



## Background Information

### Germany – Land of Ideas: We Promote Germany

Ideas are Germany's most valuable resource, guaranteeing a viable future. This is why the initiative "Germany – Land of Ideas" constantly seeks good ideas and the people who make them real. The initiative publicizes these good ideas, honours them and networks them. The Land of Ideas initiative promotes Germany at home and abroad.

The ideas and people in our network stand for inspiration, openness and bold action. They are ambassadors for a cosmopolitan, future-oriented Germany. That's why the initiative has set itself the task of networking creative people and honouring their commitment to a shared German future. It advocates an exchange of ideas with other countries, thus fostering international dialogue.

Together with partners from business, politics, science and civil society, the initiative realizes its work through competitions, publications, exhibitions, delegation trips and virtual platforms. Through exchange and networking, it creates a climate in which ideas become innovations.

"Germany – Land of Ideas" was founded in 2005 by the German federal government and the Federation of German Industries (BDI).

## Activities and Projects

### Landmarks in the Land of Ideas

The Germany-wide "Landmarks in the Land of Ideas" competition promotes ideas and projects that stand as beacons for Germany. Deutsche Bank has been a partner and national sponsor of the competition. 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: cities. In 2014, the jury awarded the 100 best ideas for shaping rural regions under the slogan "Innovative Country – Rethinking Rural Spaces". In 2015, the competition was devoted to digitalisation; the theme was "Urban Space. Rural Space. Cyberspace! Innovations for a Digital World". In 2016, under the motto "CommUnity Innovation – a Model for Success", the competition welcomed projects that focused on community and neighbourliness. The theme in 2017 was "Open Your Mind and Unfold New Ideas". In 2018, the competition took place under the motto "Joining Worlds – Strengthening Collaboration. 100 Innovations for Germany". In 2019, the competition awarded prizes under the motto "Digitalising. Revolutionising. Motivating. Ideas for Work and Education in Germany and Europe".

The competition ended in 2019. This year, a book will illustrate the past 14 years of innovative ideas made in Germany. The book will be presented at the Frankfurter Buchmesse 2020.

#### Herausgeber:

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The competition is rooted in the event series “365 Landmarks in the Land of Ideas”, which since 2006 has presented awards to more than 3,000 pioneering projects throughout Germany.

## German Mobility Award

With the German Mobility Award, the “Germany - Land of Ideas” initiative and the German Federal Ministry of Transport and Digital Infrastructure brought digital innovations and intelligent mobility solutions into the public eye, providing a new impetus for doing business in Germany. The competition’s aim was to highlight opportunities of innovative digital solutions for future mobility. The prize was launched in 2016 and is focused on various aspects of mobility, under the motto On the Way to Intelligent Solutions - Innovations for a Mobile Society. In 2017, for example, the competition focused on safety; in 2018, digital solutions for sustainable mobility; and in 2019, Moving People - Connecting Habitats seeks solutions for digital mobility that make a positive contribution to equal living conditions throughout Germany.

## NRW – A Changing Economy

With the “NRW – A Changing Economy” competition, the “Germany - Land of Ideas” initiative and the Rheinische Post media group, along with Deutsche Bank, PricewaterhouseCoopers and Kienbaum, highlight various facets of ongoing structural change in the German state of North Rhine-Westphalia and provide a stage for various creative and innovative companies. The competition is sponsored by NRW’s Minister of Economics, Andreas Pinkwart.

## Regional Pilots – To Inspire Townships

Unlike cities and creative metropolitan areas, townships rarely have direct access to resources, talents and experts, or to new methods to address specific local challenges. In order to close this gap and to work on concrete solutions with decision-makers and local residents, the “Germany - Land of Ideas” initiative launched the regional pilots in early 2019. Together with strategic partners, the initiative identifies local potential, conveys contemporary innovation techniques and supports the development of relevant networks.

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## Beyond Bauhaus - Prototyping the Future

In the context of the centennial anniversary of the historic Bauhaus in 2019, the international competition “beyond bauhaus - prototyping the future” awarded groundbreaking design ideas and concepts that address a socially relevant topic and provide creative answers to pressing contemporary questions. The winning projects were presented exclusively in summer 2019 in an exhibition at the CLB Berlin in the Aufbau Haus. The competition was sponsored by the Federal Foreign Office, the Lotto Foundation Berlin and SAP SE.

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## africaXchanger - Young Leaders Hub Berlin

In 2017, as part of the "africaXchanger - Young Leaders Hub Berlin", young African entrepreneurs from the energy, technology and agricultural sectors presented their stories of success and networked with German counterparts. The event was the starting point for strengthening the German-African network and pointing to prospects for future economic cooperation. The event format was developed by Germany - Land of Ideas, in cooperation with the Federal Ministry for Economic Cooperation and Development (BMZ) and Dr. Ing. Stefanie Rau-Gerds.

## Presenting Germany Abroad

In 2015-16, the initiative joined forces with the German Federal Foreign Office and the German embassy in Riyadh, Saudi Arabia, to establish the German pavilion at the country's Janadriyah cultural festival. 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 location for business, science and culture and as a country that offers innovative solutions and creative ideas to meet future challenges.

Germany and India 2011-12 was established to commemorate the sixtieth anniversary of diplomatic relations between the Federal Republic of Germany and the Republic of India. Under the slogan "Germany and India. Infinite Opportunities", Germany presented itself as a "land of ideas" – an innovative and creative partner for addressing issues in India's future.

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 hopes to persuade foreign researchers and students of the merits of Germany as a location for research and study. It has been highly successful in doing so since 2008, under the initiatives "Study in Germany - Land of Ideas" and "Research in Germany - Land of Ideas".

### German Centres of Research and Innovation

When it organises public presentations of the German Centres of Research and Innovation (DWIH), the German Federal Foreign Office (DWIH) uses the umbrella brand "Germany - 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 Focused on Location Marketing

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Together with the German Federal Foreign Office, the “Germany – Land of Ideas” initiative realises international delegation trips devoted to location marketing. On the initiative of then-Federal Foreign Minister Frank-Walter Steinmeier, an exchange of expertise between Georgia and Berlin occurred between 2015-2017.

## 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 a location for innovative investment, high technology and business.
- “Germany – Land of Ideas” is a platform on which the innovations, ingenuity and commitment of citizens, entrepreneurs and initiatives in Germany can be publicized as exemplary models for future contributions.

### 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, Federation of German Industries (BDI)
- Peter Limbourg, Director-General, Deutsche Welle
- Prof. Dr. Michael Hüther: Director and Member of the Steering Committee, Institut der deutschen Wirtschaft Köln e. V.
- Christian Sewing: Member, Management Board of Deutsche Bank AG
- Prof. Dr. Margret Wintermantel, President, German Academic Exchange Service (DAAD)

Further information can be found on: [www.land-der-ideen.de](http://www.land-der-ideen.de)

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