



An Roinn Gnóthaí  
Eachtracha agus Trádála  
Department of  
Foreign Affairs and Trade

## Ireland in Germany

A Wider and Deeper Footprint

Embassy of Ireland, Berlin  
April 2018



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# Executive Summary

**Ireland is growing its global footprint. This will mean many different things in many different and often far-flung parts of the world. But, to be successful, it must also have real meaning in our own backyard – in Germany, the largest country in our shared European Union, a vital political and economic partner, a fertile landscape for Irish culture and an innovative and global player of more than 80 million people in today’s shifting world.**

Against this background, the Tánaiste and Minister for Foreign Affairs and Trade, Simon Coveney TD, requested the Embassy in Berlin in December 2017 to undertake a comprehensive review of the relationship between Ireland and Germany. The call for a review reflects the need to further step up our political, EU, economic and cultural engagement with Germany as we tackle the urgent demands of Brexit and seek to proactively play our part in shaping the EU’s - internal and external - response to the shifting world order and the emerging challenges of a twenty first century which is no longer new. The review is also historically timely as next year, 2019, will mark the 90th anniversary of diplomatic relations between Ireland and Germany.

Germany is an indispensable partner for Ireland: whether in day-to-day debate and negotiation on European legislation which directly impacts on Irish citizens from agricultural policy to banking regulation or on the global stage as we jointly seek to address some of the world’s biggest challenges which defy the control of any single nation - from migration to crisis prevention and disarmament. It is also a partner with which we share many core values – a commitment to the rule of law, to the UN and to the multilateral world order as well as to human rights, the peaceful resolution of conflicts and the protection of the vulnerable, a belief in an open society and in the capacity of free trade to grow our economies, and commitments to equality, diversity and opportunity.

Boiled down to cold numbers, Germany is also Ireland’s second largest source of inward investment, third largest source of tourists, fourth largest overall

trading partner and fifth largest market for food exports. But there is the capacity to do so much more.

This is a country which also has a positive emotional attachment to Ireland, an attachment shaped by our affinity diaspora: Germans without a direct family or personal connection to Ireland but with a passion for and interest in our country and our culture. It is an attachment which has not always been appreciated and which does not encompass the full spectrum of our relations. In some ways it is an unrequited love story and it is one which cannot be taken for granted. Without nurturing, without modernising, without updating, Germany will only know part of our story and that story and the sense of attachment which comes from it may not be transferred to future generations.

In carrying out the review and exploring the potential of the future relationship, extensive consultations were undertaken including a lightning roadshow in seven German cities and an online survey which attracted a significant response.

The overarching message of the review is that we need to widen and deepen our relationship with Germany in all its aspects – its people, its industry, the State and Federal Governments, its parliaments, its media, its universities and its cultural institutions. We need to build on the traditional positive image of Ireland in Germany while modernising and diversifying it to reflect the Ireland of today. We may be doing well, but there is little doubt that with some further prioritising and resourcing we could really lift the relationship between our two countries to a new level and deliver real additional benefit.

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## Executive summary

The review sets out some detailed, concrete and realisable recommendations to reach this goal. These are clustered around four overlapping and mutually reinforcing areas:

### **A Wider Footprint across the German States**

### **Deepening the Centre – Getting Berlin Right**

### **Promoting our Global Island in the Heart of Europe**

### **Serving an Evolving Community – Drawing on their Combined Footprints**

Taken together, the recommendations in this review imagine a relationship between Ireland and Germany which runs across our Governments, our economies and our societies, which is progressive, innovative, responsible and mutually beneficial – for ourselves as well as our common neighbours. In time, the recommendations are intended to lead to: a modernising of Ireland’s image in Germany; a widening of our official footprint in Germany; a more visible Ireland in Germany; an intensification of our post-Brexit engagement at all levels - political, parliamentary, official and economic; a significant upgrading and resourcing of Ireland’s cultural offering in Germany; a celebration of Irish culture in Germany in 2020 or 2021; an engagement of the resources of our business community and our new diaspora; and, overall, a farewell to mutual stereotypes.

It will be important to implement these recommendations as much as possible in cooperation with our German partners and to keep the impact of the recommendations under active review.

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# List of the Recommendations

- **Open a new career Consulate in Frankfurt in 2019. In considering further expansion of our footprint, Munich should be prioritised in the short to medium term. Düsseldorf is also deserving of attention.**
- Further develop contacts at the highest level following on from the State Visit to Ireland by the President of Germany and undertake a focused effort to renew and revitalise political and parliamentary links particularly among young politicians and advisors.
- **Formalise regular bilateral contact at Secretary General and State Secretary Level.**
- Establish a high level Joint Irish-German Economic Council to provide advice to the Government on maximising Ireland's economic relations with Germany.
- **Establish the Embassy as an Ireland House in Berlin.**
- Establish an Irish Cultural Centre run by an experienced professional Cultural Director within the Embassy (Ireland House) in Berlin.
- **Kickstart a new phase in relations with a year-long celebration of Irish culture in Germany in 2020 or 2021.**
- Publicise and support the further expansion of Irish-German R&D links.
- **Regularise consultations between Dublin and Berlin-based officials on EU issues.**
- Enhance dialogue between German and Irish Think Tanks with German and Irish officials.
- **Identify and pursue opportunities for Ireland and Germany to demonstrate that within the EU a larger Member State and a smaller Member State can work together effectively and deliver added value for foreign policy goals particularly in areas of core shared values.**
- Initiate closer co-operation between Ireland and Germany in the United Nations, to be led by our Permanent Missions in New York and Geneva, in the framework of our broader political dialogue on issues of shared global concern.
- **Agree and implement a German Language Strategy in Ireland.**
- Revitalise Ireland's connections with German education institutions and universities through the creation of a network of Irish academics and teachers working in German institutions and German academics teaching Irish studies or the Irish language or with a strong interest in Ireland.
- **Establish enhanced coordination mechanisms within Team Ireland in Germany to ensure that media and communication strategies are complementary and coordinated to the extent possible.**
- Establish and develop a German-Irish Council consisting of Irish community and cultural groups in Germany and foster stronger regional connections and multiplier effects between Irish community and cultural groups.
- **Foster young Irish artists of all disciplines who are resident in Berlin (without excluding those working in other parts of Germany) and establish the city as a cradle for young and upcoming Irish talent.**
- In the spirit of Heinrich Böll, establish a new annual award to recognise the important role and contribution of both the Irish diaspora and affinity diaspora in Germany.
- **Prepare a feasibility study on the potential for establishing Berlin as regional hub for centralised consular services notably passports, foreign birth registrations and visas.**
- Design and implement imaginative new outreach initiatives for a new generation of young mobile emigrants.
- **Build connections for and with returning children and their families and for the second and third generation Irish in Germany.**
- Foster 21st Century Pen Pals in Schools and Young Leaders Exchanges.
- **Make creative and effective use of new Embassy resources to serve a whole of Government function and pilot new ways of working for our Embassies of the future.**

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# The Context: Doubling Ireland's Global Footprint

A review of relations between Ireland and Germany was requested by the Tánaiste in December 2017. Announcing the review, the Tánaiste said that Brexit had brought into sharp focus the necessity to ensure that our bilateral and EU relationships are assessed and reviewed on an ongoing basis so that they can continue effectively to advance our interests and our goals. Germany, which is a vitally important export market, inward investor and source of tourism for Ireland is a key priority in this respect. In the course of 2017, and in response to the Brexit referendum decision, extra staffing has already been provided to strengthen the Embassy in Berlin, but the Tánaiste said that it was now appropriate to look beyond this and to reflect on the further steps that can be taken to enhance our presence and engagement in Germany.

Since then, work has also continued on the Government's plan to double Ireland's Global Footprint by 2025. This is an integral part of the Government's response to Brexit and reflects the importance of Ireland enhancing its global visibility and redoubling efforts to extend our influence and position ourselves for further growth in new markets as well as in important existing markets such as Germany.

Doubling Ireland's global footprint means many different things in different corners of the world. To be successful, however, it needs to be just as effective close to home as very far away. This review is an attempt to do this for Germany – one of our closest neighbours as well as our largest EU partner.

## Review Objectives

This review has three core objectives:

- To map Ireland's current and evolving footprint in Germany.
- To imagine a future relationship between Ireland and Germany which builds on its existing strengths and further maximises unused potential in the context of the commitment to doubling Ireland's global footprint.
- To set out concrete, measurable and realisable recommendations to increase Ireland's German footprint. Implementation of these recommendations should be overseen by a steering committee and their effectiveness and impact strategically evaluated on an ongoing basis



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# Mapping and Consultations Overview

## Sixteen Germanys

Recognising the strongly federal nature of the German State, a key element of the preparatory work for this review was a detailed mapping of German-Irish relations not only with the German federal Government but with each of the sixteen very different German states. This exercise covered political, economic, educational, cultural, historical and community links. This mapping exercise is already contributing to the work of the Embassy and Team Ireland in Germany.

## Germany's Network of Alliances

Significant work was also done on considering Germany's economic and foreign policy role in the world and how this impacts on the EU and on Ireland as well as on relations and alliances between Germany and the 26 other Member States.

## Roadshows, Consultations & Surveys

This work was complemented by an extensive programme of consultations undertaken in January and early February 2018 including:

- A publicly advertised lightning roadshow throughout Germany, North and South, East and West, engaging frankly with and hearing the informed views, ideas and suggestions of the Irish community, business and cultural representatives in Berlin, Düsseldorf, Hamburg, Frankfurt, Leipzig, Munich and Stuttgart.
- Consultations with all of the State agencies active in Germany: Enterprise Ireland, IDA Ireland, Tourism Ireland, Bord Bia, Science Foundation Ireland as well as Culture Ireland.

- In-depth consultations across the Department of Foreign Affairs and Trade and with the Department of the Taoiseach, the Department of Finance and the EU and International Divisions of other Government Departments.
- Consultations with the German Foreign Office and with German think tanks and foundations, including the Stiftung Wissenschaft und Politik, the German Society for Foreign Policy, the European Centre on Foreign Relations, the Konrad Adenauer Foundation and the Friedrich Ebert Foundation as well as with the Institute for International and European Affairs in Dublin.
- Individual consultations with Ireland's Honorary Consul network in Germany, the Irish Business Network in Germany and key persons from the business, education, media and culture sectors with a particular interest or expertise in Irish-German Relations.

In addition, a survey on Irish-German relations was designed and disseminated by the Embassy via social media and other channels in Germany to the Irish community, Irish affinity diaspora and Germans actively engaged with Ireland whether in politics, business or other fields. Over the course of January and early February a significant number of responses were received and were studied in detail by the Embassy. These are set out in detail in annex one.

Both the preparatory mapping work and the many and varied inputs received in the consultation process significantly shaped this review and its recommendations.

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# Ireland in Germany Today

**Ireland today enjoys a positive and multifaceted relationship with Germany across the full spectrum of political, EU, economic and cultural sectors, all underpinned by the role of our Irish community as well as the German affinity diaspora** - the very many Germans without direct family connections to Ireland but who nonetheless have a deep interest and attachment to Ireland and its culture.

## **Our Representation in Germany**

The Irish Embassy is fortunate to benefit from a modern, spacious premises in a representational building in the heart of Berlin with space for cultural and business promotion events. The recently reinforced Embassy is currently staffed by a diplomatic team of six, led by Ambassador Michael Collins, and a local staff team consisting of nine full-time and three part-time consular, administrative and assistant policy officers. In the course of 2017, a new Deputy Head of Mission at Counsellor Level, a visa processing officer and two new assistant policy officers joined the Embassy team. A seconded official from the Department of Finance is also expected to be in place in the Embassy before the summer.

Ireland has no career consulates anywhere in Germany though some consular services are provided by experienced Honorary Consuls in Cologne, Hamburg, Munich and Stuttgart. The assistance which these Honorary Consuls provide to Irish visitors and residents in Germany, sometimes in very vulnerable and emotionally difficult circumstances, is warmly appreciated both by the Department of Foreign Affairs and Trade and by Irish citizens. In some cases, these Honorary Consuls have been providing services to the State for several decades.

The annual running cost of the Embassy in Berlin is just over €1.9 million, or 0.8% of the budget of the Department of Foreign Affairs and Trade (excluding all Overseas Development Aid spending).

