



**ENCOURAGE.**  
empowering  
people

Annual Report 2012

How we  
understand  
**ENCOURAGE**

How we  
understand  
**EMPOWER**

Siemens Stiftung  
**Annual Report 2012**

**ENCOURAGE.**  
**empowering people**

Siemens Stiftung empowers people to lead self-determined, responsible, and independent lives. Together with international and local partners, the foundation develops solutions and realizes projects that contribute to a sustainable improvement of living conditions.

**ENCOURAGE**

We encourage people to seek new perspectives for a better life.

**EMPOWER**

In our projects, we empower people with technical solutions, knowledge, and concepts to lead independent and dignified lives.

# ENCOURAGE

↓ "The water station in Githembe has been my job since June 2012 and allows me to provide for my family. Besides water, I sell mosquito nets to build up my business."

Alice Wanjiru, Githembe, Kenya



→ "Living and breathing theater for a while, going to the theater and talking about theater – that's what I expected from the authors' workshop. But then it turned out to be much more."

Eduardo Calla, La Paz, Bolivia



↑ "My greatest take-home from the Community Impact Development Group (CIDG) was in the form of networks. I met like-minded organizations. With some of them, I even established a working partnership, and CIDG made it possible for us to engage."

Haron Wachira, Nairobi, Kenya



← "I've actually been researching since sixth grade. I recently built a sun-tracker. It's a system that allows solar cells to turn toward the sun. I think it's pretty cool that I'm able to do this."

Max Burggraf, Bernried, Germany

At first glance, a school student from Germany, a manager of a water kiosk in Kenya, a film producer from Bolivia, and a social entrepreneur from Kenya appear to be worlds apart in their occupations, yet they have something in common: They have rolled up their sleeves to tackle pressing problems in their own countries, with their own capabilities, and together with others.

# EMPOWER

↓ Especially for teachers: In the **media portal**, educators find innovative teaching materials that whet children's appetite for discovery.



← Especially for remote villages: The mobile water filter **SkyHydrant** requires no electricity and can be used in villages without infrastructure.



→ Especially for safe drinking water: Training for village residents is part of the decentralized water stations, the so-called **Safe Water Enterprises**.



↑ Especially for social entrepreneurs: Valuable know-how is conveyed in **CIDG workshops**.

↑ Especially for children: The **KIKUS method** helps children from various backgrounds learn a second language.

Sometimes little things make big things happen – like a simple water filter that supplies thousands of people with safe drinking water, innovative teaching materials that turn school children into little scientists, or even a class outdoors that shows participants new perspectives. These inspirations and methods improve specific living conditions.



More about Experimento on pages 24, 30, and 38



More about TakaTaka Solutions on page 43



More about IRENE I SEE on page 20



More about PANORAMA SUR on page 36

# Contents

7  
Editorial  
Peter Löscher, President of the Siemens Stiftung Board of Trustees

8  
"Technological tradition and entrepreneurial spirit"  
Ulrike Wahl and Nathalie von Siemens share their views on the formative impression Siemens Stiftung makes

14  
Partnerships with impact  
A journey through Siemens Stiftung's network

22  
empowering people. Award  
How a competition for simple technical solutions can improve basic services

24  
Projects in Europe  
Comprehensive educational programs in Germany

30  
Projects in Latin America  
Strengthening basic infrastructure, professional qualifications, and cultural networks in the Andean region

38  
Projects in Africa  
Social entrepreneurial solutions for overcoming existential deficits in basic services, approaches to improve education, and networking the music scene in sub-Saharan Africa

44  
A strong international network  
How the six Siemens corporate foundations operate globally and advance projects together

48  
Financial report

52  
The Siemens Stiftung team

54  
Overview of Siemens Stiftung projects

## DOCUMENT CREDITS

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# Increasing effectiveness together



Peter Löscher, President of the Siemens Stiftung Board of Trustees and Chief Executive Officer of Siemens AG

Dear friends and partners of Siemens Stiftung,

"Comprehension serves one's own interests. Reason serves the general public's interests," said German physicist and philosopher Carl Friedrich Freiherr von Weizsäcker. Both of these qualities are essential to full personal development. In this context, Siemens Stiftung helps people actively face social challenges and seek perspectives to lead self-determined and dignified lives. Siemens Stiftung aims to contribute to positive changes in society with technical solutions, concrete concepts, and platforms for knowledge transfer. Cooperating with various stakeholders is a fundamental requirement for increasing the impact of its projects and anchoring them for the long term. For that reason, Siemens Stiftung seeks to cooperate with other foundations and non-governmental organizations as well as with government institutions, businesses, and the scientific community. Partnerships allow complementary approaches, skills, and resources to be bundled and sustainable programs to be developed. The previous fiscal year, in particular, delivers impressive examples of how such partnership models can increase the effectiveness of project work.

With the "empowering people. Award," Siemens Stiftung has called on innovators from around the world to submit technical concepts and products for overcoming deficits in basic services in developing and emerging countries. More than 800 have responded. An access platform and a target-

ed networking of experts aim to increase the effectiveness of these operational solutions in development partnerships.

