

## DEUTSCHER LEBENSTIL UND DEUTSCHE KULTUR (German Lifestyle and Culture)

### deutsche Klischees (German stereotypes)

### Study: How does the world see Germany?

'Discrepancy between ambition and reality'

The results of the survey are hardly surprising: Germany has top scores for its economic strength, democratic stability and cultural appeal. However, the respondents see a need to catch up in terms of **digitization**, the climate for innovation and access to German universities. Although Germans seem to be greatly interested in environmental issues, according to the respondents, companies do not focus enough on environmental protection. The respondents also felt Germany is "not sufficiently" dealing with its **colonial history**.



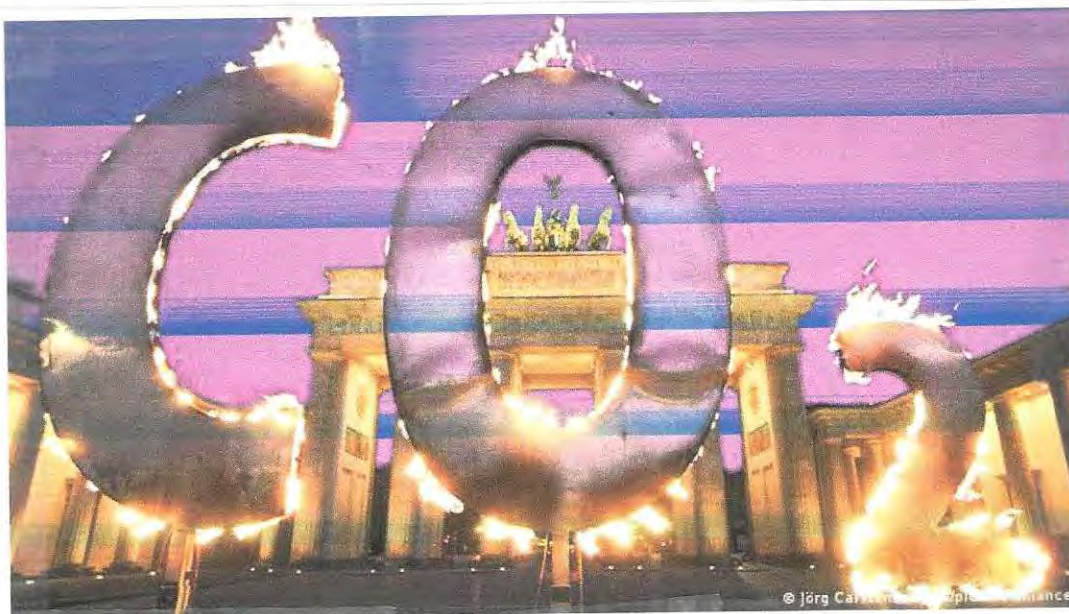
Goethe Institute's Johannes Ebert

The study lists a rise in populist and extremist tendencies as one of the greatest risks, with respondents stating they have experienced less friendliness in Germany in recent years, and feel increasingly unwelcome.

Germany should also take a clearer international stance, but without being dominant, according to the GIZ, DAAD and Goethe-Institut study. It is perceived as important how Germany handles foreign policy, for instance, the tension between China, the US and Russia, the study argues. Germany should also represent a strong Europe.

#### Culture is respected

Germany could commit more strongly to international exchange in the areas of research, science, art and film. "Germany continues to be seen as a country with a cultural scene that has international appeal," said Johannes Ebert, Secretary General of the Goethe-Institut. "The fact that theaters and museums were supported with **great financial commitment** even during the pandemic is seen as clear social commitment to the importance of culture." According to the survey, Germany's global cultural and scientific relations, with their cooperative approach, received special recognition.



Germany has catching up to do when it comes to climate protection, some say