Four of the State agencies are also represented in Germany. Both IDA Ireland, which recently moved its European Headquarters to Germany, and Tourism Ireland are currently based in Frankfurt, while Bord Bia and Enterprise Ireland operate out of Düsseldorf at present. Although Science Foundation Ireland does not have a physical presence in Germany the agency is very much part of Team Ireland, working in collaboration with the Embassy.

Together with the Embassies in Berne and Vienna, and as mandated by the Export Trade Council, meetings of Team Ireland in the German-speaking region take place annually, while Team Ireland in Germany coordination meetings (including the agencies) are convened every three to four months. None of the State agencies is currently present in Berlin though the Embassy frequently makes its event and exhibition space available for promotional events by the agencies or their clients.

## Ireland in Germany Today



### Our Political Relationship and Shared EU Membership

The first Irish diplomatic Mission in Germany was established in Berlin in 1929. Next year marks the 90th anniversary of our official relationship though relations between Ireland and Germany go back much longer and are entwined in both our histories in all their complexity. These links have been comprehensively discussed elsewhere and we will not treat them here.

On the eve of this 90th anniversary, bilateral political relations can be described as overwhelmingly positive but now likely to benefit from being developed more deeply and widely. The EU is both an expression of our common values and the shared frame through which most of our day-to-day business occurs whether at the highest political levels between the Taoiseach, the German Chancellor and their colleagues at the European Council; in the regular meetings of Ministers in Brussels to agree EU legislation and chart the way forward on complex domestic policy briefs or

international developments or at official level in the multitude of different EU committees and working groups where our public servants come together.

In 2017 there were eight Irish Ministerial visits to Germany including a visit by the then Taoiseach in April 2017, two visits by the Minister for Agriculture, a visit by the Minister for Finance as well as ministerial visits to trade fairs in Düsseldorf and Hanover. The Ireland-Germany Friendship Group in the Oireachtas also visited in June 2017. Visitors in early 2018 have included the Taoiseach, the Minister for Transport and Tourism and the Minister for Education and Skills. Following the establishment of a new German Government in March 2018, the level of visits at political level will intensify.

It should be acknowledged that in recent years, and prior to the emergence of the challenge of Brexit, the most influential political factor in our relationship was the economic and financial crisis, the financial assistance programme, Germany's participation in

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## Ireland in Germany Today

this and the aftermath. Both the crisis and the ongoing recovery - and narratives around responsibility and austerity - have resonated with political and public perceptions, both positive and negative, on both sides. However, at the broadest level our political relationship has emerged unscathed and indeed, at one level, the experience of the crisis led Dublin and Berlin to get to know one another far more deeply and to understand one another better.

What is sometimes not appreciated in our political relationship is that while – as with all partners – there are areas where we disagree, Germany and Ireland are very likeminded on a significant array of issues. This can be seen in a shared commitment to the rule of law, the UN and the multilateral world order, to human rights, to equality and to the peaceful resolution of conflicts as well as the importance of civilian crisis prevention. These are values which are promoted by the Irish and German Governments but also held dearly by citizens in both our countries as they go to the core of our self-identity. Within the EU, we also share many of the same views on a wide variety of issues including on the Single Market and on international trade. Ireland very much appreciates Germany's consistent engagement with and respect for smaller Member States.

### Our Growing Economic Links

Germany is Ireland's fourth largest trading partner and second largest inward investor. Overall the trade relationship in 2017 is estimated at around €29 billion (a significant increase on €25 billion in 2015).

We exported some €10 billion in goods to Germany in 2017 (€7.9 billion in 2016), importing around €8 billion – making Ireland one of very few countries globally to enjoy an export surplus with Germany. Services exports to Germany are also extremely valuable and were worth almost €10.5 billion in 2016 (latest figures available). In 2017, food and drink exports to Germany increased by 21% to €733 million meaning that the country moved from being our sixth largest food market to our fifth. With the exception of food, however, the extent of our exports to Germany is often not visible because so much is in services or in non-branded goods.

It is perhaps also worth noting in this context that Germany is the number one import and export trading partner for fourteen other EU Member States and the number one source of imports for a further five EU Member States. This illustrates that despite their strength, economic links with Germany are stronger for many other EU Member States than for Ireland.

Some 680,000 visitors from Germany travelled to Ireland in 2017, generating almost €400 million in revenue, making the country our third largest source of tourists and most important mainland European tourism market. Compared with tourists from other countries, Germans tend to spend longer in Ireland while on holidays and in many cases they travel outside of Dublin and other regional centres, making an important contribution to ensuring a more even spread of tourism spending. Two-way tourism is supported by a significant number of air links connecting Dublin with among others Berlin, Cologne, Düsseldorf, Hamburg, Frankfurt, Stuttgart and Munich as well as Kerry airport with both Berlin and Frankfurt-Hahn. Tourism Ireland has recently launched a new Strategy for Growth for the German Market for 2018 to 2025. The strategy is seeking to grow visitor numbers by between 20% and 29% and holiday maker revenue by between 27% and 36%.

Some 94 German IDA Ireland client companies employ nearly 13,700 people in Ireland and their activities in Ireland include highly innovative and valuable R&D investments. Overall German investment in Ireland may support around 20,000 jobs. At the same time almost 60 Irish companies are present in Germany, employing around 14,000. Some of the big names on both sides of the trading and investment relationship include SAP, which recently announced 150 new jobs to add to its workforce of almost 2,000, Liebherr, which has been producing highly advanced cranes in Kerry since 1958, Kerrygold, the unrivalled leader in the German butter market and the Lidl and Aldi supermarkets, which have expanded significantly in Ireland in recent years. Other examples include Zalando and Deutsche Bank who both have significant investments in Dublin, while Smurfit Kappa, CRH, Kingspan and Glendimplex are all notable employers in Germany.

Our investment and trade connections are underpinned by strong research links. 9.5% of German funding drawn down under the EU's Horizon 2020 to September 2017 was in collaboration with Irish partners. Proposals involving Germany-Ireland partnerships have a 17.0% success rate on Horizon 2020 programmes compared to an average of 14.6% success when Ireland partners across all other Member States or Horizon 2020 associated countries.

The most recent data from the Science Foundation Ireland funded research community alone reflects close to 200 academic collaborative research relationships between researchers in Ireland and Germany making Germany the country with most collaborations with SFI researchers after the UK and

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## Ireland in Germany Today

the US. Importantly, these research collaborations are also strongly evident between academia and industry with approximately 60 industry/academic collaborations in place with companies based in Germany.

Science Foundation Ireland is actively working to build on these established relationships in Germany with a particular emphasis on enhancing the existing partnership with Fraunhofer Gesellschaft – the world’s leading organisation for creating research centres of excellence for industry informed research. There are several areas of specific research complementarity and synergy between Ireland and Germany, including Smart/Precision Agriculture, Medical Technologies, Precision Software and Manufacturing.

Senior leadership at Science Foundation Ireland and Fraunhofer have agreed that, to build on the growing relationship between Irish and German researchers and in recognition of the need for Ireland and Germany to expand their European partnership post-Brexit, a larger broader-scale partnership between Science Foundation Ireland and Fraunhofer should be developed. A future funding partnership would support collaborative research between researchers and companies based in the SFI Research Centres and the Fraunhofer Institutes, and would benefit researchers in Ireland by allowing them to access top-class international infrastructure, would expose German researchers and companies to world-class Irish research capabilities and would develop mutual cultural understanding that would serve as a platform for future partnership in an evolving international landscape.

Although the importance of the German market for Ireland is clear from just this short summary, there is also a strong sense that significant potential remains, not least as Irish companies seek to diversify post-Brexit. The agri-food sector is a case in point, with significant ongoing opportunities for dairy and meat exports, and Bord Bia’s December 2017 Market Prioritisation report identifying Germany as one of its priority markets for growing exports of prepared consumer foods.

This was also borne out in the roadshow events and in the survey on Ireland and Germany, where the vast majority of survey respondents reported that, overall, there was either significant potential for growth between Ireland and Germany or potential for growth in some sectors. It is important to also recognise that German (and European) industry is currently going through a very significant period of intense change

across all sectors including transport, energy and agriculture. Ireland has already positioned itself to benefit from this both in terms of trade, inward investment and research but the future potential is huge. Partners for future work in the economic sphere include the German-Irish Chamber of Commerce in Dublin which continues to undertake high value activity and with which the Embassy maintains an ongoing and beneficial engagement.

### Our Educational Links

On some levels, educational links between Ireland and Germany are very strong, most notably through the EU’s Erasmus+ scheme. Some 570 Irish students took part in Erasmus+ schemes in Germany in 2017 and Irish universities have Erasmus+ links with German counterparts in all parts of the country. Other third level students also undertake longer exchanges or choose to pursue Bachelor or Master Degree qualifications in Germany (mostly through German but increasingly also through programmes in English.) This means that every year and cumulatively we have an ever-growing group of affinity ambassadors in both directions. Young people with a personal appreciation and experience of one another’s country will contribute immeasurably to Ireland-Germany relations in the years to come.

There are also a notable number of Irish staff working in this sector in Germany including in universities or other third level institutes in places like Berlin and Jena. The University of Münster houses the Jonathan Swift Archive, while the University of Wuppertal houses the Walter Macken Archive. Academics in both Universities are engaged in teaching and research on Irish literature.

The University of Leipzig has strong links to Ireland not only due to its partnership with DCU but also due to its Programme for Celtic Studies which includes a popular Irish language course. There is also a very active cultural group at the University. Previously the University of Bonn, the Studienhaus für Keltische Sprachen und Kulturen e.V. (SKSK) Bonn and the Ruhr-Universität-Bochum have received Irish Government funding for their Irish language programmes. The University of Mainz also offers an Irish language course.

Overall, however, it should be acknowledged that there has been a falling-off in Irish studies and Celtic studies within the German university system and Irish studies, where taught, are often subsumed within British studies. This has not been a priority focus of work in recent times and there is a very clear need to refocus attention on it at this time. Such efforts will

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benefit from the excellent work carried out by the Centre for Irish-German Studies in the University of Limerick, whose staff have long highlighted the need for more work in this sector.

At secondary school level there is a broad agreement that school exchanges can bring very significant benefits and there are existing examples of strong collaboration which have emerged over the years. Lucan Community College, for example, has arranged exchanges with Gynasium Münchberg for over twenty years. Such successful partnerships, however, are usually dependent on the dedication and enthusiasm of individual teachers and establishing new partnerships can be challenging with German schools often reporting that they have found it difficult or impossible to identify Irish partner schools. The Irish affinity diaspora in Germany also include a not insignificant number of Germans, many now in positions of some influence, who obtained their secondary school education in Irish boarding schools and carry an ongoing affection for our country.

In a related area, it is also worth noting that there is a flourishing foundation and think tank community in Berlin and throughout Germany, focussing on a huge variety of international, EU and domestic policy issues and often working in both English and German. Ireland has links to this community primarily through the Embassy and through the Institute for International and European Affairs in Dublin. There is, however, significant potential to explore further cooperation in this area, perhaps including with some of the Irish universities.

### Irish Culture in Germany

Any Irish person who has ever lived in Germany, will tell you that Irish culture is very popular among Germans. Indeed, some might describe it as an unrequited love affair – with Irish culture generally much more appreciated in Germany than German culture is in Ireland. Some of this can be traced back to Nobel Prize winning author Heinrich Böll and an interest he awoke in traditional Irish culture. Böll's work "Irisches Tagebuch" – "Irish Journal", based on the experiences of his family living in the West of Ireland in the 1950s, has had perhaps the most significant influence on German thinking around Ireland. The influence, though undoubtedly waning with time, is still felt today. It created an image of Ireland as a poor but simpler and culturally pure place. Heinrich Böll is, in many ways, the best and most influential example of the Irish affinity diaspora in Germany.

Some aspects of Irish culture are commercially very successful in Germany. Marian Keyes' and Cecilia Ahern's books, for example, are frequently found in best seller lists while U2, which has a particular connection to Berlin, and musicians like Glen Hansard and Damien Rice enjoy widespread popularity. Riverdance and other commercial Irish dancing productions have also enjoyed commercial success on the German market. Other performers, notably the Kelly Family and Kerryman and musician Rea Garvey enjoy far wider recognition in Germany than in Ireland.

