

# DEUTSCHLANDJAHR USA 2018/19

The campaign “Deutschlandjahr” focuses on dialogue, exchange, and cooperation between people and cultures, with the aim of establishing and expanding networks. It is intended to demonstrate the areas in which Germany and the host country complement one another as partners and can work towards resolving important future tasks.

The campaign aims to convey a multifaceted image of Germany in the host countries. All areas relevant to society – from culture, business and industry, science, education, civil society, to sports – should be considered. Special visibility should be achieved by consolidating activities and stakeholders and through effective, high-profile formats and targeted media-related efforts.

Germany and the United States are bound by a centuries-long common history. German immigrants have helped shape the development of the United States, while the successful development of post-war Germany is inextricably linked to US engagement. The Deutschlandjahr USA 2018/19 campaign builds on this success story and aims to intensify the transatlantic dialogue.

In addition, this exchange aims to achieve the following **objectives**:

- Objective 1: Make modern-day Germany accessible on an emotional level
- Objective 2: Emphasize similarities between the two countries and existing structures of cooperation
- Objective 3: Develop and reach out to new target groups nationwide
- Objective 4: Expand partnerships in order to resolve future global issues

The Deutschlandjahr USA 2018/19 campaign should be broad-based and, among other things, should reach the following **groups**:

- Decision-makers and important, established, and potential partners in civil society, politics, business and industry, culture, media, science, and education
- People with no previous knowledge of Germany, people away from the major urban centers along the coasts, and people living in the American heartland and suburbs
- Young people (well-connected youth, students, young professionals, and those in the media)
- Americans with German roots or close ties to Germany

To appeal to these target groups, the campaign will focus on the following **formats**:

- Location-specific formats firmly established in a variety of cities to connect with existing networks and build new ones
- Formats involving tours such as roadshows with a mobile stage and pop-up elements that are also able to reach target groups beyond large cities
- Digital and media-related formats: online, social media, and traditional media as key components

The **themes** of the Deutschlandjahr USA 2018/19 should, in principle, be aligned with the context and the interests of the target groups in the United States. Wherever possible, themes should be developed and drawn up with American partners. Even though we remain open to additional themes, the following thematic threads appear most promising at this stage:

- Thread 1: Freedom, diversity, and leadership
- Thread 2: Digitization, innovation, and the future of work

- Thread 3: Energy, climate, and sustainability
- Thread 4: Research, science, and education
- Thread 5: German heritage and German language
- Thread 6: Culture and lifestyle

If you are interested in becoming a sponsor of the Deutschlandjahr USA 2018/19 campaign or wish to participate as a business enterprise please contact the BDI at [j.howald@bdi.eu](mailto:j.howald@bdi.eu)

**Deadline for submissions: 01/20/2018**

The process will be carried out exclusively online.

Only complete submissions can be considered.

Click on **NEXT** to apply.

**Contact**

Deutschlandjahr USA 2018/19 Team

[deutschland-usa@goethe.de](mailto:deutschland-usa@goethe.de)

Tel: +1 202 851-3300



## Basic information

**Information about the institution \***

- Name of the institution
- Represented by last name, first name
- Street address (Address, PO Box, c/o, Building, ...)
- Zip code
- City
- State
- Country

**E-mail address** \*

Please make sure you enter a valid e-mail address, otherwise you will not receive a confirmation that we have received this questionnaire by e-mail.

**Telephone** \*

Please enter your telephone number including the country code (examples: Germany: +49...; USA: +1...).

**Website** \*

Please enter the website of your institution (example: www.goethe.de). If you do not have a website, please enter "None."

**Logo upload**

Please upload at most 4 files

If possible, please provide us with the logo of your institution in a format suitable for print media (at least 300 dpi, CMYK) as well as in a format suitable for digital products (at least 640 x 400 pixels, RGB).

Permissible file formats: png, gif, jpg and pdf

## Information about the project

**Project title/Working title** \*

- German
- English

Please enter your project title in at least one language.

**Time period/Individual dates** \*

Please provide the dates of your projects using the format **MM/DD/YYYY**.  
Indicate a time period using a **hyphen**; please separate individual dates using a **semicolon**.

Example:

*Scheduled duration: 11/07/2018 - 12/07/2018; Opening: 12/15/2018*

**Subject: Brief Summary/Synopsis** \*

max. 1,000 characters

**Upload visual supporting material, i.e. pictures, scribbles etc in one pdf.**

Please upload at most 1 file.

Please upload all material in **one** pdf, max. 25 MB.

**Links to visual supporting material, e.g. project website, social media (facebook, twitter, instagram), YouTube, Vimeo, ...**

Please write your answer(s) here:

- Link 1
- Link 2
- Link 3
- Link 4
- Link 5

**Is this a follow-up project?** \*

- Yes
- No

**If yes, please describe the current status of the project, if possible, with data or evaluation results that would indicate successful continuation of the project.** \*

max. 500 characters

**Website of the previous project \***

Please enter the project website here. If there is no website, please enter "None."

## Comments

**Comments**

*If you have any further remarks about your information, please enter them here.*

max. 250 characters

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Thank you for your participation and interest in Deutschlandjahr USA 2018/19!

We have received and saved your information. You will hear back from us around March 2018.

You will receive confirmation of your participation via e-mail.

We recommend that you save the responses you entered as a pdf (see below)

For any further questions, please contact

Deutschlandjahr USA 2018/19 Team

[deutschland-usa@goethe.de](mailto:deutschland-usa@goethe.de)