The educational concept Experimento, which Siemens Stiftung developed, is designed to anchor the idea of learning through discovery in science and technology school education. Partners in government institutions, civil society, and science have embraced and implemented the idea. Adapted to local educational plans, Experimento is now used by teachers in their training and continuing education courses in Chile, Germany, and South Africa. The Music in Africa project focuses on networking the African music scene. The aim is to build an online-based music platform for the entire continent – a goal, however, that is only possible in cooperation with local stakeholders. Siemens Stiftung has a long-standing partnership for realizing sophisticated cultural projects with the Goethe-Institut, which has co-initiated the platform.

The contents of the projects and the partnerships have been largely shaped by Ulrike Wahl, who is stepping down as Managing Director of the foundation at her own request. On behalf of the Board of Trustees and the entire foundation team, I would like to thank Ms. Wahl and the foundation's employees for the exceptionally successful development and positioning of Siemens Stiftung in the first three years.

During the past fiscal year, the Board of Trustees fulfilled its mandate under the law and as set forth in the foundation charter. The Board of Trustees was briefed during its meetings by the Board of Directors on the progress of the foundation's work, strategic planning, and the results of ongoing projects. The Board of Trustees accepted the proposal of the Board of Directors following thorough consultation and planning.

The strategic direction of the foundation serves as an excellent base for the new Managing Directors Dr. Nathalie von Siemens and Rolf Huber who, together with Georg Bernwieser as Chief Financial Officer, will manage the foundation in the future. For the tasks that lie ahead, I wish the new Siemens Stiftung management team the best of luck and much success.

On behalf of the Board of Trustees,

**Peter Löscher**

President of the Siemens Stiftung Board of Trustees  
 Chief Executive Officer of Siemens AG  
 Munich, May 8, 2013



“What distinguishes our foundation? The technological tradition and entrepreneurial spirit”

In her role as Managing Director, Ulrike Wahl shaped Siemens Stiftung. Now Nathalie von Siemens is in charge, together with Rolf Huber. In a conversation, both women speak about the role of philanthropy, attitudes, and pioneering work.

**Ulrike Wahl** (right) managed Siemens Stiftung from 2009 to 2012, playing an important role in shaping the foundation's policy and strategy. She stepped down as Managing Director at her own request in September 2012 to implement the foundation's projects in Latin America and promote its strategy for the region.

Since January 2013, **Dr. Nathalie von Siemens** (left) is a member of Siemens Stiftung Board of Directors, together with Rolf Huber and Georg Bernweiser. After earning a PhD. in philosophy, she worked in academia, conducting research in areas such as ancient philosophy, systematic moral philosophy, and business ethics. Prior to joining the foundation, she held various positions in strategic areas at Siemens AG.

**Ms. von Siemens, you wrote your doctoral thesis on Aristotle's concept of friendship. Can you apply anything from this work to your future activities at the Stiftung?**

*Von Siemens:* Yes, certainly. Aristotelian ethics focus heavily on the community. For Aristotle, two things are essential to the concept of friendship: the first is that a friend is then a friend when that person shows goodwill to the other; and the second is empathy – we become part of another person when we do something good for that person. All of us want to be ourselves and realize our true selves. A friend helps us achieve this and becomes part of us. It is this ability to empathize that is fundamental to the foundation's work.

*Wahl:* This is a very nice and fitting thought for us. From the very beginning, we have viewed ourselves as a bridge-builder and comrade. Our focus is on those we cherish as people. Our aim is not to lecture or stipulate anything but rather to learn from each other. Designing efficient processes and developing solutions – together – is what distinguishes Siemens Stiftung.

**Ms. von Siemens, you have been on the Siemens Stiftung Board of Directors since January 2013. Did you previously follow developments in the foundation?**

*Von Siemens:* Of course. It was a beautiful moment for me to experience the establishment of the foundation. Previously, no overarching foundation existed within Siemens AG, even though corporate responsibility has played a very important role in the company since its founding. I definitely wanted to learn more about the foundation and decided to visit Ulrike Wahl.

*Wahl:* That's right. It was an appointment scheduled for 30 minutes and ended up lasting two hours (laughs).

*Von Siemens:* I remember the conversation very well! We discussed issues that were important to both of us. A key aspect for me was that the foundation be internationally focused from the onset – just like Siemens, which has been a globally operating company from its very beginning. And what I also liked – and is also linked to the company's tradition – is the attitude toward entrepreneurial courage.

*Wahl:* That was the reason why we later chose the word "encourage" as the foundation's motto and principle. It's all about having the courage to tackle something new and being successful. And, of course, there are plenty of opportunities to be innovative but so are the risks: Certain paths that may be considered safe to pursue don't always lead to the goal.



*Von Siemens:* A very interesting study on innovation has shown that of 100 ideas in a company, only six of them ever become a prototype, and only two succeed in the market. Inversely, that means an innovative company needs to be very courageous to say 98 times "no, we aren't going to continue if all we can achieve are two market successes."