Irish performers and artists are also found scattered throughout Germany in some of the country's most important institutions. There are, for example, a number of Irish singers in State Operas throughout Germany, including mezzo-soprano Tara Erraught in Munich, while the internationally successful choreographer Marguerite Donlon is based in Berlin. This is just a tiny flavour of the best of Irish talent which blossoms throughout the country.

In carrying out the roadshow and the survey, the objective was to dig deeper into the popularity of Irish culture and what this means. The survey found traditional music is by far the aspect of Irish culture which resonates best in Germany, followed by literature, dance and popular music. At the other end of the scale, the visual arts, theatre and classical music are seen as by far the least represented aspects of Irish culture.

Survey respondents were mixed on what should be prioritised in developing Irish culture in Germany with significant numbers highlighting the need for both an increased number of smaller events, a limited number of high profile events and rotating events annually to different parts of Germany.

The Embassy in Berlin has the primary responsibility for the promotion of Irish culture in Germany, supported, of course, by Culture Ireland who provide direct funding for Irish artists touring or participating in different German events. Some highlights of the 2017 calendar included supporting "Other Voices" in Berlin, participation in the Frankfurt International Book Fair and hosting both an Opera Evening with Tara Erraught and a reading by Edna O'Brien. Popular annual events such as the Last Rose of Summer Concert series, the Shebeen Flick Film Festival and Bloomsday events were also supported. St. Patrick's Day, of course, remains an anchor for Irish cultural promotion in Germany, not least the Munich Parade, which with some 20,000 participants is the largest on continental Europe.



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It must be acknowledged, however, that the resources available for cultural promotion in Germany are very limited and do not compare with activity in other countries. The cultural spend by the Embassy in 2017 was €44,400, including both the Embassy's own fund (€22,400) and additional HQ based funding (€20,000). In addition Culture Ireland provided approximately €110,000 for activity in Germany in 2017, giving a total spend of €154,000. While imagination and good ideas go a long way, without some further resourcing there will be significant limitations on what can be done to really tap the potential of Irish culture and allow the image it reflects on Irish society to be meaningfully present and impactful in Germany.

### Our Image in Germany

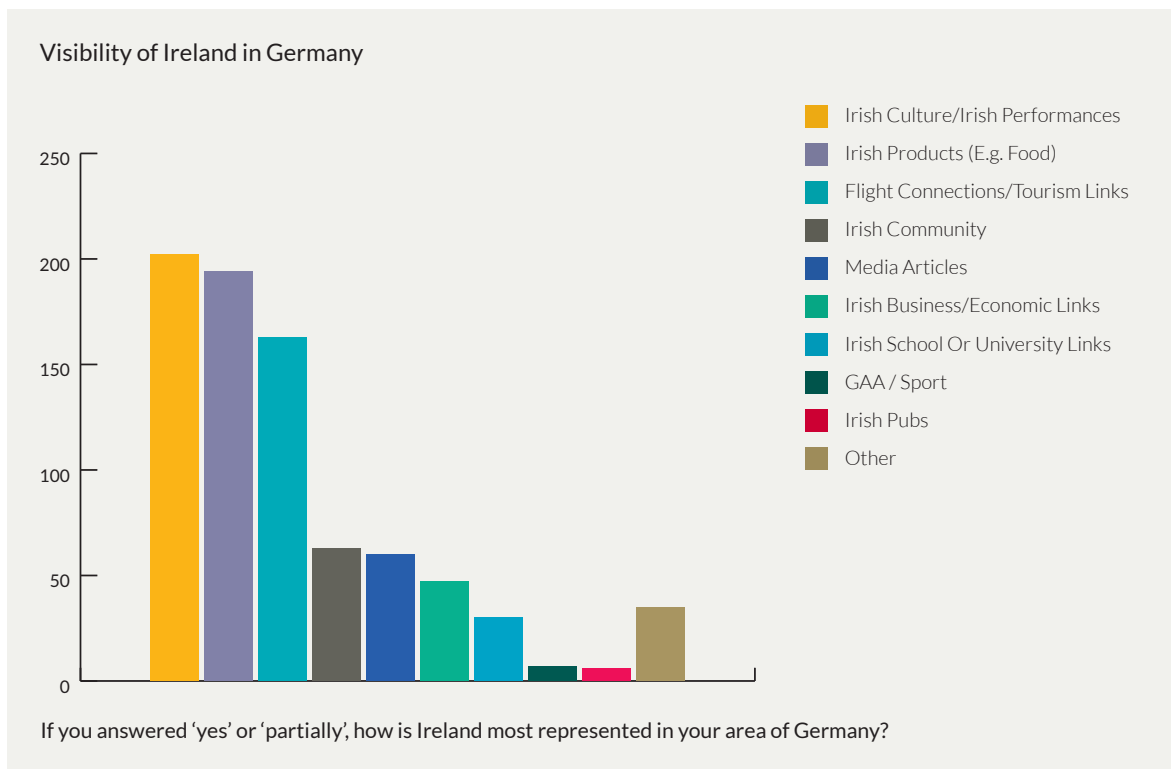
In order to further develop and deepen our understanding of popular German views on Ireland, questions relating to Ireland's image were included in the online survey conducted in January 2018.

40% of survey respondents said that they considered Ireland visible in Germany, with another 55% suggesting that Ireland was only partially visible. Irish culture and Irish products, followed by flight connections and tourism links, were seen as the three most visible representations of Ireland in different parts of Germany.

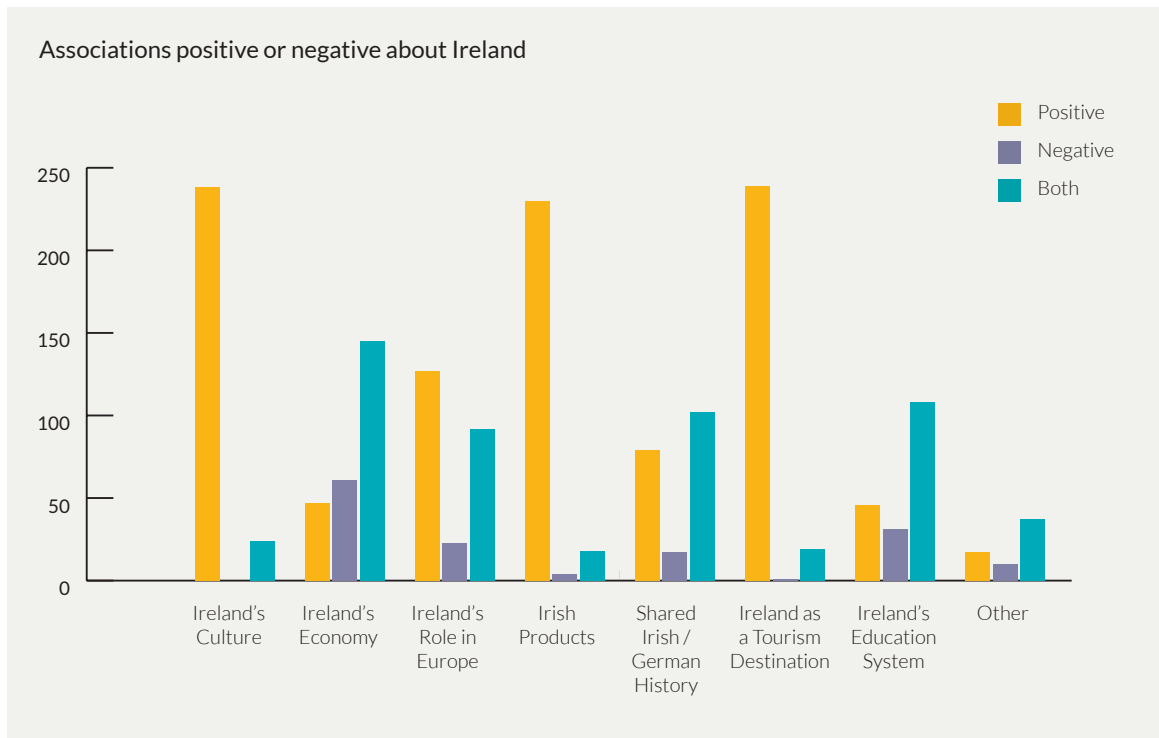
These three aspects: culture, products and tourism links were also identified by survey respondents as being viewed as overwhelmingly positive in Germany. Other aspects of Ireland: our economy, Ireland's role in Europe, shared Irish / German history and Ireland's education system were seen as both positive and negative with the highest percentage of solely negative associations connected with the Irish economy.

On the more negative side, both in the additional comments sections of the survey and during roadshow events, Irish community members identified corporate tax policy, particularly relating to large multinationals as creating negative associations with Ireland. There is a clear need to even more vigorously defend Irish policy in this area and to work to reduce misunderstandings and misrepresentations of our positions. It was also noted by some that while traditional stereotypes of Ireland can be positive for tourism and the promotion of food products, these stereotypes can also cut across other business interests. In the same vein it was highlighted that many of Ireland and Germany's most important business links such as in tech and pharma are not broadly visible in Germany.

More than three quarters of survey respondents believed that Ireland's image in Germany has changed



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or changed partially in recent years. Issues associated with these changes included economic developments in Ireland (positive and negative, crisis and recovery), tax, Brexit and the marriage equality referendum.

More than two-thirds of people thought that Irish-German relations would become deeper and better over the next twenty years. Most others thought it would stay the same with only a tiny minority voicing the view that relations would worsen. A very large proportion of respondents saw Brexit as creating new opportunities in Irish-German relations. Among the issues identified as important for the further development of the relationship, language and educational links and people to people exchanges were seen as particularly important.

The survey findings are very much in line with the experience and expectations of the Embassy. Ireland's image in Germany is in many ways strongly and overwhelmingly positive. But this positivity is limited to certain sectors while other sectors are absent or not well understood. There are also some areas, notably economic areas, where negative associations appear to be growing. Overall, Ireland's image in Germany is in need of some modernising and updating for both the current and coming generations. Cultural promotion, which widens the narrative on Ireland and promotes our creativity while dispelling stereotypes, will be a core element of this work.

### Our Community

A key resource for the promotion of Irish culture is, of course, the Irish people who have chosen to make Germany their home for a few months, a few years or a few decades. Strengthening Ireland's connections with our Irish citizens and people of Irish ancestry worldwide is a key Government objective. 'Global Irish - Ireland's Diaspora Policy', published by the Government in 2015, sets out an ambitious vision for 'a vibrant diverse global Irish community, connected to Ireland and to each other'. These Irish communities are made up of Irish emigrants, their descendants and those living abroad who share and celebrate an Irish heritage, identity and global links with Ireland.

The Irish community in Germany was just under 14,000 in 2016, a tiny 0.16% of the more than eight and a half million foreigners currently resident in Germany (10.5% of the German population of 82 million). This underlines the challenge of ensuring the Irish voice is heard in Germany. Despite its small size relative to the country and other foreign-born groups, the population has been steadily increasing. It was estimated at about 10,000 in 2010, meaning that in just six years the Irish population increased by 40%. This is also seen in the level of passport applications - applications from Germany increased from 1,271 in 2012 to 2,297 in 2017 - an 81% increase in just five years. Equally the numbers of Irish children being born in Germany is also increasing - from 946 in 2012 to 1,299 in 2017, an increase of 37%.



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## Ireland in Germany Today

The table below sets out the current figures for Irish citizens resident in each German state as published by the German Statistics Agency. All residents in Germany are legally required to register with local authorities. The statistics also show that there are approximately 20% more Irish men than Irish women in Germany (7,805 to 5,980), that the average age of Irish residents in Germany, both male and female, is just over forty and that while the average stay of Irish men in Germany is 14.8 years, that of Irish women is a slightly longer 17.6 years.

Traditionally, the largest Irish communities were found in the wealthier West German states notably Bavaria and Baden Wurttemberg as well as in the Düsseldorf region which enjoyed the first direct air links between Ireland and Germany.

