



Facts on the "Landmarks in the Land of Ideas" competition

The competition

The "Landmarks in the Land of Ideas" competition honors ideas and projects that stand as beacons for Germany as a location. The goal of the "Germany - Land of Ideas" initiative and Deutsche Bank is to make innovations visible 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. In 2015, under the theme "Urban Space. Rural Space. Cyberspace! Innovations for a Digital World" projects from Germany were sought that show and push ahead the potential of digitalization. In 2016, the competition „CommUnityInnovation - a model for success" rewarded prizes to 100 projects that show the added value and potential of joint action, whether in business partnering, scientific networks, or neighborhood initiatives.

The "Landmarks in the Land of Ideas" competition 2017 rewards projects that help make society more open. We are looking for ideas that show how curiosity about other people, a thirst for knowledge, and innovative answers can push Germany forward - whether on the part of social enterprises, citizens' coalitions, or scientific communities. Ideas are sought from the fields of business, environment, society, culture, or education that benefit Germany and its inhabitants.

The competition evolved from the "365 Landmarks in the Land of Ideas" event series. Since 2006 more than 2.800 projects have been awarded.

"Germany - Land of Ideas" and Deutsche Bank

"Germany - Land of Ideas" is a joint initiative established by the German Federal Government and German business, represented by the Federation of German Industries (BDI). Partners from politics, business, culture, and science joined forces to advocate the attractiveness of Germany as a location and to help raise awareness of innovations from Germany at home and abroad. By awarding and honoring the prize winners in the "Landmarks in the Land of Ideas" competition, the "Germany - Land of Ideas" initiative and Deutsche Bank give the projects a stage and put them in the public eye. Deutsche Bank promotes Germany's most important raw material: the ideas in people's minds. That's why it's the National Sponsor of the "Landmarks in the Land of Ideas" innovation competition and, since 2006, has been a partner of the "Germany - Land of Ideas" initiative.

Imprint:

Land der Ideen Management GmbH
Charlottenstraße 16
D-10117 Berlin

www.land-der-ideen.de

www.land-of-ideas.org

• • • • •

Contact:

Phone + 49 [0] 30 / 206 459 - 0

Fax + 49 [0] 30 / 206 459 - 168

presse@land-der-ideen.de

Deutschland - Land der Ideen
is an initiative sponsored by the
German government and commerce
and industry



The competition in 2017

Invitation to tender:	21 February 2017
Application deadline:	3 April 2017
Announcement of prize winners:	June 2017

Conditions of participation: Companies, research institutes, start-ups, project developers, art and cultural institutions, universities, social and religious organizations, initiatives, clubs, associations, cooperatives, and private initiatives across Germany were eligible to participate in the competition. A top-level jury, supported by an advisory board, selected the best 100 ideas that are making a positive contribution towards shaping a digitally networked future.

The "Landmarks" are not landmarks in a geographical or political sense. A "Landmark" in the Land of Ideas can be any idea that is developed, promoted, or actively implemented.

Selection criteria

- 1. Link to the annual theme „Open your mind and unfold new ideas“**
The project leverages the potential of being open and responsive to new ideas and thus helps solve social problems.
- 2. Future orientation**
A "Landmark" shows that Germany is a land of ideas and sets significant trends for Germany's viability in the future. The project recognizes coming challenges and offers sustainable solutions.
- 3. Innovation and strength of implementation**
A "Landmark" is characterized by an innovative, extraordinary idea. The project is implemented with corresponding materials and personal resources and is presented to the public in a vivid and comprehensible way.
- 4. Role model effect and incentive**
The project as well as the commitment of the people behind it have a role model character and inspire others to implement their ideas to promote Germany's future viability.

Imprint:

Land der Ideen Management GmbH
Charlottenstraße 16
D-10117 Berlin

www.land-der-ideen.de
www.land-of-ideas.org

.....

Contact:

Phone + 49 [0] 30 / 206 459 - 0
Fax + 49 [0] 30 / 206 459 - 168
presse@land-der-ideen.de

Deutschland - Land der Ideen
is an initiative sponsored by the
German government and commerce
and industry



The jury for the “Landmarks in the Land of Ideas Competition” and the advisory board for “Open your mind and unfold new ideas”

Jury chairman

- Prof. Dr. Michael Hüther, Director and member of the des committee, Cologne Institute for Economic Research

Jury members

- Ute Brüssel, Media policy und Public Affairs Directorship, Deutsche Welle (Berlin)
- Stephanie Bschorr, President, Association of German Women Entrepreneurs
- Prof. Dr.-Ing. habil. Prof. e.h. mult. Dr. h.c. mult. Hans-Jörg Bullinger, Member of the Senate, Fraunhofer Society
- Rainer Höll, CEO, Ashoka Deutschland gGmbH
- Reinhard Karger, Company spokesman, German Research Center for Artificial Intelligence (DFKI) and President, German Association for Information and Knowledge, DGI e.V.
- Prof. Dr. Claudia Kemfert, Head of the department of Energy, Transportation, Environment at the German Institute of Economic Research (DIW Berlin) and Professor of Energy Economics and Sustainability, Hertie School of Governance
- Thomas Krüger, President, Federal Agency for Civic Education
- Norbert Kunz, CEO, Social Impact GmbH
- Andrej Kupetz, Managing Director and Technical Manager of the German Design Council
- Prof. Dr. h.c. Klaus-Dieter Lehmann, President, Goethe Institute
- Holger Lösch, Member of the Executive Board of the Federation of German Industries
- Prof. Dr. sc. nat. Christoph Meinel, Institute Director and Managing Director, and holder of the Chair for Internet Technologies and Systems, Hasso Plattner Institute
- Cornelia Quennet-Thielen, State Secretary, Federal Ministry of Education and Research
- Christian Rummel, Deputy Global Head of Brand Communications & Corporate Citizenship, Deutsche Bank AG
- Ali Ertan Toprak, President, Federal Association of Immigrant Organizations in Germany

Imprint:

Land der Ideen Management GmbH
Charlottenstraße 16
D-10117 Berlin

www.land-der-ideen.de

www.land-of-ideas.org

.....

Contact:

Phone + 49 [0] 30 / 206 459 - 0

Fax + 49 [0] 30 / 206 459 - 168

presse@land-der-ideen.de

Deutschland - Land der Ideen
is an initiative sponsored by the
German government and commerce
and industry