*Wahl:* There is another aspect just as important for the long-term success of social innovations: People should actively participate in developing solutions intended for them and contribute their own perspectives to the process. That is also the reason why Siemens Stiftung is largely perceived as a sounding board in the programs in which it is actively engaged and not as a financial backer who says "here is the money – now do something with it."

**There seem to be quite a few parallels between the company and the foundation. How close are you in everyday contact?**

*Von Siemens:* We have the optimal situation that as a foundation, we are not subject to the constraints of having to make a profit as a commercial business is. In Siemens we also have a highly valued partner with nearly 370,000 competent people working in 190 countries, all of whom represent a community of possible partners. A colleague at Siemens once told me: "You will always find a Siemens employee who can help you with a specific question." It is precisely this true spirit of partnership and support that the company extends to the foundation and that I view as a truly distinguishing feature of this foundation. We are an independent, nonprofit organization dedicated to the same entrepreneurial and technological tradition of Siemens AG.

**"Of course we aim to initiate social change processes, but we don't view ourselves as a political player but rather as a philanthropic player."**

*Nathalie von Siemens*

**"Our projects aim to make growth sustainable and contribute to social and economic integration."**

*Ulrike Wahl*

*Wahl:* The company's technological tradition is deeply ingrained in Siemens Stiftung; it's a unique characteristic. We are seen as a foundation that uses technology as a primary tool for social development. And such development is only possible in conjunction with education, which makes it possible in the first place to use technology effectively to improve living conditions in the long term.

**How, in your opinion, can approaches be expanded and to what extent do you see yourself as a political player in this context?**

*Von Siemens:* Of course we aim to initiate social change processes, but we don't view ourselves as a political player but rather as a philanthropic player. We are aware of structures in many countries in which people lack skills to express themselves. We can help them acquire these skills through educational projects.

*Wahl:* In this context, we speak with politicians. But in principle, all sectors of society are dialog partners. We like to speak with policymakers but are not involved in policy-making. Take, for example, our educational projects that introduce school children to the natural sciences. We have such projects in Germany, Latin America, and Africa. We naturally have local partners, from universities and school networks to policymakers who control the curricula. Only in this setting can we ensure a broad implementation of the projects.

**Collaboration is one of the foundation's fundamental principles. Aren't you worried sometimes about partners taking a project out of your hands and possibly losing your profile as a foundation?**

*Wahl:* This question applies not only to our foundation but also to society in general. How permeable are you when



dealing with partnership structures and where do you say "here and no further." When we speak, for instance, with our partners about our experiment kits, we say very openly that in theory, anyone can copy them but that our unique contribution is the development of the educational concept. We have collaborated with experts from around the world to develop something that serves as a basis for teaching natural sciences everywhere.

*Von Siemens:* We alone can't solve today's pressing issues, neither in an economic or political context nor in the area of philanthropy or foundations. The times have passed when the lonely pioneer broke new ground and earned a place in history.



**“The technological tradition of Siemens AG is deeply ingrained in the foundation. We are seen as a foundation that uses technology as a primary tool for social development.”**

Ulrike Wahl

**So who is making history if not individual pioneers?**

*Von Siemens:* Today, pioneers work in teams. The success of our work at the foundation requires working in heterogeneous teams and, together with local partners, jointly developing truly helpful solutions. In the end, it's the long-term impact of project work that distinguishes a foundation. And to come back to the company's tradition in pioneering ideas – one quality of pioneers is to recognize the

paradigm shift of their time and actively shape it. And that is exactly the aim of our work at the foundation.

**Where do you see a paradigm shift?**

*Von Siemens:* In the often-cited term sustainability, for instance. In the future, we will need to use resources such as water and energy in different ways. That will require creating a new public awareness to which our project work can make a valuable contribution. And that, in turn, will require making a distinction between an unsustainable approach, for instance with water, and a sustainable approach in order to change behavior accordingly. Education is a vital tool for this transformation.

*Wahl:* Latin American countries realize this. Many of them have made education a priority and the focus of their development strategy. They understand that a science and technology education doesn't have to begin at the university but can already start in secondary schools or even at an earlier level. This is new and fits perfectly with our major foundation program with which we can help shape a local paradigm shift.

**Why have you chosen Africa and Latin America in addition to Europe as the focus of your project work?**

*Wahl:* We don't have the resources to be present worldwide; we need to set priorities. There is no way around Africa, which simply has too many pressing problems. We aim to empower people locally to develop solutions for their own basic services and those of their communities. Average economic growth in Latin America, currently at 4 percent, is not distributed evenly among the total population. According to the UN Economic Commission for Latin America and the Caribbean (ECLAC), one-third of the people living in rural areas in these regions still suffer from extreme poverty. Our projects aim to make growth sustainable in Latin America and contribute to social and economic integration.

*Von Siemens:* For us, it is also important that knowledge transfer doesn't go only in one direction, as we often see from our European perspective. In both Latin America and Africa, we view entrepreneurship and innovative technologies as key tools for sustainable development. We are learning from our project work how to achieve effective and sustainable results with simple means and creative

approaches. This experience is highly relevant to our own European environment where we will be increasingly asked to take on individual responsibility and to shape social change with social innovations. As such, an important return-transfer of knowledge in our project work is targeted in our third priority region, namely Germany and Europe, the home country and region of Siemens Stiftung. That, by the way, is also a paradigm shift.