In previous decades, many Irish arrived in these areas, attracted by jobs including summer jobs in car factories. Some of these ended up settling down with German partners and many are now raising children with dual Irish and German nationalities.

| German State           | Irish citizens (as of 2016) |
|------------------------|-----------------------------|
| Baden-Württemberg      | 1,775                       |
| Bavaria                | 2,910                       |
| Berlin                 | 2,155                       |
| Brandenburg            | 150                         |
| Bremen                 | 115                         |
| Hamburg                | 480                         |
| Hesse                  | 1,660                       |
| Lower-Saxony           | 680                         |
| Mecklenburg-Vorpommern | 40                          |
| North Rhine-Westphalia | 2,445                       |
| Rhineland-Palatinate   | 575                         |
| Saarland               | 110                         |
| Saxony                 | 285                         |
| Saxony-Anhalt          | 55                          |
| Schleswig-Holstein     | 295                         |
| Thuringia              | 55                          |

The East German states have traditionally hosted fewer Irish emigrants and this remains true today though there is a small but growing population in the general region of Leipzig and Dresden in Saxony. Berlin's Irish population is the fastest growing, having increased from 1,000 in 2005 to an estimated 2,155 in 2016, with anecdotal evidence suggesting even greater increases in recent months. This population is notable for its youth and for the high concentration involved in creative industries as well as in start-ups and tech companies. In 2017 and early 2018 the Embassy piloted a number of initiatives targeted at better serving and connecting with this community.

There is also a growing and increasingly active community in Hamburg and the surrounding state of Lower Saxony. A Hamburg – Irish Friendship Association and a GAA club were founded in 2015. The city hosted its first Irish Literature festival in May 2017 while a Hamburg chapter of the Irish Business Network was inaugurated in St. Patrick's week 2018.

There are more than sixty Irish community organisations spread throughout Germany including traditional friendship groups, music groups, cultural groups, Conradh na Gaeilge and the GAA. The latter is experiencing very significant growth in Germany and a German league is expected to be established in 2019. The Munich Irish Network organises the annual St. Patrick's Day Parade – the largest in continental Europe. The Embassy hosts a conference of all Irish societies and organisations in Berlin every two years.

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## Ireland in Germany Today

### Germany

| Name of Organisation        | Country       | 2017          | 2016           |
|-----------------------------|---------------|---------------|----------------|
| Conradh Na Gaeilge, Hamburg | Germany       | €1,150        |                |
| Irish Business Network      | Germany       |               | €19,700        |
| Munich Irish Network        | Germany       | €4,000        | €9,500         |
|                             | <b>Total:</b> | <b>€5,150</b> | <b>€29,200</b> |

The Irish Business Network has been in operation in Germany since 2011. It has active branches in Berlin, Düsseldorf, Frankfurt, Munich, Stuttgart and Hamburg.

In the last two years, the Irish Government's Emigrant Support Programme has provided funding of €34,350 to Irish community organisations in Germany.

In addition, since 2013, through the Global Games Development Fund, the Department of Foreign Affairs and Trade and the GAA have provided matched funding of €32,500 for developmental projects in GAA clubs across Germany. Some projects are one-off events, others have activities lasting the course of a year. One of the projects which received funding last year was a project involving 9 GAA clubs across Germany entitled German GAA – Sustain, Strengthen, Expand – Building on Success. These projects create important links between the global Irish and their local communities

Over recent decades community and people-to-people links have also been strengthened through town twinning. There are at least 15 of such town twinning arrangements in place with many located in Bavaria such as the very active relationship between Würzburg and Bray / Co. Wicklow as a whole. Most recently Letterkenny and Rudolstadt in the state of Thuringia started the process to inaugurate a formal town twinning on St Patrick's Day 2018.

Not all of the existing twinning arrangements are currently active, though some most certainly are, and there is sometimes a sense that twinning has lost its popularity. Against this background, it is worth reflecting on what can be done to support existing and successful twinning and more broadly as we enter the mid decades of the 21st century, what is the best method to promote people to people exchanges?

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# Future Relationship and Recommendations

This section is divided into four broad areas which both overlap and underpin one another:

**Part A:** A Wider Footprint across the German States

**Part B:** Deepening the Centre – Getting Berlin Right

**Part C:** Promoting our Global Island in the Heart of Europe

**Part D:** Serving an Evolving Community – Drawing on their Combined Footprints

The overarching message is that if we want to maximise the potential of the relationship we need to widen and deepen our engagement and interaction with Germany in all its aspects – political, economic and cultural.

We need to connect with Germany – its people, its industry, its Government, its Parliament – at a new level. At the heart of the European continent, we need to re-position Ireland and actively promote – as one – our values, our culture and our European and global contribution. We need to harness the potential and energy of modern Ireland and its diaspora and showcase this in Germany.

The recommendations which follow are concrete suggestions to move decisively in this direction. If implemented, these recommendations should deliver the type of stepped-up engagement – the widening and deepening – described above.

Taken together, the recommendations in this review imagine a relationship between Ireland and Germany which runs across our Governments, our economies and our societies, which is progressive, innovative, responsible and mutually beneficial – for ourselves as well as our common neighbours.

## Measurable outputs will include:

- Political - increased numbers of visits and other direct contacts with the Federal Government and State Governments; more joint areas of cooperation; more joint work and / or joint positions on EU domestic policy issues; greater cooperation on foreign policy issues leading to better outcomes for our priorities and values.
- Economic – increased trade in goods and services, increased investment, further tourism growth.
- Public Diplomacy – a significant step-up in the number and geographic spread of talks and engagements with business organisations, umbrella groups, cultural groups, the education system, universities, foundations etc.
- Culture – increase in the number, scale and profile of culture events in Germany and in the size of their live and social media audience reach with corresponding impacts on Ireland’s image.
- People to People - measurably better connections including across cultural organisations, community organisations and in the university and research sector.

Implementation of the recommendations will be strategically evaluated not just from traditional value for money perspectives but also with a view to assessing if we are moving towards the goal of a deeper connection with Germany and the telling of Ireland’s full and authentic story to this audience of 80 million people. This strategic evaluation will be embedded in the implementation of the recommendations from the start, allowing for them to be reassessed and amended as needed.

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# Part A: A Wider Footprint Across the German States

As we seek to widen and deepen our relationship with Germany, an indispensable element will be to avoid a solely Berlin-centric approach.

Germany is a highly federalised country. The sixteen German States have extensive powers in many areas of both domestic and EU policy including social policy, education and interior affairs. There is also extensive exchange both ways between the State Governments and the Federal Government in Berlin. Germany's federal nature is not just evident in Government and administration but even more so in the private sector and the media.

Frankfurt is Germany's financial centre, Hamburg is a media stronghold, Munich, Düsseldorf and Stuttgart are key centres of business and industry. Lower Saxony and Bavaria are key agricultural states. Berlin has a rapidly expanding tech start-up industry. The car industry, and the business infrastructure it fosters, is present throughout Germany but is particularly important in Bavaria, Baden-Württemberg, Hesse and Lower Saxony.

The German States all enjoy thriving, well-resourced cultural institutions and education institutions. Universities are spread throughout the country as are world class theatres, opera houses, concert venues and orchestras.

The diversified structure of politics and the economy in Germany is already reflected in the level of official and political visits to cities and regions throughout Germany while the State agencies are represented in Düsseldorf (Enterprise Ireland, Bord Bia) and Frankfurt (IDA Ireland, Tourism Ireland) but not in Berlin. There is, however, a pressing need to step up these efforts and to ensure that not only the current but also future generations of political and business leaders in Germany, whether they hail from North-Rhine Westphalia, Bavaria or Hesse, Baden-Württemberg, Lower Saxony or Saxony, automatically turn to Ireland as a first order partner. Ireland needs to make itself visible and present – politically, economically and culturally - throughout Germany and in the south as much as in the Berlin focused north-east.

## Opening in Key German Capitals: Frankfurt, Munich, Dusseldorf: Building a New Era of Relationships with the German States

**1 Recommendation:** Open a new career Consulate in Frankfurt in 2019. In considering further expansion of our footprint, Munich should be prioritised in the short to medium term. Düsseldorf is also deserving of attention. Public Diplomacy and developing Ireland's profile would be at the core of the work of these consulates – their role will be to bring Ireland to the forefront in their states and the surrounding areas. Getting on the road, speaking to business organisations, umbrella groups, big companies and SMEs – the famous German Mittelstand - universities, schools, companies, showing the public face of our modern, open and dynamic country will be at the heart of the role of new Consul Generals.

**Detail: Frankfurt** Home of the European Central Bank and the Single Supervisory Mechanism, Frankfurt is the financial capital of the Euro area, a role which will be further strengthened post-Brexit. There are some 199 banks in Frankfurt and 7,900 financial services enterprises. An Irish Consulate in Frankfurt would have a clear mandate to focus on building relationships, identifying opportunities and developing Ireland's economic reputation and interests, including promoting national strategies, such as IFS 2020. Some of the big German names headquartered in Frankfurt include Deutsche Bank, Commerzbank and the German Stock Exchange as well as, outside the financial sector, Merck and Opel. The work of a new Consulate would complement the work of IDA Ireland and Tourism Ireland, both of whom are based in Frankfurt. The new Consulate would also increase the impact of new resources which the Department of Finance and the Department of Business, Enterprise and Innovation either already have or are considering deploying in Germany through the Embassy in Berlin.

Irish companies active in Hesse include Ryanair, Collen Construction, Smurfit Kappa, ICON Clinical Research and SuCrest (Kerry Group). Brexit will increase the potential for cooperation between Ireland and Frankfurt, including in areas like FinTech and Green Finance. The Consul General, however, would also be tasked with building a close relationship

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## Part A: A Wider Footprint Across the German States

with the Government of Hesse in Wiesbaden (the state capital a short distance from Frankfurt). Working closely with the Embassy in Berlin, the Consulate would also have an important role in promoting Ireland's image, Irish culture and servicing the Irish community in central and southern German region, including both supporting and leveraging the network of senior Irish business executives in the region. Some 44 million people live within a 200km radius of Frankfurt.

**Munich** There would be very significant dividends to opening a career Consulate in the Bavarian capital and southern economic powerhouse, Munich. Bavaria has a long history and a unique political identity. It plays a vital role in German Federal politics, including through the CSU party, a coalition partner in most German Governments in Berlin. Ireland probably has stronger political ties to Bavaria than any of the other German States. There would be a clear advantage in building further on these while intensifying economic, education and cultural promotion work in the wealthiest German state, a key industrial and technological centre including for the car industry and related software and for artificial intelligence opportunities. Bavaria is Germany's largest state, with a population of 12 million inhabitants larger, for example, than Greece, Belgium, Portugal, Sweden, Austria or Denmark. Most importantly, it has the largest economy of any region in Germany or Europe - its GDP exceeds €549 billion (only 20 countries in the world have a higher GDP and the Bavarian economy is larger than those of 21 of the 28 EU Member States). Among the best-known companies based in Bavaria are BMW, Audi, Man, Siemens, Allianz and Munich RE. Bavaria also has the largest Irish population in Germany.

**Düsseldorf** With a population of just under eighteen million, North Rhine-Westphalia is Germany's most populous state (and in population terms would be the eighth largest EU Member State if it were independent). Ireland has strong economic links with the state but there remains significant untapped potential. At the same time and since the Embassy moved to Berlin nearly twenty years ago, there has been limited Irish political engagement with the state of North Rhine-Westphalia and its Government. A new Irish Consulate in Düsseldorf would have a dual

equally important focus: building a deep relationship with the State Government which has a key role at federal level, not only in the Bundesrat (the upper house of the German parliament) but also as a key influencer and shaper in many of the main political parties; and working to promote Ireland's economic reputation in this state which is an important centre of the so called Mittelstand - the backbone of the German economy - as well as home to some of Germany's industry champions (Thyssenkrupp, E.ON, Aldi, Rewe, Deutsche Post and Deutsche Telekom.)

### Expert Advice from the Front Line of German Industry: An Irish-German Economic Council for a Modern Business Relationship

**2 Recommendation:** Establish a high level Joint Irish-German Economic Council to provide advice to the Government on maximising Ireland's economic relations with Germany.

**Detail:** Ireland benefits from the considerable goodwill of a small but influential group of very senior executives who have an interest in Irish-German relations. This includes both Irish persons at the highest level in German corporations and German executives in Irish investments in Germany. It also includes some senior German executives based in Ireland. A formal Irish-German Economic Council, working in partnership with our relevant economic agencies and chaired by the Tánaiste, would seek to bring together a small number of these senior executives for annual high-level discussions with the Government. This will be an important source of support for the Government as it seeks to develop Germany as one of our key post Brexit diversification markets.

