

## The Year of German-American Friendship 2018/19

Until the end of 2019, Germany organized a **Year of German-American Friendship** in the United States based on the idea that the US and Germany are **Wunderbar Together** – stronger as friends and partners. Wunderbar Together was a year-long initiative that intensified the dialogue with our American friends. It conveyed a comprehensive image of the multifaceted German-American relationship through events in the areas of science, art, culture, language, business, and sport and promoted exchange with Americans across the country. Over the past year, the initiative has been successful in strengthening existing networks while also bringing many Americans into the dialogue about the German-American relationship who had previously never taken part in such discussions.

### Final Report

- More than 2,500 events have taken place in all 50 states at over 500 places.
- According to an evaluation of 70% of these events, over 1,200,000 visitors attended.
- Almost 500 partner organizations have participated (combined approximately 150 million social media followers).
- More than 60% of our projects were solely funded by our project partners as an independent contribution to the Wunderbar Together initiative.
- Two-thirds of all projects were free and open to the public.
- The Pop-Up Tour made it possible to showcase the holistic approach of the project (Business, Culture, Science, and Society) in different locations with the involvement of local partners in the US.
- Successful outreach to the press with over 1,500 placements in Germany and the United States combined. In line with the campaign goal of reaching people in the heartland, there was a particularly high success rate in the regional press.
- Multifaceted, strong digital channels:
  - o [www.wunderbartogether.org](http://www.wunderbartogether.org) gives the German presence in the US an attractive, modern face. A digital events calendar presents all 2500 events. Five types of website posts go in depth and communicate the projects with background reports, video interviews, and documentation. It has amassed 220,000+ views since the beginning of the campaign.

- Three individual channels on Facebook, Twitter, and Instagram bring transatlantic issues into the digital forum.
- 12.2 million users were reached through social media marketing on Facebook and Instagram.
- Wunderbar Together's posts received over 700,000 engagements on the three channels; 90% of users are between the ages of 18 and 44.
- Wunderbar Together's three newly-created project channels have over 100,000 followers. Wunderbar Together's core partners have an additional 2 million followers.

**Wunderbar Together** brought the depth and meaning of the transatlantic relationship to life and moved past reporting that is often shaped by political disagreement in favor of positive stories.

**Wunderbar Together** brought together almost 500 important partners in culture, sport, business, science, and politics from both sides of the Atlantic. It was a uniquely successful approach in the history of bilateral relationships.

**Wunderbar Together** capitalized on the large number of people with a personal connection to Germany in the United States (50 million people have German roots, hundreds of thousands of Americans were stationed in Germany).

**Wunderbar Together** has brought together countless transatlantic actors and created a special community feeling. Even beyond concrete projects, the exchange between the actors has been intensified.

**Wunderbar Together** has given the German online presence a common, attractive, modern platform with four new digital channels (a website, Facebook, Twitter, and Instagram).

**Wunderbar Together** reached new target groups and strengthened established partnerships.