**“We alone can't solve today's big pressing issues. The times have passed when the lonely pioneer broke new ground and earned a place in history.”**

Nathalie von Siemens



# Partnerships with impact

Partnerships tap into independent expertise, local know-how, and years of experience. From the very beginning, Siemens Stiftung has cooperated with strong partners and gained valuable input from them. A journey through the foundation's collaborative landscape.

From the outset, Siemens Stiftung has devoted special attention to establishing a network of reliable partnerships. The network meanwhile encompasses numerous organizations and government agencies on several continents as well as renowned scientists and committed associations – a network that binds all participants through common goals.

“For us, partnerships are not only about methods but also about values,” says Barbara Filtzinger, who together with the Board of Directors has launched numerous strategic partnerships at Siemens Stiftung over the years. “Reliable partnerships are important for us to boost the impact of our projects.” The benefits are obvious. Instead of establishing its own structures with a huge bureaucratic effort in the focus regions Europe, Latin America, and Africa, the foundation seeks local partners who have already built up their own expertise and networks.

“The partnerships aim, above all, to complement efforts,” emphasizes Filtzinger. “Our priorities in the areas of science, technology, and entrepreneurship are demanding,” she says. “When we collaborate with external experts and

organizations, we see time and again how much we benefit from their experience and knowledge.” Together with partners, the foundation is able to tailor its strategy to local conditions and respond quickly to new challenges, bringing together top people to deal with a particular issue. In short, such collaboration helps the foundation remain “curious” about the challenges of today and tomorrow, as foundation expert Markus Baumanns says (see interview on page 18). Siemens Stiftung's distinctive partnership concept is still not that self-evident in Germany. According to a study commissioned in 2009 by the Federal Association of German Foundations and conducted by professors Theresia Theuerl and Aneget Saxe from Westfälische Wilhelms-Universität Münster, only 18 percent of the polled foundations viewed partnerships as “very important” at the time. But the authors detected a shift, which is prevalent today: “The aversion to partnerships is declining; they are now being more positively assessed,” the authors wrote in their study. Those who cooperate with partners, they argue, are able to achieve a much greater impact, increase awareness and

From its headquarters in Munich, Siemens Stiftung operates a global network

initiate the transfer of knowledge. And not only that: “Foundations that have forged partnerships show a high level of satisfaction: 90 percent of those with partnerships are satisfied with their partner or partners,” the authors summarized in their study. “Only 9 percent are dissatisfied although still optimistic, and less than 1 percent are disappointed with the partnerships they have established.” But partnerships vary; depending on the project, Siemens Stiftung cooperates with its partners in different ways. “We have different forms of collaboration based on projects, new joint organizations, and public-private partnerships,” says Filtzinger. The classic model is to implement a joint project. The interested parties have the same goals as their partners; they exchange information, take the same approach, and proceed with concrete objectives. It is a lean, largely uncomplicated form of partnering. Considerably more complex is the establishment of a nonprofit organization in which Siemens Stiftung is one of several members. Here, too, everyone moves in the same direction, but numerous agreements need to be reached, ranging from establishing statutes to coordinating daily tasks. Public-private-partnership projects



Educational professionals help young researchers discover scientific phenomena in everyday life



Valuable experience: social entrepreneur Moses Musaaazi was one of the participants in the CIDG workshop in Frankfurt

## CIDG

Stories like the one from Moses Musaaazi show how little it takes sometimes to achieve major breakthroughs. With his company Technology for Tomorrow Ltd., the Ugandan engineer is constantly searching for suitable technological solutions to various pressing social problems. What all of the solutions have in common is that they are produced with local resources, are affordable and environmentally friendly, and adapted to the African market. The Interlocking Stabilised Soil Block (ISSB), a special brick invented by Musaaazi, is only one example from his product portfolio. The bricks can be easily manufactured from local raw materials and used in many different ways, such as building homes, water tanks and granaries. They can also find many other applications with the right business model.

Together with Ashoka, an international organization promoting social entrepreneurs, Siemens Stiftung supports the Community Impact Development Group (CIDG). The organization brings together innovative entrepreneurs in the technology sector, such as Musaaazi, who are primarily active in the Latin American and African focus regions. As members of the CIDG network, entrepreneurs benefit from coaching and, for instance, from working together with their coaches to refine their business plans. Once a year, the social entrepreneurs in the program are invited to attend a joint workshop. The last event in Frankfurt focused on how the social impact of the entrepreneurs' business models could be expanded to benefit as many people as possible.

Even if digital networks are bringing people from around the world closer together, the annual personal meetings are particularly valuable. Social entrepreneurs from various countries come together to talk, and great ideas regularly emerge in addition to intensive contacts. Another aim of the workshop is to introduce the social entrepreneurs to potential investors.

**Project partner:**  
Ashoka

function in much the same way, although public institutions such as ministries are often involved and set the framework. “We use the whole gamut of partnership models,” says Barbara Filtzinger, “and decide according to the project which partner is best for us and which type of partnership is most effective.”