### Shared Languages Enhance Understanding

**3 Recommendation:** Agree and implement a German Language Strategy in Ireland.

**Detail:** The issue most frequently raised in roadshows and consultations is the question of German language learning in Ireland. At present the lack of progress in this area is putting Ireland at a business disadvantage in Germany and it is thus proposed to develop a new German language strategy for Ireland. Clearly this would seek to build on the new Government strategy

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## Part A: A Wider Footprint Across the German States

on foreign languages in schools, announced by Minister Bruton in December 2017. Such a strategy must address the teaching of German as well as the availability of enhanced learning opportunities and exchanges for students. The Embassy will work with the Department of Education and other partners to deliver on this objective.

The strategy will not only focus on schools, however, but also on increasing German language awareness within the public service and the private sector. This might include the establishment, with the cooperation of the German Embassy in Dublin, of a German speaking network within the civil service.

### **The Role of our Higher Education Institutions: A Network of Irish Academics**

**4 Recommendation:** Revitalise Ireland's connections with German education institutions and universities through the creation of a network of Irish academics and teachers working in German institutions and German academics teaching Irish studies or the Irish language or with a strong interest in Ireland.

**Detail:** Mapping work to facilitate the establishment of such a network has already begun with a view to a formal launch in 2019, as part of broader efforts to mark the 90th anniversary of diplomatic relations. A follow-up step which may be facilitated by this work could be the identification and development of a small number of partner institutions, where Irish studies could be further developed.

We should also explore the building of partnerships in the technological and vocational training sector in Germany to support the development of our apprenticeship and vocational training sectors. There is great potential for increased levels of cooperation in the area of research with the German higher education institutions and partners.

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## Part B: Deepening the Centre – Getting Berlin Right

Due to its size and geographical position, its economic strength and its network of strong alliances across the Union as well as our common interests and values, Germany is an indispensable partner for Ireland within our shared European Union. Whether in the day-to-day legislative work of the EU or in its deliberations on the future direction of the Union, it is essential to build support for Ireland's positions within Germany and to understand German positions and their underlying motivations. Crucially this requires a continuation and intensification of our engagement with the Federal Government in Berlin.

### Continual Renewal and Revitalisation of our Political Relationships

**5 Recommendation:** Further develop contacts at the highest level following on from the State Visit to Ireland by the President of Germany and undertake a focused effort to renew and revitalise political and parliamentary links particularly among young politicians and political advisors.

**Detail:** The President of Germany visited Ireland in 2015. The last Irish State visit to Germany was in 2008. Such visits are important high points in the relationship between the two countries and offer an invaluable and timely means to further promote and articulate the enhancement of relations which is the focus of this Review. Whether at Government level, within the political groupings of the European Parliament, or between the Dáil and the Bundestag there are positive existing relationships. These should be fostered further across all groups and notably involve young politicians and where possible drawing also on the resources of the German political foundations.

Possibilities for intensified parliamentary exchange will be pursued including through the Parliamentary Friendship Groups. These might include exchange programmes for officials and the potential introduction of a Parliamentarian exchange along the lines of the existing Franco-German model (Parliamentarians spend one week each shadowing a counterpart with the help of a translator – attending plenary and committee meetings with them as well as constituency events and clinics.)

In addition, it is proposed to establish an annual awareness-raising visit to Ireland for groups of 6-10 political advisors working for Bundestag Parliamentarians. This would be focussed on advisors working for members of the European Affairs, Foreign Affairs and Finance Committees and would be similar in scope to visits arranged for foreign press.

### Government to Government Consultations – Upgraded High-Level Dialogue to Add Value and Build Connections

**6 Recommendation:** Formalise Regular Bilateral Contact at Secretary General and State Secretary Level.

**Detail:** Provisional agreement has been reached with the German Government to establish regular bilateral consultations at Secretary General (State Secretary in the German system) level. These consultations would be led by the Department of Foreign Affairs and the German Foreign Office with the involvement of three to four other Secretaries General from both sides (with the composition varying from time to time.) Agendas would be focused on areas where closer discussion and cooperation will bring measurable added value. On occasion the meetings might also be complemented by private sector roundtables. Potential issues for early discussion might include digitalisation, artificial intelligence, cyber security, renewable energy, civilian crisis management, as well as education. This and other political, parliamentary and official exchanges will also offer valuable opportunities for promoting better understanding of policy positions on both sides.

### Building an Embassy for Tomorrow

**7 Recommendation:** Make creative and effective use of new Embassy resources to serve a whole of Government function and pilot new ways of working for our Embassies of the future.

**Detail:** The Embassy in Berlin has already been given increased resources in response to the challenge of Brexit. In addition to a senior HQ based officer, on a pilot basis the Embassy has also been able to recruit two new locally sourced staff members to undertake policy support work (in contrast to the clerical and consular work traditionally undertaken



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## Part B: Deepening the Centre – Getting Berlin Right

by local staff.) An official from the Department of Finance will shortly be seconded to the Embassy and consideration is being given to secondments from other Government Departments, including the Department of Business, Enterprise and Innovation, responding to Brexit diversification challenges. This will allow the Mission to serve a truly whole of Government function. Taking advantage of new resources, the Embassy in Berlin is also ideally positioned to pilot new ways of organising work and of effectively undertaking policy and public diplomacy work within the EU in a post-Brexit world.

### Fostering Stronger Connections and a Better Understanding of Domestic EU Policy Issues

**8 Recommendation:** Regularise consultations between Dublin and Berlin-based officials on EU issues.

**Detail:** EU policy is developed and legislation enacted in Brussels and Strasbourg but positions are formed and influenced in the capitals of the EU. Whether in regard to Brexit or the EU budget, transport safety or social policy, banking regulation or environmental protection, research, climate action, the future of the Common Agricultural Policy or any one of the myriad of other areas where EU action or legislation has an impact on Ireland and the lives of Irish citizens, it is essential that we work with Germany as one of the strongest voices at the table. We will not always agree but we need to have as many and as open channels of communication as possible. To facilitate this, we will ensure that the existing pattern of regular meetings, dealing with EU and International issues, between the most senior Irish and German Foreign and Finance Ministry officials, accompanied by relevant colleagues, is maintained. In addition, we will arrange regular (at least every twelve months) visits of key personnel from Departments in Dublin to further develop their relationships with German counterparts and to discuss key issues on the EU agenda. We will encourage return visits to Dublin. The potential could also be explored for official level exchange programmes which have previously been successful between our respective Finance Ministries.

### Broader than Government: Creating Think Tank and Public Sector Overlap – Injecting New Ideas and Diverse Voices

**9 Recommendation:** Enhance dialogue between German and Irish Think Tanks with German and Irish officials.

**Detail:** In January 2017, the SWP, the leading German foreign and security policy think tank, together with the Dublin based Institute for International and European Affairs hosted consultations between both institutions and senior officials from both Governments led by the Irish Department of Foreign Affairs and Trade and the German Foreign Office. The day long event stimulated new ideas and better understanding of thinking on both sides. In cooperation with all four partners, it is hoped to build further on this starting with a similar event, hosted in Dublin in the first half of 2019.

More broadly, efforts will also be undertaken to foster greater engagement and cooperation, including by Irish university researchers with the extensive and well resourced think tank and foundation community in Berlin and throughout Germany.

### Shared Values: Working together for Greater Impact in a Globalised World

**10 Recommendation:** Identify and pursue opportunities for Ireland and Germany to demonstrate that within the EU a larger Member State and a smaller Member State can work together effectively and deliver added value for foreign policy goals particularly in areas of core shared values.

**Detail:** Given deeply-held shared values in many areas of foreign policy, Ireland and Germany should have the capacity to collaborate better on common foreign policy interests. Such bilateral cooperation, which could potentially result in joint Ministerial visits to third countries, has the potential to make important statements about our values and our commitments. Some immediately identifiable areas for potential cooperation include civilian crisis prevention, disarmament / arms control and policies in Africa. Following-up on work already in train in these three areas, efforts will be intensified to identify and pursue specific areas of potential cooperation.



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## Part B: Deepening the Centre – Getting Berlin Right

**11 Recommendation:** Initiate closer co-operation between Ireland and Germany in the United Nations, to be led by our Permanent Missions in New York and Geneva, in the framework of our broader political dialogue on issues of shared global concern.

**Detail:** As noted above, Germany and Ireland are likeminded on a wide range of issues of shared global concern, in particular our strong support for the rules based multilateral system and the United Nations. Both Ireland and Germany see the UN as the cornerstone of the system of international order. In the context of a commitment to deepening our political dialogue with Germany, there is scope for enhancing our co-operation across the UN system on a range of issues of shared interest, including development co-operation, particularly in Africa, support for peacekeeping and peacebuilding, disarmament and arms control, and the importance of reforming the UN to make it fit for the future. Ireland's Permanent Missions in New York and Geneva will work with Germany to identify and develop areas for closer co-operation

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## Part C: Promoting our Global Island in the Heart of Europe

Ireland has a generally positive image in Germany though there are clear vulnerabilities in relation to certain areas including tax and data protection where Irish policies can sometimes be viewed with reservation.

There is a real danger that this positive but largely traditional and somewhat old-fashioned image will not be passed on to new generations who may not be as positively disposed. There is also a danger that even those who have a very positive attachment to Ireland are only aware of part of the complex story and identity of our island.

There is a need to better communicate our modern, dynamic country in Germany and to ensure that all aspects of our culture – the timeless and constantly renewed traditional and the evolving modern – are understood and appreciated.

This will involve significant investment in Ireland's image in Germany and in the promotion of our culture. Ireland's cultural spend in Germany is currently very small and should be significantly increased. This will pay dividends, however, not only for Ireland's image and culture but also for the promotion of our economy, our exports, our investment offering and our tourism. Germany is already Ireland's fourth largest trading partner, second largest inward investor and third largest source of tourists. All of these areas have significant capacity for further growth.

### Ireland – One Message

**12 Recommendation:** Establish enhanced coordination mechanisms within Team Ireland in Germany to ensure that media and communication strategies are complementary and coordinated to the extent possible.

**Detail:** While fully respecting the diversity of messages which cross promotional sectors (from tourism to food to tech), increased efforts will be made to seek opportunities for complementarity and coordination in media and communications messaging by Team Ireland in Germany. In this context, it is worth noting that Tourism Ireland alone spends more than €4 million annually promoting Ireland in Germany. This work will also take into account the important role of press officers in Embassy London

and the Permanent Representation in Brussels in working with German media covering Ireland. An important element of this work will also be to address more robustly negative attitudes towards some Irish policies such as on taxation and data protection. Consideration may also be given to commissioning professional polling on Ireland's image in Germany and using the information gleaned to design future work.

### An Ireland House in Berlin

**13 Recommendation:** Establish the Embassy as an Ireland House in Berlin.

**Detail:** Some of the agencies have been increasing their presence in Germany. Bord Bia, for example, has enlarged its Düsseldorf Office while IDA's European Headquarters is now in Frankfurt. While none of the agencies are currently expected to establish a presence in Berlin, this is a factor which may arise in some cases in the years ahead. In the interim, the continuing growth of the capital as a start-up and tech hub means that agency staff are spending more time in the city and hosting more Berlin-based events. The Embassy already makes its event and exhibition space available for agency use as needed. This cooperation will be formalised and intensified by the establishment of the Embassy as Germany's "Ireland House". Under this arrangement, the Embassy will also be in a position to provide "hot desking" space and meeting room space for the agencies and in some circumstances client companies.

### 2020 / 2021: Putting Germany at the Heart of Irish Culture Abroad

**14 Recommendation:** Kickstart a new phase in relations with a year-long celebration of Irish culture in Germany in 2020 or 2021.

