



Press release

## **Innovation for All – IFA Berlin starts partnership with Lebenshilfe Berlin for more inclusion**

*Berlin, 24 July 2025* – IFA Berlin enters into partnership with Lebenshilfe Berlin – for greater inclusion, accessibility and social participation at IFA 2025. The goal is to make it easier for people with intellectual disabilities to access IFA and enable them to actively participate in the event experience – because innovation should benefit everyone.

### **Innovation for All – Inclusion at IFA**

Together with Lebenshilfe Berlin, IFA is creating new opportunities for people with disabilities and their families at the 2025 trade fair. These include a contingent of free tickets and free admission for assistants and family carers. An inclusive reporting team from Lebenshilfe will attend IFA and report on the trade fair in simple language.

On 6 and 7 September, accessible tours in simple language will be offered. The tours start at the South Entrance and last between 90 and 120 minutes:

- Saturday, 6 September, 09:45 and 12:45
- Sunday, 7 September, 09:45

Registration is exclusively for members and friends of Lebenshilfe Berlin. Places are limited to ensure an optimal, inclusive IFA experience.

### **Partnership with purpose – making participation visible**

*‘Social participation must be a matter of course – even in the tech industry. Innovation must know no bounds. With Lebenshilfe Berlin, we are sending an important signal,’* says Leif Lindner, CEO of IFA Management GmbH.

*‘IFA is a major trade fair.*

*Companies from all over the world showcase their technology at IFA.*

*Together with us, IFA is focusing on new perspectives for people with disabilities.*

*IFA is thinking about their needs.*

*New technology can help.*

*New technology can make participation and self-determination easier.*

*This allows everyone to participate fully.*

*IFA demonstrates this,’* Ludger Gröting, 1st Chairman of Lebenshilfe Berlin e.V.

With this cooperation, IFA Berlin is underlining its claim to be a platform for highlighting technological trends and social developments. The cooperation with Lebenshilfe Berlin is a concrete step and part of a long-term perspective.

### **About IFA Berlin**

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: [www.ifa-berlin.com](http://www.ifa-berlin.com)

### **About Lebenshilfe Berlin e.V.**

With around 1,300 members, Lebenshilfe Berlin e.V. is a self-help organisation for people with intellectual disabilities and their families. Since 1960, we have been working to promote an inclusive society – a society in which all people are welcome, regardless of their abilities or origins.

We represent the interests of people with intellectual disabilities in politics and the public sphere. Our goal is equal participation and a self-determined life for all.

This also includes access to digital services, events and new technologies. Technical developments can improve opportunities for participation and help people with disabilities to live independently.

Further information about Lebenshilfe Berlin: [www.lebenshilfe-berlin.de](http://www.lebenshilfe-berlin.de)

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