

Press release

“I want Europe” campaign: foundations make a clear statement for a strong Europe

- Celebrities and citizens as campaign ambassadors
- Federal President Joachim Gauck is patron
- Website and social media as forums for interaction and discussions

Berlin, 23 August 2012 – Celebrities and citizens publicly declare their commitment to the European idea as part of the “I want Europe” campaign, which is an initiative of several German foundations. In the current Euro-critical debate, the campaign’s aim is to highlight the benefits and achievements that Europe has had for Germany. The “I want Europe” campaign is being organized by the Engaged Europeans – a group of eleven German foundations that promote a strong Europe. The Stiftung Mercator and the Robert Bosch Stiftung have made this campaign possible. A large number of media companies provide advertising space on TV, in print media and online. Federal President Joachim Gauck is the campaign’s patron.

As part of the campaign, famous personalities from politics, sport, culture and society, as well as citizens, declare themselves ambassadors for Europe. Among them are the former German Chancellor Helmut Schmidt, the President of the Humboldt-Viadrina School of Governance Gesine Schwan, the former EU Commissioner Günter Verheugen, Head of Daimler Dieter Zetsche, historian Timothy Garton Ash, football player Philipp Lahm, violinist David Garrett, folk music star Florian Silbereisen, presenter Katrin Bauerfeind and DJ Paul van Dyk; the number of ambassadors is constantly growing. Via the website www.ich-will-europa.de, users can submit their own commitments to Europe, and can find out more about the significance of Europe. A Facebook Page is also available as a discussion forum.

“Europe was and is key to the future of Germany. Thus, I am very glad that we have managed for the first time to get eleven German foundations to come together publicly and implement a large-scale campaign for Europe,” says Bernhard Lorentz, president of the Stiftung Mercator. “Particularly in difficult times, Europe needs commitment from us as foundations. By ‘I want Europe’, we

are sending a clear signal and want to sustainably influence the debate about Europe in Germany.” Primarily, the campaign wants to enable and promote discussions, explains Dieter Berg, chairman of the Robert Bosch Stiftung’s board of management : “We want to give people the chance to speak up. The European project will only remain alive if the citizens themselves discuss where Europe is of advantage to them in their daily lives. This is how we can together overcome major challenges such as the European debt crisis.”

A large number of media companies support the campaign with advertising space: the RTL Media Group (RTL, Vox, n-tv), ProSiebenSat1 Media (ProSieben, Sat1, Kabel 1, N 24) and RTL II are showing campaign advertisements on TV and online. The Axel Springer Publishing House, Frankfurter Allgemeine Zeitung Publishing House, Gruner & Jahr, Handelsblatt Publishing House Group, Spiegel Publishing House, Süddeutscher Publishing House, WAZ Media Group, Zeit Publishing House and Google Germany are just a few of the media companies that are helping the campaign to become visible.

The agency Blumberry, seated in Berlin, is the campaign’s ideas, project and implementation partner.

About the campaign

The “I want Europe” campaign is an initiative by the Engaged Europeans. The Stiftung Mercator and the Robert Bosch Stiftung initiated the campaign and are mainly responsible for it. “I want Europe” gives people a voice. Their commitments and thoughts on Europe trigger new ideas and open the European debate. Enabled by large publishing houses and media corporations, these statements are shown in print advertisements, online and in TV spots.

About the Engaged Europeans initiative

The Engaged Europeans are an initiative by several foundations promoting a stronger Europe. The foundations involved work both individually and together on a variety of projects to strengthen European integration. Eleven foundations are currently involved: the Allianz Cultural Foundation, Bertelsmann Foundation, BMW Herbert Quandt Foundation, Charitable Hertie Foundation, Robert Bosch Stiftung, Schering Foundation, Schwarzkopf Young Europe Foundation, Genshagen Foundation, Stiftung Mercator, Volkswagen Foundation, Berlin Future Foundation.

About Stiftung Mercator:

Stiftung Mercator is one of Germany’s largest foundations. It initiates and funds projects that promote better educational opportunities in schools and universities. In the spirit of Gerhard Mercator, it supports initiatives that embody the idea of open-mindedness and tolerance through intercultural encounters, encouraging the sharing of knowledge and culture. The foundation provides a platform for new ideas to enable people – regardless of their national, cultural or

social background – to develop their personality, become involved in society and make the most of the opportunities available to them. In this sense it is committed to inspiring ideas. Stiftung Mercator takes an entrepreneurial, international and professional approach to its work.

www.stiftung-mercator.de

About the Robert Bosch Stiftung

Established in 1964, the Robert Bosch Stiftung GmbH is one of the major German foundations associated with a private company. It represents the philanthropic and social endeavors of Robert Bosch (1861 - 1942) and fulfills its legacy in a contemporary manner. The Robert Bosch Stiftung works predominantly in the fields of International Relations, Health and Education. www.bosch-stiftung.de

About Blumberry

Blumberry is a communication agency with offices in Berlin, Munich and Dresden. The agency belongs to Commarco, Germany's leading holding company for communication services. www.blumberry.de

The media partners

The support of German media partners is helping the campaign to gain public visibility: Alois Erdl Publishing House, Ammersee Kurier Publishing House, Anixe HD Television, Axel Springer Publishing House, Badisches Tagblatt, Bonner Zeitungsdruckerei und Verlagsanstalt H. Neusser, Boyens Zeitung, Coburger Tageblatt Publishing House & Media, the New Oberpfalz Courier Printing and Publishing House, Deutsche Bahn mobile, Printing and Publishing House Frankfurt am Main, Frankfurter Allgemeine Zeitung Publishing House, Google Germany, Gruner + Jahr, Helios Media, N24, NBC Universal, Oldenburgische Volkszeitung Printing Publishing House, Olympia Publishing House, Ostfriesischer Kurier, ProSiebenSat.1, RTL Media Group, RTL II, Saarbrücker Zeitung Printing and Publishing House, Süddeutscher Publishing House, Südkurier, Tele 5 TM-TV, Turner Broadcasting Systems, unister media, E. Holterdorf Publishing House, Handelsblatt Publishing House Group, WAZ Media Group, Weischer Media Group, Zeit Publishing House and AdStream.

Press office:

europa@blumberry.de

Tel.: 030 300 144 134

www.ich-will-europa.de

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Foundations contact:

Christine Ehrig

Communication Manager

Stiftung Mercator

ICH WILL EUROPA

Eine Initiative der Engagierten Europäer

Tel.: 0201 245 22-840

Email: christine.ehrig@stiftung-mercator.de

Julia Rommel

Press Officer

Robert Bosch Stiftung

Tel: 0711 46084-750

Email: julia.rommel@bosch-stiftung.de

Eine Initiative deutscher Stiftungen. Ermöglicht durch die Stiftung Mercator und die Robert Bosch Stiftung. Unterstützt von deutschen Medienunternehmen.



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