether your product is subject to such requirements—please verify on your own whether your product or offering requires special certification or testing.

#### **Examples:**

- Cosmetics and personal care products (ingredients, labeling)
- Medical products and medical devices (CE marking, approval)
- Toys (CE marking)
- Medicines, dietary supplements (regulatory approval, ingredient testing)
- Electronic devices with wireless or power connections (safety and EMC testing, CE)
- Textiles and clothing (material, fire safety, and labeling requirements)
- Child seats, baby products, and safety equipment (standards/certificates of conformity)
- Hygiene regulations and testing for services

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## TIMELINE

### FIRST STAGE OF THE APPLICATION PROCESS: 01.04. – 19.04.

Please fill in the application form. If you need help or have any questions, please get in touch!

### REVIEW OF APPLICATIONS: MID TO LATE APRIL

We will check whether your proposal meets the basic requirements for the VITRINE. We will get back to you.

### SECOND STAGE OF THE APPLICATION PROCESS: LATE APRIL TO MID MAY

Wenn euer Angebot zur VITRINE passt, beantwortet ihr als nächstes einige vertiefende Fragen zu eurem Angebot. Diese Informationen stellen wir dann einer Jury vor.

### JURY DISCUSSION: EARLY JUNE

Die Jury spricht Empfehlungen aus. Danach hört ihr wieder von uns.

### PERSONAL MEETING: MID TO LATE JUNE

If you have been recommended, we will get in touch with you and discuss all the details of your participation in a personal conversation.

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## FAQ

### Who can apply?

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### I need help with my application – what should I do?

Get in touch!

Email: [vitrine@krehtiv.de](mailto:vitrine@krehtiv.de)

Telephone: 0511 760 435 60

### I've submitted the application form – what happens next?

First, we will check whether your proposal meets the **basic requirements** of VITRINE. We will then get back to you. If your proposal is suitable, the next step is for you to answer a **few more detailed questions** about yourselves and your project. These will serve as the basis for the **jury's decision** on whether to recommend your participation.

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## Who decides on participation?

An interdisciplinary panel of experts issues a recommendation. Decisions regarding individual participation will be made on the basis of these recommendations and the project guidelines.

## What do you need to bring to participate?

To take part, you should:

- be able to look after your product/service during opening hours (Wed–Sat, 12 noon–6 pm)
- have the time required for your allocated period (2–4 weeks)
- if selling items: be able to provide proper invoicing
- bring your own specialist equipment if necessary

## What is the kreHtiv network responsible for in this project?

We'll take care of the logistics so you can focus on your offering: organising the space, coordinating the schedule, providing basic equipment in the store, handling communication and visibility, and organisation to facilitate networking opportunities.

## We need specialist furniture (e.g. a hairdressing chair) – can you provide that?

We provide **basic equipment** in the shop (e.g. clothes rails, tables, checkout-counter, seating). If you require **any additional special or customised fittings**, you will need to organise and bring these yourself.

## Basic equipment from kreHtiv:

- Clothes rails
- Table
- Chairs
- Glass display cabinets
- Cash desk / Counter
- Display units
- Racks
- Mirrors
- Changing room
- Partition walls

## Where will the store be?

Most likely in Hanover city centre. The exact location will be announced in due course.

## What is the shop like, and does it have a specific concept?

We are planning with a flexible concept. There will be space to display and sell your products, a seating area where you can relax and chat, and a small work area for you.