**Detail:** Build on the model of Ireland in Great Britain 2018 with – for the first time – a serious and focused investment in the promotion of Irish culture in Germany in 2020 or 2021, not only in Berlin but across the German states. This would recognise – for the first time at such a high level – the importance of promoting Irish culture at the heart of the European continent. The initiative would require a sufficient level of financing and would be closely tied with the

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## Part C: Promoting our Global Island in the Heart of Europe

recommendation to create an Irish Cultural Centre run by a qualified Cultural Director within the Irish Embassy / Ireland House in Berlin. The commitment of Culture Ireland to support such further activity in Germany is welcome and it is strongly recommended that this now be taken forward as a matter of priority with a view to a comprehensive programme being in place to lift Ireland's cultural profile for 2020/2021. It will, thereafter, also be important to sustain this cultural profile through a continuing, well financed programme reflecting all aspects of Ireland's culture.

### An Irish Cultural Centre in Berlin – Ireland House as a Cultural Hub

**15 Recommendation:** Establish an Irish Cultural Centre run by an experienced professional Cultural Director within the Embassy (Ireland House) in Berlin.

**Detail:** It is strongly recommended that a full-time high level Cultural Director be appointed to work out of the Embassy in Berlin, curate the Embassy event and exhibition space while working with external partners to develop and implement Irish cultural events throughout Germany drawing on existing community and cultural networks and developing new ones. While the Embassy currently undertakes an active cultural programme, this is limited in its scope and budget. The new Irish Cultural Centre staffed by a dedicated and qualified Director would be of an entirely different quality and bring the level of specialisation now required to be more fully effective in this field. While modest in comparison to what other countries invest in this space, the implementation of this recommendation should help bring about the type of step-change necessary to lift our cultural profile in Berlin and throughout Germany. The Director would be appointed on a three year contract and would be an experienced, locally recruited person of sufficient standing with strong knowledge of both the Irish and German cultural worlds. The establishment of a Director within the Embassy would achieve many of the same goals as a full-time cultural centre but at a fraction of the cost of establishing a stand-alone institution. It would also take full advantage of the Embassy building.

### Berlin: A Cradle of Young Irish Creativity

**16 Recommendation:** Foster young Irish artists of all disciplines who are resident in Berlin (without excluding those working in other parts of Germany) and establish the city as a cradle for young and upcoming Irish talent.

**Detail:** Fostering young Irish creativity would be a key priority for a newly appointed Cultural Centre Director in the Embassy/ Ireland House. A key part of this work would be the further development of a planned annual festival of young Irish culture in Berlin notably an annual competitive art exhibition and prize and related showcases for Irish writers, musicians and other performers. Equally important will be supporting and fostering initiatives undertaken and developed by the artistic community in the city as well as building on the success of events such as "Other Voices Berlin."

### Research & Development: Tapping the Further Potential

#### Celebrating Existing Partnerships: Telling this Story

**17 Recommendation:** Publicise and support the further expansion of Irish-German R&D links.

**Detail:** Almost 10% of German funding drawn down under the EU's Horizon 2020 to September 2017 was in collaboration with Irish partners. Proposals involving Germany-Ireland partnership have a 17.0% success rate on Horizon 2020 programmes compared to an average of 14.6% success when Ireland partners across all other Member States or Horizon 2020 associated countries. This fact, which underlines the vibrancy of the Irish research and scientific sector needs to be part of the modern branding of Ireland in Germany. At the same time efforts should be made to assist Science Foundation Ireland in further increasing mutually beneficial partnerships such as that with Fraunhofer. Further work needs to be undertaken to identify the best means of doing this but it will include making better use (and improving our knowledge) of existing Irish – German academic and scientific links.

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## Part D: Serving an Evolving Community – Drawing on their Combined Footprints

There are about 14,000 Irish citizens in Germany, perhaps 20,000 or more who have Irish roots of some sort or another and an unquantifiable number of affinity diaspora – Germans who for whatever reason have a strong connection or positive disposition towards Ireland and who along with our citizen population are an unparalleled resource for the State and its people. This community is changing and evolving – we need to service their twenty first century needs while tapping the unparalleled resource they provide to ensure that Ireland’s footprint in Germany is as wide and deep as possible.

### Annual Irish Diaspora and Affinity Diaspora Award

**18 Recommendation:** In the spirit of Heinrich Böll, establish a new annual award to recognise the important role and contribution of both the Irish diaspora and affinity diaspora in Germany.

**Detail:** The first award will be given in 2019 to mark the 90th anniversary of diplomatic relations. The award (one per year) will recognise the contribution of individual Germans to the promotion of Ireland and Irish culture in Germany and the development of stronger links between the two countries. It will draw on the spirit of Heinrich Böll, the foremost example of Ireland’s affinity diaspora in Germany.

### Berlin as a Regional Hub for Consular Services

**19 Recommendation:** Prepare a feasibility study on the potential for establishing Berlin as regional hub for centralised consular services notably passports, foreign birth registrations and visas.

**Detail:** Properly resourced, Berlin could act as a regional hub for the provision of certain consular and visa services. This could result in significant economies of scale while also allowing smaller missions in the region to focus on policy and public diplomacy work, while continuing, of course, to provide consular assistance to citizens in their jurisdictions. A detailed feasibility study will first be required to establish if this would be logistically and legally possible and if it would really produce economies of scale.

### Re-imagined Outreach for a New Generation

**20 Recommendation:** Design and implement imaginative new outreach initiatives for a new generation of young mobile emigrants.

**Detail:** Initiatives already in train in this area include the development of the recently established Irish Friday Club every first Friday of the month in the Embassy – inspiring talks and networking on making it in Berlin in the cultural and business space - as well as support to foster young Irish cultural talent in Berlin. This should not be seen as restricted to young Irish Berliners but also encompassing the new generation of Irish emigrants throughout Germany, in the widest definition of “new” – emigrants who have left in recent years, young Irish emigrants in their twenties and early thirties and the digitally connected emigrants.

Other initiatives will include annual networking events for current and former Erasmus+ students, the development of alumni events in support of the Diaspora Strategy, the establishment of a mentoring scheme and the establishment of a dedicated Irish Abroad unit within the Embassy (within existing resources) to ensure a greater focus on the imaginative development and implementation of initiatives in this area. It is also intended that these initiatives, appropriately customised, will also be rolled out by the new Consulate or Consulates in due course.

An important element of this work will be to continue to support the further development of the role and functions of the Irish Business Network both through its central committee and through the further widening of its geographic spread, building on the recent opening of a Hamburg chapter. This work will recognise the dual functions of the network both as a business and trade promotion tool and as a community support organisation.

### Greater Connectivity means Greater Impact: A German-Irish Council

**21 Recommendation:** Establish and develop a German-Irish Council consisting of Irish community and cultural groups in Germany and foster stronger regional connections and multiplier effects between Irish community and cultural groups.

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## Part D: Serving an Evolving Community – Drawing on their Combined Footprints

**Detail:** At present, the Embassy brings together all of the sixty plus Irish community groups and cultural organisations for a biennial event in Berlin. This will be developed into a new German-Irish Council. A key focus of the first meeting of the Council in the second half of 2018 will be exploring the potential for new initiatives to increase people to people exchanges.

A related idea which emerged from the roadshows is to complement this with the creation of regional networks of Irish community and cultural groups in different areas of Germany. It is hoped that these regional networks will encourage cooperation, pooling of resources and ideas and support for community volunteers.

### **Building and Maintaining Irish Connections – Children and Family Outreach**

**22 Recommendation:** Build connections for and with returning children and their families and for the second and third generation Irish in Germany.

**Detail:** A new Irish Abroad Unit in the Embassy will undertake an initiative to reach out to Irish and Irish-German families both those who will be returning to Ireland with their children, many of whom have been born or schooled in Germany, and those who have put down longer term roots. This will include events for currently stay at home parents with young children as well as programmes for the further development of Irish language classes for primary school aged children. Again, this would also be a priority for the new Consulates. Both the GAA and Conradh na Gaeilige are important partners in this effort.

### **Schools & Youth Exchange – Connection of the Future**

**23 Recommendation:** Foster 21st Century Pen Pals in Schools and Young Leaders Exchanges.

**Detail:** Together with the German Embassy in Dublin, a programme involving 3-5 Irish and 3-5 German Secondary schools will be developed. The programme will include visits to schools by the respective Ambassadors, half day visits to the Embassy – to include workshops and a lunchtime reception – for students and email pen pal match ups with students from the schools in the other country.

In addition, the Embassy will seek to secure places for high quality Irish participants in German run young leaders programmes and to introduce a German place in the existing Iveagh Scholar programme.

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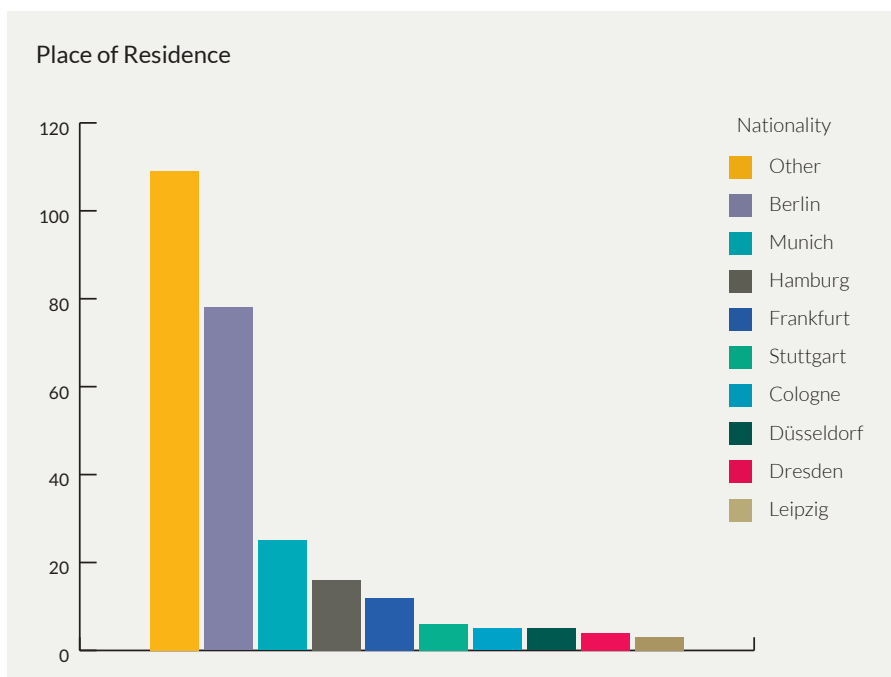
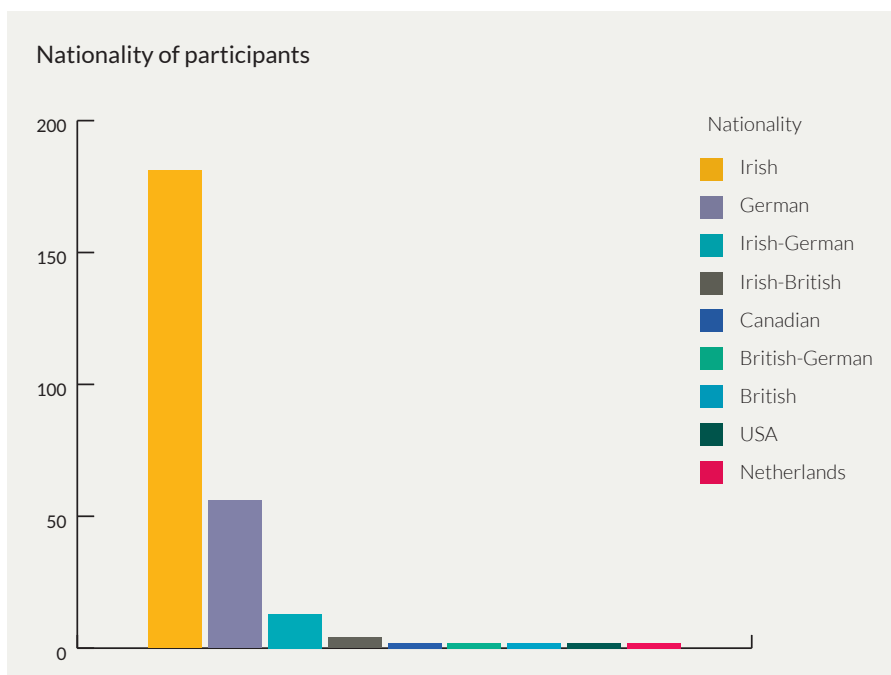
## Next Steps and Evaluation

It is recommended that a steering committee be established to oversee, on a continuing basis, the implementation of the recommendations in this review and to make appropriate adjustments, if needed. In any event, given the evolving circumstances, including the uncertainties arising from Brexit, it is recommended that another such Review be undertaken in 2023. It is clearly not possible to be sure that the measures now recommended will still be appropriate in five years' time.

