

SHS Foundation

Report 5

English Version

We Find the Future

SHS Foundation

- Foreword
- How was the SHS Foundation set up?
- Change as Chance
- What are the SHS's goals?

Growth of the SHS Sympathieteams worldwide

- What happens in the Sympathieteams?

Virtual Saarland

- A future platform for the Saarland

The Support of the Saarland Ambassadors

- What are Saarland Ambassadors?
- List of Saarland Ambassadors

Selected Services

- What does the SHS offer me?
- The SHS as a contact exchange
- Committees
- Join Us!

Today, the process of globalization is inevitable. The whole world has become a Shopping Mall, in which the Saarland has also spread its influence by providing its products. But, what does the Saarland have to offer? The main product of the past, coal has lost its meaning and demand and this small German state has very few other natural resources.

Fortunately, other factors have become important. Today the concept for the future is to exchange knowledge and through this to build economical, cultural and social connections. Here we can count the experiences and successes that, thanks to a purposeful structural change the Saarland has collected and continues to collect. In the future the most important “natural resource” for the Saar is knowledge; and not only the knowledge of the one million Saarland residents but also of the 300,000 emigrants and friends worldwide.

Can there be an advantage (economic and cultural) when Saarlanders know what their fellow countrymen and their friends worldwide know? There can. This is the main goal of our foundation, to connect these groups together.

The basis for this is the Human Emotion. Homeland solidarity is contagious. This we have experienced in no less than 37 countries. The new communication technology makes it possible, with the help of the exchange of knowledge and contacts, to seek out new trends and to motivate the people towards our Homeland. What comes from this one can label a “Virtual Saarland”.

Here our work begins. How it looks, we will show on the following pages.

Michael Hartz
Chairman SHS

The SHS Foundation

How was the SHS Foundation setup?

“Saarlanders helping Saarlanders”. This simple sentence that is behind the abbreviation SHS creates more and more questions the longer one thinks about it. Why must we help the residents of the Saarland? And is they need help, why then should it be other Saarlanders that help them?

To answer the first question: Who, after coming back to the Saar after a long time away, rubs their eyes at the changes everywhere? An economy that seeks to replace its mono-structure of coal and steel with an abundance of new and future industries, a productive area that has expanded out of its regional limitations and become a worldwide centre for automobile suppliers. A region that was once dominated by the coal and steel industry has worked together with universities and research institutes to become specialists in the development of new materials, in information and communication engineering and in solar technology.

In addition the “old towns” have been cultivated into “new cities” and the region has grown to become tourists’ little secret. Who needs help here?

And which Saarlanders should help (to address our second question)? Simple: all of them. In particular, all of those Saarlanders that don’t live in their homeland anymore but haven’t lost their connections – homeland ties are a lovable trait of the people from the Saar.

Change as Chance

Now something concrete: What the individual feels today becomes a challenging development for companies. Global competition turns what was once a comprehensive working environment into an incomprehensible environment, the comfort of familiar ties vanishes, and the winds become rougher and colder. Identification disappears. For the people and companies in the Saarland who used to feel safe in their comprehensive little state, this creates a special situation. Especially since they sometimes hear the old negative verdicts: “You live on the edge”! “You have slept through the structural changes”! And: “With a re-structuralisation your independence will be over”!

What do you do? Give up? Or better yet, shrug your shoulders and say “We’re packing up”? You do the opposite! Follow the idea “Change is not a fate to give into but a chance you can use”

What does the SHS Foundation want?

This was the founding moment of the SHS Foundation, when the little Saarland has the strength and knowledge to succeed and to mobilise the unused potential, then there is

plenty of chances. Then the competition in the region and area can join forces and can counteract the structural deficit in the economy and also in the research and sciences.

The Saarlanders can have help from one side, one that they have no idea about: from the huge amount of people that are spread all over the world but that have a relationship with the Saarland – that is an astonishing amount. Is it enough to give them the knowledge, how many of the “many” know that they can help their homeland and also help themselves? Then an unimaginable strength grows from this small state on the Saar. Thanks to modern information and communication technology it doesn’t simply stay as sympathetic manifestations, but it results in real contact within seconds. The one time turn of phrase “I know someone who knows someone” that Saarlanders can understand and with this knowledge can join a worldwide network; a network that can now show the success of winning the economic battle.

The geographically small unity can compensate for the apparent disadvantage of smallness, when it is know that smallness can also mean a greater flexibility. When one uses the new possibilities to connect with the resources worldwide then the competitor has been won. The most important resource is KNOWLEDGE, although here it doesn’t mean the lexical knowledge, but more a combination between knowledge with experience and creativity; knowledge that changes with application; knowledge as a process.

