



Think German Networks

Mission Statement:

Think German Networks aim to raise the profile of German language and culture for a range of users, from individual language learners (at all educational levels from primary school to higher education) to local and international businesses requiring language skills as well as cultural institutions.

Think German Networks across the UK will be presented via a single online portal (“one stop shop”) under the umbrella of the German Embassy London and their partner institutions thus enhancing the visibility of German nationwide.

The Idea:

Think German Networks will connect academic institutions, cultural organisations, businesses, policy-makers on local, national and international levels with each other.

By doing so they will ...

- 🇩🇪 build on local strengths with partners including schools, universities, cultural institutions and businesses
- 🇩🇪 ensure consistent language provision in German across all educational sectors especially between primary and secondary schools
- 🇩🇪 address the needs of local employers for a graduate workforce with German language skills and intercultural competence
- 🇩🇪 offer information, events, exchange on a local level, i.e. a “people to people approach”
- 🇩🇪 offer a “one stop shop” for everyone interested in German culture and language in the UK
- 🇩🇪 create more visibility for all institutions, companies and people involved

Opportunities to get involved:

- 🇩🇪 Benefit from a network which connects the educational sector with businesses and companies as well as cultural institutions
- 🇩🇪 Broad visibility on one central website (hosted by Embassy of the Federal Republic of Germany, London) as well as separate regionally-oriented websites of all individual networks
- 🇩🇪 Corporate Social Responsibility in Education and Culture
- 🇩🇪 Through direct links with the business sector within the networks students of German will have a broad range of interesting job opportunities. Businesses will be able to recruit graduates with the skills and qualifications they require.

Think German Networks:

- 🇩🇪 **Best practice example: Oxford German Network**
 - Launched in Summer 2013 at Oxford University
 - Partners and Sponsors include BMW Group Plant Oxford, SAP, Jesus College, Magdalen College School, Higher Education Innovation Fund, Routes into Languages

Nine further Think German networks in England, Wales and Northern Ireland are currently being established:

- 🇩🇪 North East (Durham, Newcastle)
- 🇩🇪 Cambridge
- 🇩🇪 Lancaster, Liverpool, Manchester
- 🇩🇪 Leeds, Sheffield
- 🇩🇪 Kent
- 🇩🇪 Southampton
- 🇩🇪 Wales (Bangor, Swansea, Cardiff, Aberystwyth)
- 🇩🇪 Northern Ireland (Ulster)
- 🇩🇪 Midlands German Network (Birmingham, Nottingham, Warwick)



Current Partners:

- 🇩🇪 Embassy of the Federal Republic of Germany, London
- 🇩🇪 Goethe-Institut London
- 🇩🇪 DAAD, German Academic Exchange Service
- 🇩🇪 UK-German Connection
- 🇩🇪 German-British Chamber of Commerce

Facts & Figures:

- 🇩🇪 German companies account for over 315,000 jobs in the UK or 1% of the total workforce.
- 🇩🇪 Germany is the UK's biggest trading partner. Germany exported goods and services worth almost €73bn to the UK, and imported UK goods and services worth about €44bn (2012). To this the export figures of Luxembourg and Switzerland (also in the UK's top ten export markets) and Austria (boosts UK exports by £ 1.5 billion) can be added.
- 🇩🇪 German speakers are highly sought after by British employers. 7 out of 10 businesses in the UK value foreign language skills as useful in their employees; 45% of them rate German as useful for their business, placing it ahead of Spanish and Mandarin.
- 🇩🇪 The 2013 study by the British Council ("Languages for the Future: Which languages the UK needs most and why") lists German as the most needed language for economic purposes.
- 🇩🇪 BIS (Department for Business, Innovation and Skills) not only considers Germany the UK's most important trading partner and competitor but also an interesting model for the development of the UK's economy.