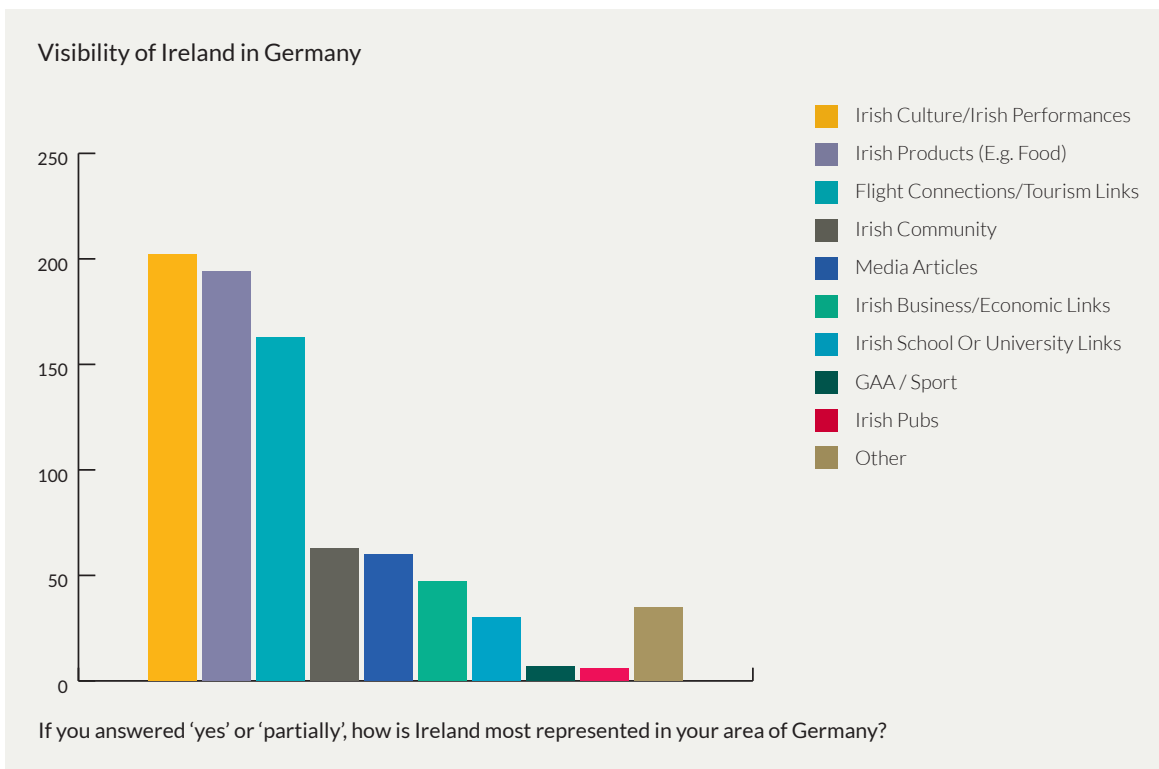
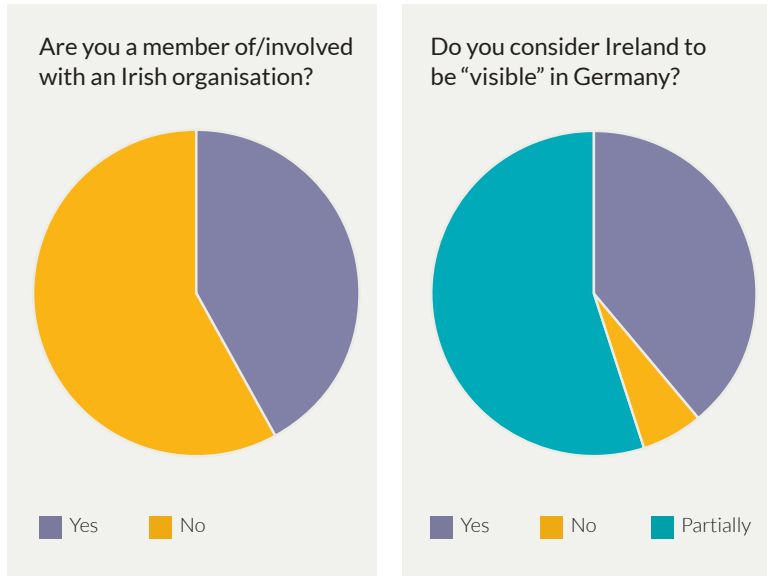
Implementation of the recommendations will be strategically evaluated not just from traditional value for money perspectives but also with a view to assessing if we are moving towards the goal of a deeper connection with Germany and the telling of Ireland's full and authentic story to this audience of more than 80 million people.

# Annex 1: Summary of Survey Responses

Some 265 responses were received to the online survey on Irish-German relations. The charts below summarise some of the key responses. Additional written input from survey participants was also considered and incorporated into the general review process, together with ideas and suggestions brought forward in roadshow meetings and in the one on one consultations.

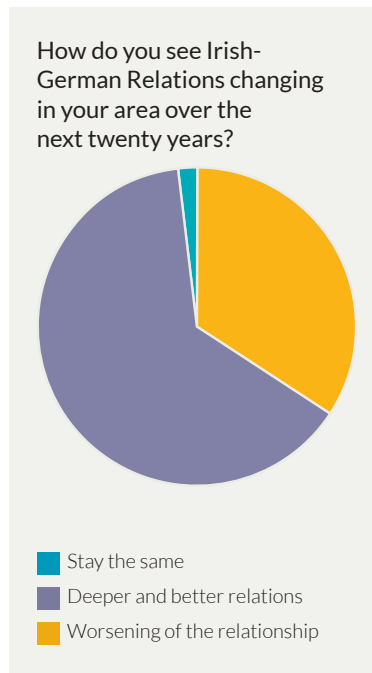
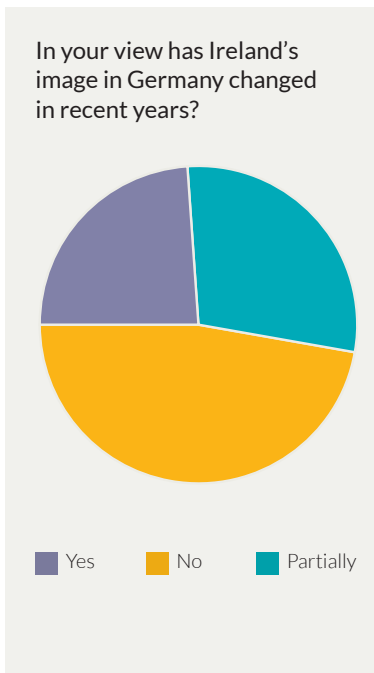
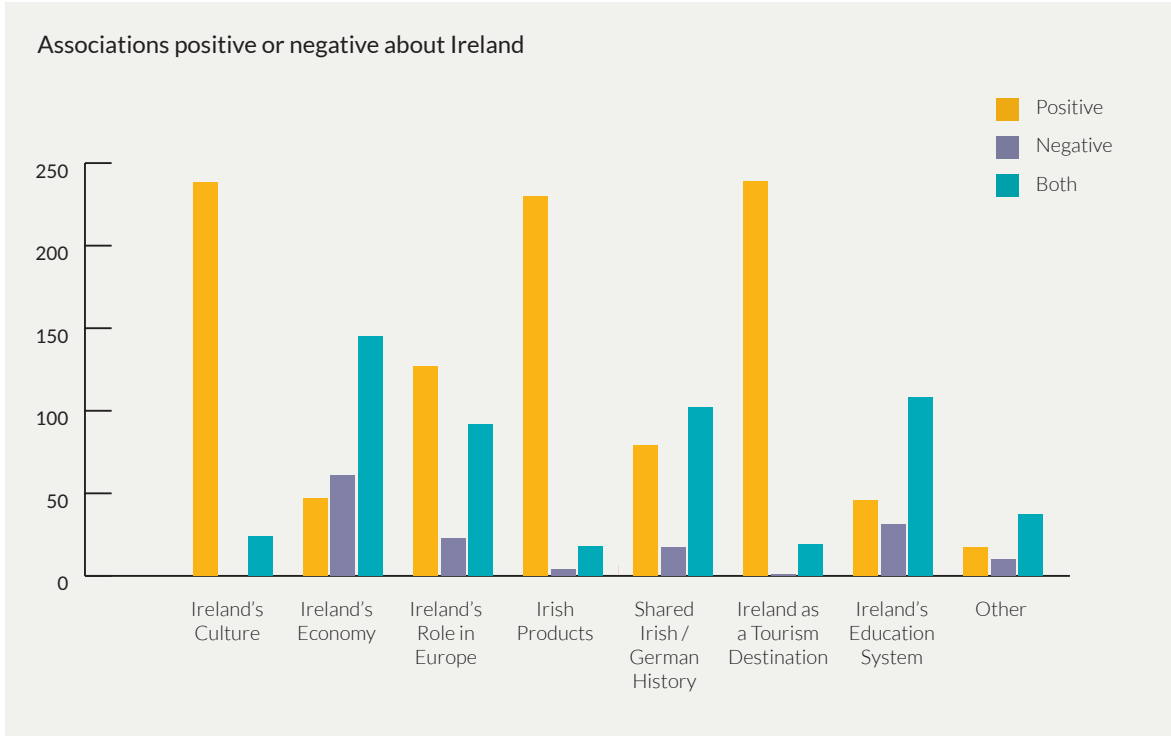


## Annex 1: Summary of Survey Responses



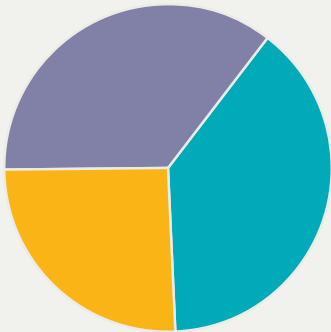


## Annex 1: Summary of Survey Responses



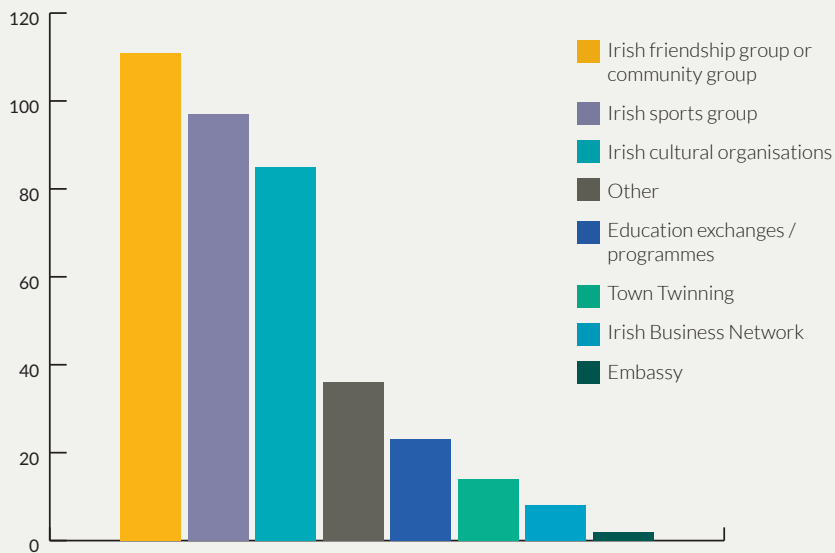
## Annex 1: Summary of Survey Responses

Are there strong people-to-people links or is there an active Irish community in your area?