Sympathieteams

What do our Sympathieteams do?

The Saarland stretches from Perl to Böckweiler and from Grossrosseln to Freisen. The virtual Saarland, however, when we count all the Saarlanders together that are spread all around the world and those that like the state and its people, stretches from Shanghai to San Francisco and from New Zealand to Brazil.

Using various internet platforms and technologies we make it possible to connect the numerous contacts of the Foundation together. The SHS is the central point for all of these contacts to converge, in other words, “the net of the net”.

Besides the classic internet presentation of the Foundation, there is the Web 2.0 Community within the Saarland Network. Every Saarlandfreunde is invited to create a profile. The open community drives all the members of the SHS Trust Network to an interactive exchange of their knowledge and contacts.

The SHS even throws a look into the future of the Internet. With the further development of technology, the net has allowed the use of 3D content. With this the Foundation has produced a Virtual Saarland, a place, where Saarlandfreunde from all over the world can meet together, organise events and visits the highlights of the region.

With this, some apparent paradoxes become possible: teamwork that no longer requires the team to be in the same room or building; organisations that are not centrally based, but are spread worldwide can form identities not only through working together but also from their cultural and technological differences.

www.shsfoundation.de

This map offers an overview of our worldwide Sympathieteams. Every point represents an area where we have a partnership. This could be someone born in the Saarland or simply a lover of the Saarland, the important thing is to have feelings for the region. The SHS Foundation has a vision for the future and that is to have a partner in the areas of economy, culture, science and society in every one of the 192 UN States.

This task is being pushed forward and for this the SHS Team is backed by the strength of the “Senior Experten Service” (SES). These experts possess, as former leading personnel and business owners, excellent contacts all over the world and through their own personal service help to create new Sympathieteams for the Saarland therefore increasing the network.

Initiated by the SHS, historians, genealogists and amateur historians from the Saarland created an interdisciplinary work group to trace and connect the ancestors of their emigrated countrymen all over the world.

The Foundations' aim is to deepen scientific findings regarding the families of emigrated Saarlanders and to create new economical and cultural connections with their children and grandchildren for this region.

The idea of joining these Saarlanders' forefathers into Sympathieteams is fascinating. For them it would surely be a very moving encounter with their own past and for us locals, it becomes obvious that the Saarland has become borderless indeed. Who helps us to find them?

This is exactly what the SHS aims at. It made it its task to find fellow countrymen and their sympathisers on all five continents and to bring them in contact. At the same time they get encouraged to activate their professional and non-professional skills for the Saarland. So far this has worked so well that 52 Sympathieteams have been created all over the world. Saarlanders meet today already in London, Argentina, Mexico and in the Philippines. In Edinburgh and New Zealand Saarlanderish is also spoken just as well as in Bad Camberg and Berlin.

“Alter alterius auxilio eget” – Everyone helps the other.

Of course these Sympathieteams don't just stick to dibbelabbes in Honk Kong or Schwenkbraten in Buenos Aires. They draw sympathising non-Saarlanders into their circle, create contacts, forward their experiences and find possibilities in how to create use. Thereby they can of course profit too.

How do the Sympathieteams work?

By a man from St. Ingbert who is working for a technology corporation in Shanghai and is giving support in Shanghai to Saarlandish companies. By a Saarlander who is now working in Hong Kong and is helping SME's to sell their products in China. By a business man from Orscholz who is now living in San Francisco and aiding Saarlandish Companies to enter the marketplace in California.

A university professor from Saarbrücken, living and working in New Zealand invites Saarlandish students studying in New Zealand for beer and pizza and offers private accommodation. Saarlandfreunde in Shanghai offer market studies or develop the products of their visitors. Through this personal care, intercultural communications are practised and the land and people are better understood. There is help with the foundation of businesses and translations into Chinese, Japanese, English or French is possible.

A business auditor in Moscow initiates internships in Russia. On request further countries like Paraguay, England and the USA are available for internships too. Someone else initiates business contacts for Saarlandish companies in his new home country in Argentina. Others help in creating economic relations to EU institutions in Brussels, Brazil or SE Asia.

A French Saarlandfreunde helps a solar power company from Saarbrücken to break into the market in France. Support starts from selecting the correct contacts over explaining local customs to translations of business brochures or support with authorities.