### **A forum for social entrepreneurs: disseminating good ideas**

Exemplary projects such as the Community Impact Development Group (CIDG) show what networks are capable of achieving. Social entrepreneurs in Latin America, Africa, and Europe are supported, introduced to potential financial backers and networked with each other. For these tasks, Siemens Stiftung cooperates with Ashoka, an organization with a wealth of experience in dealing with social entrepreneurs. “Social entrepreneurs are primarily concerned with seeing as many people as possible benefit from their ideas,” says Felix Oldenburg, Managing Director of Ashoka Deutschland GmbH. “Their own companies can

grow but they don't have to. What's nearly as effective is to establish a network of partners who share the mission or facilitate a targeted transfer of knowledge so that innovative ideas can be further developed.” And exactly that is happening through CIDG, a knowledge network in which social entrepreneurs exchange ideas and develop new ones. The academic initiative International Research Network on Social Economic Empowerment (IRENE I SEE) is researching the effects of social enterprises in Latin America and Africa, with the aim of developing projects that take into greater account specific local conditions, lead to applicable and culturally appropriate solutions, and are sustainable. Strong partnerships with Zeppelin Universität in Germany and other universities in Latin America and Africa operating in the background ensure that the projects function and also help disseminate and apply the findings regionally (for a detailed description of CIDG and IRENE I SEE, see the info boxes on pages 16 and 20).

### **Joining forces to improve educational offers**

The educational project “Little Scientists' House” is designed to arouse children's curiosity in science and technology and introduce them playfully to this area of knowledge. “Five years ago, various groups in Germany thought about ways to reach out to children and promote their talent,” says Peter Rösner, Chairman of Little Scientists' House. “The typical German approach would have been for different foundations to develop their own projects and

implement their concepts in a handful of preschools." The appeal of Little Scientists' House, however, is much more effective because the project is backed with the resources of numerous partners. Large corporate foundations, educational ministries, and local network partners have come together under the umbrella of an independent foundation. Today, Little Scientists' House works with 23,000 preschools across Germany. "We are the largest initiative for early childhood education that Germany has ever seen," says Peter Rösner. All partners have an equal status in the foundation's board of directors but have chosen to remain

in the background to help Little Scientists' House establish its own brand. They are not interested in public attention but in the foundation's mission. A similar goal is being pursued by the MINT-EC Association, with participation from Siemens Stiftung and others partners. It promotes math and science excellence centers in German higher-secondary schools (gymnasium). Nearly 150 high schools function as beacons of educational support and training. Competitions and other special events ensure the highest level of math and science education in these schools. The →

**Dr. Markus Baumanns** is a partner in the Hamburg-based consultancy schumacher & baumanns. the company companions. Previously, he served on the Board of Directors of ZEIT Stiftung, helped establish the renowned Bucerius Law School in Hamburg in his role as managing director, and was a diplomat in South Africa. His consulting work with larger medium-size enterprises includes advising them on strategically relevant change processes. He regularly publishes papers on leadership and change. Together with Torsten Schumacher, he recently published "The Curious Foundation: New Strategies for Foundations in the Web 2.0 Era and Network-based Organizations" (in "Stiftungen bewegen," edited by Hanns-Stephan Haas and Jörg Verstl in Stuttgart 2013 on pages 117 to 140).



## "Foundations need to be curious"

The Hamburg-based consultant Markus Baumanns speaks about partnership models, social tasks, and the foundation of the future.

**Mr. Baumanns, you like to say that the future belongs to curious foundations. But why does a foundation need to be curious, of all things?**

The basic idea of foundations is to help solve social problems. That means dealing with the challenges of today and tomorrow. And for that, they need to be curious. They must not only understand developments but also be a step ahead of them. And that doesn't happen without being curious.

**You claim partnerships are a key requirement for this type of new foundation. Why so?**

We live in an increasingly complex world, subjectively speaking. We communicate and interact at a high and, to some extent, insane speed. Everything seems to be happening almost simulta-

neously. In such a complex, fast-moving world, it is inconceivable that an individual alone can find a solution. That's why we need to bundle as much knowledge as possible and bring together as many ideas as possible. This is particularly true for foundations that seek solutions to social problems.

**Since when have foundations begun to tackle these tasks with partnership models?**

You need to distinguish between Europe and the Anglo-American region. Anglo-American foundations are 15 years ahead of our development. In Germany, partnership has been a topic of discussion for a few years, but the implementation is proceeding slowly and there's a reason for that: All founders want to develop their own profiles

with their own ideas and visions before entering into a partnership. That's understandable but this leads to everyone working on the same issues instead of coordinating efforts and ideas.

