



Background Information

Germany – Land of Ideas: we promote Germany

Ideas are Germany's most valuable raw material, guaranteeing a viable future. Thus the "Germany – Land of Ideas" initiative looks for good ideas and people who implement them. It makes them visible, honours and networks them. Hence Land of Ideas promotes Germany at home and abroad.

The ideas and people in the network stand for inspiration, openness, and bold action. They are ambassadors for a cosmopolitan Germany that is fit for the future. For this reason, the initiative has set itself the task of networking creative people and honouring their commitment to our future. It advocates an exchange of ideas with other countries, thus fostering international dialogue.

Together with partners from business, politics, science, and society, "Land of Ideas" realises ideas competitions, publications, exhibitions, delegation trips, and virtual platforms. Through encounters and networking the initiative creates a climate in which ideas become innovations.

"Germany – Land of Ideas" was founded by the German Federal Government and German business and industry in 2005.

Activities and projects

Landmarks in the Land of Ideas

The Germany-wide "Landmarks in the Land of Ideas" competition makes ideas and projects visible that stand as beacons for Germany as a location. The goal of the "Germany – Land of Ideas" initiative and Deutsche Bank is to raise awareness of innovations in Germany and abroad and to strengthen the economic potential and sustainability of Germany as a location. In 2013, the competition reflected an annual theme for the first time, focusing on cities. In 2014, the jury rewarded the 100 best ideas for shaping rural regions under the slogan "Innovative Country – Rethinking Rural Spaces". In 2015, the competition was devoted to digitisation. The theme was "Urban Space. Rural Space. Cyberspace! Innovations for a Digital World". In 2016, projects from Germany were sought that show and push ahead the potential of digitisation. In 2016, under the motto "CommUnity Innovation – a Model for Success" the competition welcomed projects focusing on community and neighbourliness. The theme in 2017 is "Open Your Mind and Unfold New Ideas". The competition is rooted in the event series "365 Landmarks in the Land of Ideas" which since 2006 has given awards to more than 2,500 trailblazing projects throughout Germany.

Herausgeber:

Deutschland – Land der Ideen
Charlottenstraße 16
D-10117 Berlin

www.land-der-ideen.de

www.land-of-ideas.org

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Kommunikation:

Stefan Volovinis
Telefon + 49 [0] 30/206 459-160
Telefax + 49 [0] 30/206 459-168
volovinis@land-der-ideen.de



German Mobility Prize

With the German Mobility Award, the "Germany - Land of Ideas" initiative and the German Federal Ministry of Transport and Digital Infrastructure put digital innovations and intelligent mobility solutions in the public eye, thus providing new impetus for Germany as a digital location. The aim of the competition, which runs from May 2016 to the end of 2018, is to present opportunities for innovative digital solutions regarding future mobility. The competition in 2016, the year the prize was called into being, centred on the theme of participation under the motto "On the Way to Intelligent Solutions - Innovations for a Mobile Society". In 2017, the competition focuses on the theme of security, and in the following year solutions for sustainable mobility will be sought.

DLD Campus

As a partner of the DLD Campus series, "Germany - Land of Ideas" along with DLD Media and the German Stock Exchange have since 2017 brought the dialogue on digitalisation to a regional level. The aim is to bring small and medium-sized businesses together with digital start-ups and students. DLD Campus relies on interdisciplinary exchange and networking in the region. Digitalisation is a key future issue and due to its interdisciplinarity is particularly well suited for further strengthening Germany as a business and digital location.

africaXchanger - Young Leaders Hub Berlin

"africaXchanger - Young Leaders Hub Berlin" is an event format of "Germany - Land of Ideas" sponsored by the German Federal Ministry for Economic Cooperation and Development (BMZ) and initiated and curated by Dr. Stefanie Rau-Gerds. Within the framework of the event, young African entrepreneurs from the energy, technology, and agricultural sectors present their success stories and network with German counterparts locally. The aim is to strengthen the German-African network and to present future perspectives for economic cooperation.