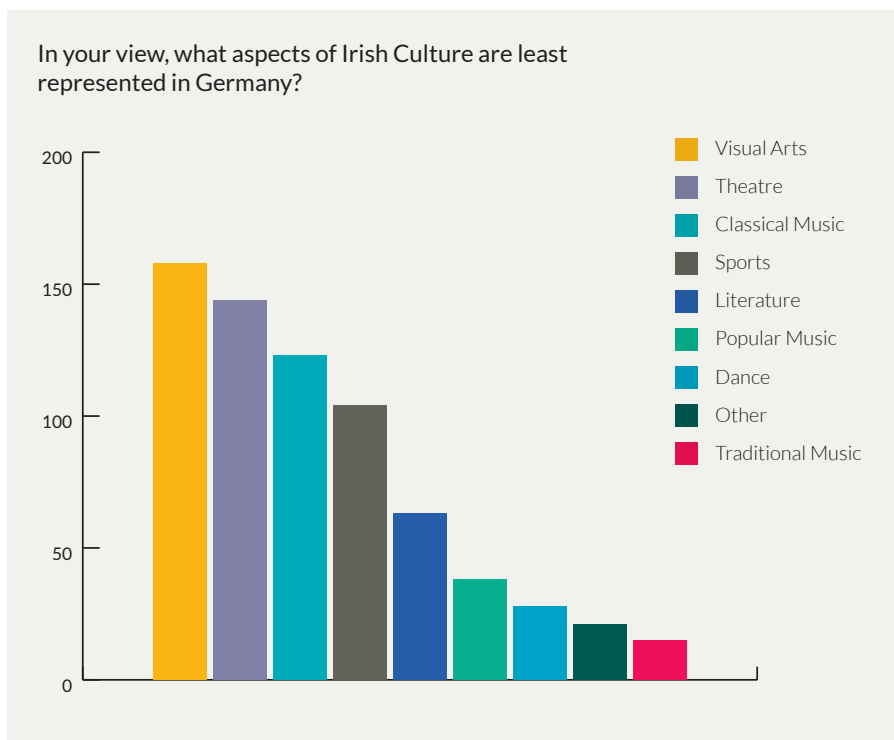
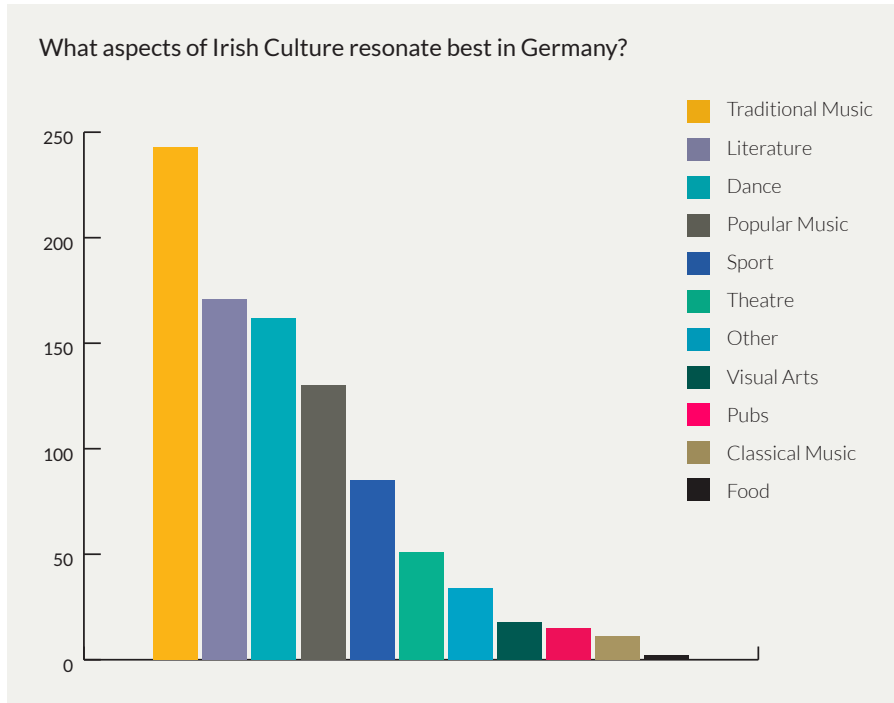


Yes No Partially

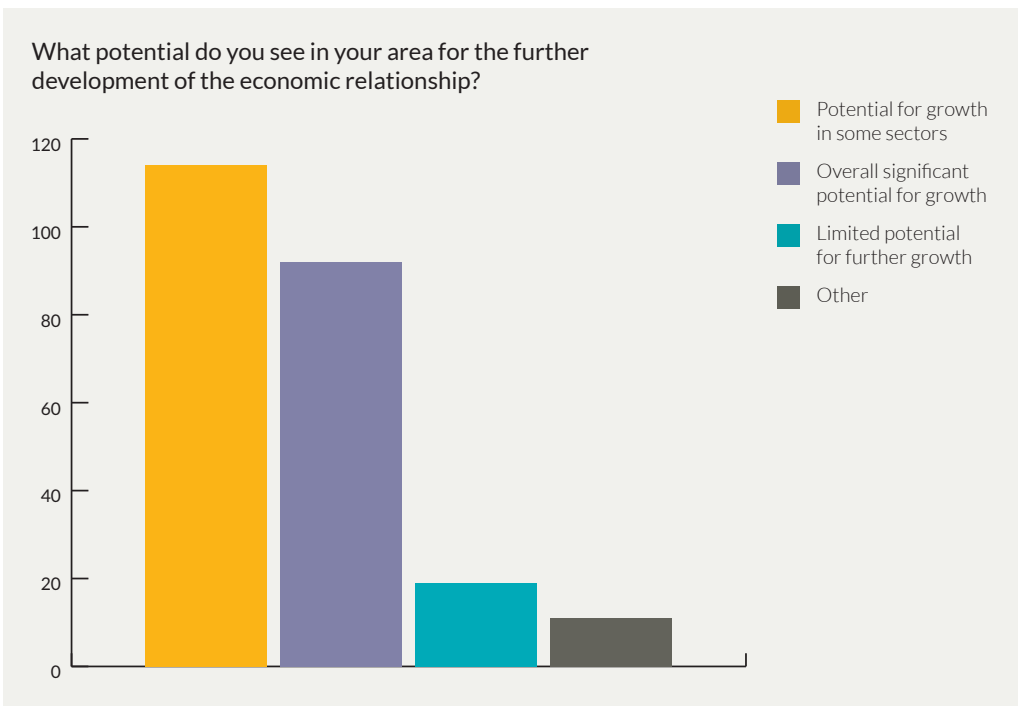
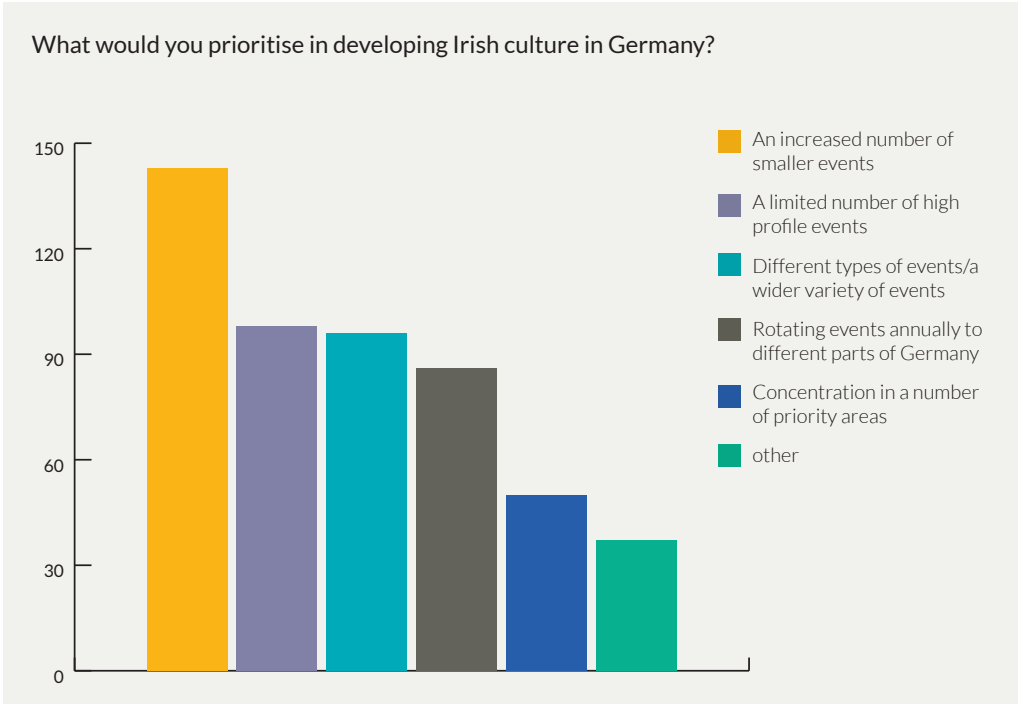
What type of people to people links or Irish community organisations are present in your area?



## Annex 1: Summary of Survey Responses

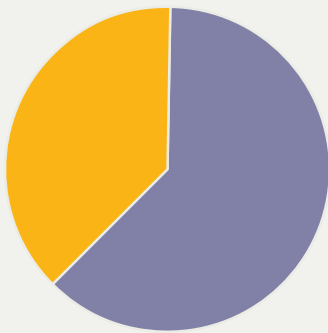


## Annex 1: Summary of Survey Responses



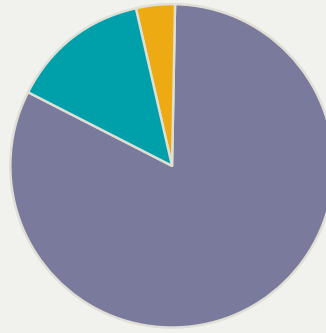
## Annex 1: Summary of Survey Responses

Have you had recent contact with the Embassy?



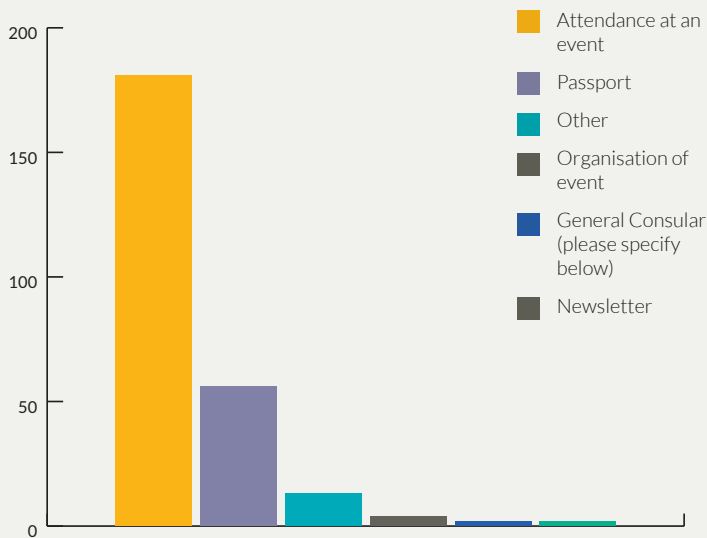
■ Yes ■ No

Were you happy with the service provided?



■ Yes ■ No ■ Somewhat

What was the nature of this contact?



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## Annex 2: Initial Notification of Review

### Tánaiste's Press Release: December 2017

Ireland-Germany Relations of Vital Importance:  
Tánaiste asks for Comprehensive Review 11/12/17

The Tánaiste and Minister for Foreign Affairs and Trade, Mr Simon Coveney TD, has announced that, in view of the vital importance of Ireland's relations with Germany, he has asked the Ambassador in Berlin, Michael Collins, to undertake a comprehensive Review over the coming period.

The Tánaiste said that Brexit had brought into sharp focus the necessity to ensure that our bilateral and EU relationships are assessed and reviewed on an ongoing basis so that they can continue effectively to advance our interests and our goals. Germany, which is a vitally important export market, inward investor and source of tourism for Ireland is a key priority in this respect (see below). Over the last year, and in response to the Brexit referendum decision, extra staffing has already been provided to strengthen the Embassy in Berlin but the Tánaiste said that it was now appropriate to look beyond this and to reflect on the further steps that can be taken to enhance our presence and engagement in Germany.

The Tánaiste said:

*"Our relations with Germany are vital to us and all the more so in the context of Brexit. Now, therefore, is a good time to take a close look at our work in Germany to build our relationship for a new era and to ensure that we are in a position to vigorously advance our interests and our goals".*

ENDS





**An Roinn Gnóthaí  
Eachtracha agus Trádála**  
Department of  
Foreign Affairs and Trade

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