**But is there a danger with the partnership model of a foundation not developing its own know-how and relying entirely on external expertise?**

On the contrary, collaboration is the only chance. It's important for a foundation to keep focused on its own positions and fuse them with external expertise. It's an illusion to believe that a foundation can firmly retain the best experts in the field, for instance on the board of trustees. You'll always find other equally valuable opinions outside your own organization. That's why I'm

convinced the foundation of the future will not be a separate institution with many employees. A foundation must be focused on a primary idea. But whether it realizes this idea and answers identified problem areas does not depend on whether it has its own apparatus but rather on how effectively it uses the knowledge of experts and delivers solutions. This is a completely different view of foundation work. A foundation is a platform, a spider in a web, so to speak, that pulls together relevant knowledge. I'm speaking here of a virtual foundation.

**Why are you so sure that an army of experts will find a common solution? Views can differ widely, and problems are often talked to death instead of being solved.**

You're right. There is the danger of an issue becoming inoperable. We're talking about a very sophisticated model here. It's important for a foundation to have a clear profile and be able to make a decision, which is understood both internally and externally, on whether to accept or reject another model. This requires a management style characterized by listening, weighing the pros and cons, and making transparent decisions. With local political decisions that include participatory elements of the Web 2.0 collaboration

model, we're seeing possibilities to hear many opinions and make better final decisions.

**But that's a contradiction of sorts: A founder thinks long-term but then the foundation is supposed to apply participatory elements. Don't you see the danger of foundations riding a trendy wave with this model?**

Wait a minute – I'm not questioning the basis of a foundation. On the contrary, it's good to have statutes that establish a foundation's long-term mission. Statutes serve as a guideline, the fixed base. It's useful to establish a broad mission so that the foundation can flexibly change its priorities, while remaining within its statutes. In such a construction, the founder's personality and his or her reason for establishing a foundation play an immensely important role. And the more virtual a foundation becomes, the greater the personal identity of the founder.

**Can the social image of foundations change as a result of this new definition?**

Hopefully. Up until 10 or 12 years ago, German foundations were cautious when it came to dealing with the general public. But they have become much more visible in recent years and

also accessible through models such as community foundations. That said, they're still too reserved. They're only required to follow their statutes and, by no means, have the same public obligations to justify their activities as businesses and policymakers do. Virtual, curious foundations offer opportunities to open up. And foundations need to face the public. After all, they're co-financed in the form of tax exemptions. Why should foundations not take more advantage of Web 2.0 to actively discuss social problems? To allow incoming requests to be assessed together with the general public? To make funding decisions transparent and to give many others the opportunity to contribute to a solution? That would create an entirely new understanding of foundations as a part of society. Then their effectiveness will be gauged not by the umpteenth panel discussion with a minister or the Chancellor but by societal change from within.

project's patron is the Standing Conference of the Ministers of Education and Cultural Affairs. Every school can participate in the unique nationwide selection process. In this way, Siemens Stiftung is able to extend its goals to the wider society, together with strong partners.

### Strategic partnership with cultural projects

With the Goethe-Institut, Siemens Stiftung has a renowned partner in the field of cultural education. The partnership is based on a memorandum of understanding that has proven itself over the years. "The scope of activities and the goals of Siemens Stiftung and the Goethe-Institut align and complement each other in an ideal way," says the Goethe-Institut President Klaus-Dieter Lehmann. "That is why the partnership is particularly well suited to conduct a productive and convincing dialogue, exchange experiences, and

add significant value to the joint implementation of projects." The inspiring partnership has resulted in numerous innovative projects in the field of culture and education, including PANORAMA SUR (see page 36) and Music in Africa (see page 40).

With the "empowering people. Award" (see page 22), initiatives compete with simple technological solutions to improve basic services in developing and emerging countries and, in the process, create a huge database of proven ideas. The competition helps disseminate innovative approaches; participants can learn from others in the field and have the opportunity to establish contacts and receive input from around the world. The planned "empowering people" platform will give rise to a huge network of ideas among people searching for solutions to deficits in providing basic services. From the discussions, Siemens Stiftung will also acquire input for its own projects to provide basic services in its focus regions.

### Media Portal

The declared aim of Siemens Stiftung's media portal is to make teaching science and technology courses more exciting. A central server hosts a huge database with teaching materials, including films, photos, graphics, and animations on professionally and socially relevant topics, which teachers can download for free for use in their classrooms. The content range is huge; for instance, an interactive panel shows the structure of the eye, a video sequence demonstrates water treatment, and a flash animation captures the function of a gold cap capacitor. More than 4,000 individual materials are available in the database.

With this project, Siemens Stiftung has formed partnerships to make these materials accessible to teachers in their familiar work environment: Many of the German state media centers and educational server operators are among the partners. Operating according to the same principle, the media portal's extensive catalog, in which all materials are tagged with dozens of keywords for easier searching, is linked to the partner's online offering. When, say, biology teachers in the State of Baden-Württemberg look for information about greenhouse effects, they will find appropriate materials in the Siemens Stiftung media portal.

The partnerships help the foundation reach more teachers, while the partner institutions, in turn, are able to expand their own offers with materials from Siemens Stiftung. It is a win-win situation for both sides, especially for school children whose curiosity in the natural sciences is aroused with real-life teaching materials.

