



Background information: Facts & Figures about the '365 Landmarks in the Land of Ideas' Contest 2009

The contest

'365 Landmarks in the Land of Ideas' is a contest administered by the 'Germany - Land of Ideas' nation-branding initiative in cooperation with Deutsche Bank.

The contest 2009

Call for entries: August 06th, 2008
Deadline for entries: October 03rd, 2008
**Announcement of
Winners of the 2009 contest:** November 20th, 2008

Entry rules /

Conditions for participation: Organisations eligible for participation were companies and research institutes, art and cultural institutions, schools, universities, community institutions and initiatives.

'Landmarks' selected by the Land of Ideas are not landmarks in a geographical or political sense. A 'selected landmark' in the Land of Ideas marks a place where forward-looking ideas are developed, promoted and actively put into practice.

Head judges: Prof. Dr. Martin Roth, Director General of the Dresden State Art Collections, and Prof. Dr. Michael Hüther, Director of the *Institut der deutschen Wirtschaft Köln* (Cologne Institute of Economics).

Selection criteria:

- The idea or the project is forward-looking and unique.
- The landmark communicates new, unexpected aspects of Germany, is action-oriented and does trend-setting work.
- The landmark's event idea is original and appealing.
- The idea behind the landmark is dedicated to the public welfare and committed to ecological, economic and/or social sustainability.
- The landmark serves as a model and inspiration for others.

Herausgeber:

Deutschland - Land der Ideen
Marketing für Deutschland GmbH
Neustädtische Kirchstraße 8
D-10117 Berlin

www.land-derideen.de
www.land-of-ideas.org

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Ihre Ansprechpartnerin:

Anja Sachse
Stellv. Leiterin Kommunikation
Telefon + 49 [0] 30/206 459-15
Telefax + 49 [0] 30/206 459-37
sachse@land-der-ideen.de



Statistics of the '365 Landmarks in the Land of Ideas' Contest 2009

Applications received: 2,071

'Landmarks 2009' by federal state and field of action:

Federal state	Number of Landmarks
Baden-Württemberg	40
Bavaria	42
Berlin	45
Brandenburg	15
Bremen	10
Hamburg	19
Hesse	21
Mecklenburg-Vorpommern	8
Lower Saxony	30
North Rhine-Westphalia	69
Rhineland-Palatinate	11
Saarland	6
Saxony	25
Saxony-Anhalt	11
Schleswig-Holstein	6
Thuringia	7

Total	365
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Area	Number of Landmarks
Education and Youth	72
Art and Culture	51
Social Issues and Religion	40
Society and Sport	20
Environment and Energy	48
Business	45
Science and Technology	89

Total	365
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Judges of the '365 Landmarks in the Land of Ideas' Contest 2009

Head judges:

Prof. Dr. Michael Hüther, Director and Member of the Steering Committee, *Institut der deutschen Wirtschaft Köln e.V.* (Cologne Institute of Economics)

Prof. Dr. Martin Roth, Director General, Dresden State Art Collections

Other judges:

Prof. Dr.-Ing. habil. Prof. e.h. mult. Dr. h. c. mult. Hans-Jörg Bullinger, President, Fraunhofer Society

Christofer Habig, Managing Director, Global Head of Brand Communications & Corporate Social Responsibility, Deutsche Bank

Dr. Ulrike Handel, General Manager Marketing / Sales, Welt Group

Prof. Dr. Claudia Kemfert, Head of Dept. of Energy, Traffic, Environment, *Deutsches Institut für Wirtschaftsforschung* (DIW; German Institute for Economic Research)

Stephan Kohler, Chairman of the Management Board, Deutsche Energie-Agentur GmbH

Thomas Krüger, President, German Federal Office for Political Education

Andrej Kupetz, General Manager, Rat für Formgebung (German Design Council)

Petra Ledendecker, President, *Verband deutscher Unternehmerinnen e.V.* (VdU, German Business Women's Association)

Prof. Dr. h.c. Klaus-Dieter Lehmann, President, Goethe Institute

Heidi Merk, Chairperson, *Paritätischer Gesamtverband* (umbrella association for German social movements)

Prof. Dr. Thomas Rauschenbach, Chairman and Director, *Deutsches Jugendinstitut e.V.* (German Youth Institute)

Irene Schulte-Hillen, President, *Deutsche Stiftung Musikleben* (German foundation which matches up historic musical instruments with gifted young musicians)

Pierre-Enric Steiger, Managing Director, Björn Steiger Foundation

Michael Stich, former tennis pro and Founder, Michael Stich Foundation

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Deutschland Land der Ideen



In Kooperation mit



Mehmet Tanriverdi, President, *Bundesarbeitsgemeinschaft der Immigrantenverbände in Deutschland e.V.* (BAGIV; Federal Syndicate of Immigrants Associations in Germany)

Prof. Dr. Dr. h. c. mult. Wolfgang Wahlster, Chairman of the Board, Deutsches Forschungszentrum für Künstliche Intelligenz GmbH (DFKI; German Research Centre for Artificial Intelligence)

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