The Saar also flows in Finland

A man from Homburg together with the Goethe Institute organises a Saarland Culture Day in Helsinki. There the Saarland presents its best side with the writer/author and musician Alfred Gulden. Not only was it the history of the Saarland, of course Lyoner and Saarlandish beer were not forgotten. A panel discussion closed the day. A professor for Computer Science from St. Wendel lives and works with his family in Brazil and is committed to a co-operation between his Brazilian university and one in the Middle East.

But why is the whole thing called Sympathieteams?

Because in addition to all the rational things – practical help, smart consulting and experienced mediation – something else developed which does not come from the head but from the heart, which can often be the deciding factor. So the Saarland does not only become known as a location for economy, science, research and culture but also as a land where sympathetic people live.

The secret of success of the Sympathieteams is their emotion.

The Virtual Saarland

The SHS Foundation – A Future Platform for the Saarland

One of the SHS's projects from the area of Applied Future Research is the creation of a virtual Saarland. On the platform "Second Life" the platform creates a virtual home state in the internet for all the Saarlandfreunde in the world: three dimensional to visit and experience. All counties of the Saarland can already be found there with all their sights. Not only today's situation is presented but SHS thinks further. The flexibility of the design of the platform allows future projects to be simulated quickly, at minimum costs and present them to the World Wide Community of users. For example, the future Saarbrücken project "Stadt am Fluss" (City on the River) is already visible virtually today and Homburg is delighted with the virtual reconstruction of Schloss Karlsberg.

What else happens in the virtual Saarland?

All heads of the Sympathieteams can use the SHS Centre with its conference rooms for meetings and lectures and there, meet again "In the Saarland" no matter where in the world their real location is. The 3D presentation and common presence create an experience of community as it is only possible in virtual worlds. Thereby with long-term exchange of knowledge between the Sympathieteams, the Saarland homeland is supported.

Another project in the area of visible knowledge management was realised together with the University of the Saarland. For the CeBIT 2008 the SHS Foundation created a virtual complex of auditoriums where the university could present innovative projects in the area of e-learning.

Of course there are also celebrations in the Saarland: The Representative Office of The Saarland in Berlin held its' summer party in the virtual world. Also, at the Saarbrücker Electricity Festival for Electronic Music virtual visitors could listen and dance to the live music.

Saarland Ambassadors

What are Saarland Ambassadors?

Chosen personalities from the Saarland and the whole world who successfully work in all kinds of professional are the ideal people to support the Saarland and forward a positive image. Each interview and public appearance adds a piece to the positive picture of the Saarland. Innovators represent their home state at home and abroad, initiate contacts between institutions and businesses and support the next generation. So they advertise in a convincing way for not only for the economy, science, culture and society, but also for the beautiful landscapes of the Saar Region and the “Savoir Vivre” – they are complete Saarland Ambassadors.

How does one become an Ambassador?

Suitable personalities who work voluntarily are nominated and appointed by the state government. The SHS Foundation operates the ambassadors' office.

We Initiate Contacts

- Saarland ambassadors embody the region in cultural, economic and scientific ways.
- Ambassadors recommend Saarlandish products and services all over the world.
- Ambassadors transfer valuable knowledge to other countries and bring it into the region.

Services

What can the SHS offer me?

- The promotion of the Saarland as an economic, scientific, research and cultural region.
- The initiation of contacts for exchanging information, goods and services between the Saarlanders and Saarlandfreunden both at home and abroad.

For hundreds of years the Saarland lived from coal and steel, and it lived well because the Saarlanders were worldwide production leaders. Today, where other “natural resources” are more important, the Saar has realised that there is also a lot to promote within the region – to promote with double meaning: The SHS promotes the promoters.

Up until now this potential was only partly used. Experts leave the state; young people believe they have to try their luck elsewhere. The mutual exchange was merely practised and not possible at all with the state of the information technology. By the work of the SHS it becomes possible for the Saarland to access a world wide base of resources.

The SHS as Contact Exchange

By organising Round Table talks the SHS offers its members a new form of mutual exchange of knowledge and competences. Lectures initiated by participating member companies about future topics like solar power, possible uses of nano-technology and legal questions regarding e-commerce proved to be very popular.

Another service of the SHS is knowledge management; meaning to focus knowledge and pass it on as it is commonly practised in world wide operating enterprises. As and when requested the SHS database is searched for direct contact persons or mediators. Those seeking and those providing are connected with each other and supply and demand becomes aligned.

Our aim is to create a bridge for new contacts in all countries. There is no intention to create competition for existing successful organisations; the SHS services are intended as an addition to their work.