#### Partnerships in metadata transfer:

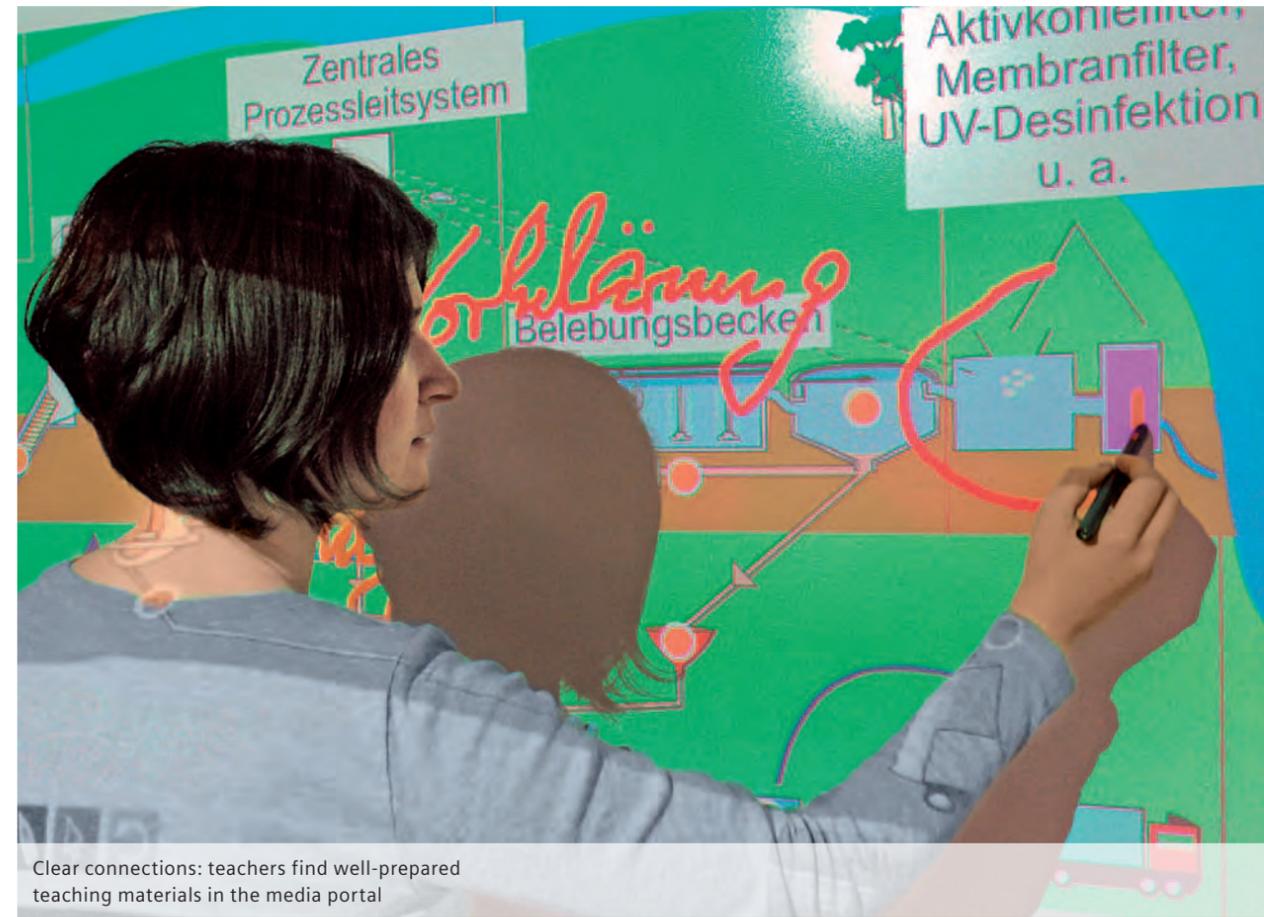
Landesschulamt und Lehrkräfteakademie Hessen, Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), Pädagogisches Landesinstitut (PL) Rheinland-Pfalz, Landesmedienzentrum Baden-Württemberg (LMZ-BW), LVR-Zentrum für Medien und Bildung - on behalf of the Ministry for Schools and Further Education in the State of North Rhein-Westphalia, Niedersächsischer Bildungsserver (NiBiS), Tiroler Bildungsinstitut - media center of the Province of the Tyrol, Thüringer Institut für Lehrerfortbildung, Lehrplanentwicklung und Medien (THILLM), FWU Institut für Film und Bild in Wissenschaft und Unterricht.

### IRENE | SEE

How to combat poverty through markets? What is the social aspect of a company and how does it relate to its economic function? How are social enterprises changing the landscape in development cooperation and how are they influencing local projects? These research questions are the focus of the International Research Network on Social Economic Empowerment (IRENE | SEE). Scientists from selected countries in Africa and Latin America have joined forces in the network to research existing approaches in the field and case studies, and to develop new concepts for projects. The network's activities include a study on social enterprises and social investors, an international conference and publications as well as the supervision of six doctoral candidates and one postdoc position will be supported, in addition to an exchange program within the research network. The aim of the interdisciplinary IRENE | SEE team is clearly formulated: Researchers should provide specific details on how future projects in the field of social entrepreneurship can be effectively created. This information is of great importance not only to foundations but also to policymakers and non-governmental organizations.