NRW-Wirtschaft im Wandel

With the "NRW - Wirtschaft im Wandel" competition the "Germany - Land of Ideas" initiative and the Rheinische Post media group, along with Deutsche Bank and PricewaterhouseCoopers, make various facets of the ongoing structural change in North Rhine - Westphalia visible and provide a stage for numerous creative and innovative companies. The competition is sponsored by the Minister of Economics of the German state of North Rhine - Westphalia, Garrelt Duin.

Tec2You

Sparking young people's interest in industry and encouraging new blood in technical fields - these are the aims of the Tec2You initiative.

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The youth initiative was established at the instigation of Federal Chancellor Angela Merkel in 2007. Deutsche Messe AG, "Germany - Land of Ideas", the Federation of German Industries (BDI), and many partners established a unique action platform for co-operation among schools, business, and science.

Presenting Germany abroad

In 2015/16, the initiative joined forces with the German Federal Foreign Office and the German Embassy in Riad to implement the German pavilion at the Janadriyah cultural festival in Saudi Arabia. The German pavilion was devoted to the theme "Germany - Land of ideas": Innovation has tradition".

Since 2007 the German Federal Government has organized Years of Germany abroad in order to present Germany as a business, science, and cultural location that offers innovative solutions and creative ideas to meet future challenges.

To commemorate the sixtieth anniversary of diplomatic relations between the Federal Republic of Germany and the Republic of India, the year of "Germany and India 2011-2012" took place. Under the slogan "Germany and India. Infinite Opportunities" Germany presented itself as a "land of ideas" and an innovative and creative partner of India for addressing future issues.

The Year of Germany in China, carried out from 2007 to 2010, was devoted to the theme "Germany and China - Moving Ahead Together".

Presentation of Germany as a location for education and research

The German Federal Ministry of Education and Research tries to convince researchers and students in other countries of the merits of Germany as a research and study location. It has been very successful at this since 2008 under the brands "Study in Germany - Land of Ideas" and "Research in Germany - Land of Ideas".

German Houses of Research and Innovation

When it organises public appearances of the German Houses of Research and Innovation (DWIH), the German Federal Foreign Office (DWIH) relies on the umbrella brand "German - Land of Ideas". The DWIH in New York, São Paulo, New Delhi, Tokyo, Moscow, and the German Science Centre in Cairo are central pillars of the Federal Foreign Office's foreign science policy.

Delegation trips focusing on location marketing

Together with the German Federal Foreign Office, the initiative realises international delegation trips devoted to location marketing. On the initiative of the then Federal Foreign Minister Frank-Walter Steinmeier, an exchange of expertise between Georgia and Berlin has been carried out.

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An overview of the “Germany – Land of Ideas” place branding initiative

Objectives

- To present Germany at home and abroad as a modern, cosmopolitan land of ideas and an innovative investment, high technology, and business location.
- “Germany – Land of Ideas” is a platform on which the innovations, ingenuity, and commitment of citizens, entrepreneurs, and initiatives in Germany can become visible and serve as shining examples.

Initiators

- German Federal Government
- Federation of German Industries (BDI)

Coordination and implementation

- Deutschland – Land der Ideen e. V., Chairman: Dieter Kempf
- Land der Ideen Management GmbH, Managing Director: Ute E. Weiland

Steering committee

- Chairman: Dieter Kempf, President of the Federal Association of German Industry (BDI)
- Dr. Karl Hans Arnold: Chairman of the Management Board/Associate of Rheinisch-Bergischen Verlagsgesellschaft mbH
- Christian Sewing, member of the Management Board of Deutsche Bank AG
- Prof. Dr. Michael Hüther: Director and Member of the Steering Committee of the Institut der deutschen Wirtschaft Köln e. V.

Further information can be found on: www.land-der-ideen.de/en

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