#### Project partners:

Zeppelin Universität, Friedrichshafen; Adama University, Adama; Universidad de los Andes, Bogota; EGADE Business School, Monterrey; Stellenbosch University, Cape Town



Clear connections: teachers find well-prepared teaching materials in the media portal



CIDG participants are multipliers of good ideas

# empowering people. Award

Siemens Stiftung has launched an international competition with the aim of finding and providing simple technical solutions to tackle pressing tasks in basic services in developing and emerging countries. The launch of a central knowledge database will help in the future to make these innovations accessible for all participants involved in the development cooperation.



Wanted: simple technical solutions to improve basic services

Technology – and by no means only high-end technology – is a tool for social development. Simple technical solutions tailored to specific regional conditions offer huge potential for positive social, ecological, and economic change in developing and emerging countries. They create new jobs when selectively applied in businesses with a largely local scope and, at the same time, help improve people's living conditions.

## Searching for simple technical solutions with huge potential

Technologies that enable sustainable development have been on the market for some time. The real challenge is to put them to use as effectively as possible. The "empowering people. Award," which Siemens Stiftung launched as a global competition in June 2012 at the UN Conference for Sustainable Development in Rio de Janeiro (Rio+20), aims to find and provide such solutions. Whether it is miniature wind turbines, compost works, solar panels, or Internet networking, the competition welcomes ideas in a wide range of categories, from Water & Waste Water, Energy, Health, Living & Construction to Food & Agriculture, Waste Management & Recycling, and Information & Communication Technology. The competition is supported by the KfW

Development Bank in Frankfurt, the Helmholtz Association in Berlin, and the UN-Habitat in Nairobi. The website [www.empowering-people-award.siemens-stiftung.org](http://www.empowering-people-award.siemens-stiftung.org) was open for online submissions until January 31, 2013. Individuals, teams, organizations, and international companies that have developed a suitable solution or product and have corresponding intellectual property (IP) rights were invited to participate. When this publication went to press, the foundation had received 800 entries from 90 countries.

## Economic, science, and development cooperation experts are in the international jury

A senior-level international jury of economic, science, and development cooperation experts will select the winners. Voting is based on a shortlist compiled by an experienced AT Association evaluation team. Evaluation criteria include efficiency in basic services, technical functionality, the

business concept behind the entry, the potential to replicate the product or solution, ecological aspects, and the business idea's sustainability on a financial level. The entries with the highest jury ratings will share a total €200,000 in prize money.

## The goal: an international knowledge database for experts

The "empowering people. Award" is more than a competition, however. The submissions serve as the foundation of a knowledge database that will be open to the public and enable dialog, an exchange of expertise, and cooperation. In line with our motto "empowering people," we aim to create a platform that gives locals, NGO professionals, and development organizations a comprehensive overview and convenient research opportunities for existing "ready-to-implement" technical solutions for development projects.

## The jury for the empowering people. Award

- Prof. Dr. Daniel Fletcher, Professor of Bioengineering and Biophysics at the University of California, Berkeley
- Dr. Christoph Frei, Secretary General of the World Energy Council (WEC)
- Tanja Gönner, Chairwoman of the Management Board of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Prof. Dr. Peter Gruss, President of the Max Planck Society
- Wolfgang Hafenmayer, Managing Partner of LGT Venture Philanthropy
- Manuela Kasper-Claridge, Head of Economic Department at Deutsche Welle TV
- Thomas Loster, Chairman of the Munich Re Foundation
- Felix Oldenburg, Europe Leader and Director Germany for Ashoka
- Stephan Opitz, Director General for Policy and Latin American Region within the KfW Development Bank
- Prof. Dr.-Ing. Ewald Pruckner, Steinbeis-Transfer Centre for Process Engineering, Energy and Environmental Technology
- Dr. Dorothea Ringe, Head of Strategy and Finance at the Oxford Entrepreneurship Centre, Saïd Business School
- Gerry Salole, Chief Executive of the European Foundation Centre (EFC)
- Mirjam Schöning, Senior Researcher at the Skoll Center, Saïd Business School, University of Oxford
- Prof. Dr. Georg Teutsch, Scientific Managing Director at the Helmholtz Centre for Environmental Research (UFZ)
- Prof. Dr. Klaus Töpfer, Executive Director at the Institute for Advanced Sustainability Studies (IASS)
- Simon Trace, Managing Director of Practical Action
- Jean-Luc Vincent, Founding President of the International Exhibition of Inventions
- Gavin Wall, Director Rural Infrastructure and Agro-Industries Division (AGS) of the Food and Agriculture Organization of United Nations (FAO)

The wish to illustrate concepts that promise success and enable direct interaction between inventors and international participants as well as investors in the field of development cooperation is inherent in the project. The platform aims at contributing to a more effective implementation of existing technical solutions in cooperative and aid projects and at achieving a sustainable improvement of living conditions in developing and emerging countries.

## Project partners:

KfW (Development Bank), Helmholtz-Gemeinschaft, UN-Habitat, AT Association for the Promotion of Socially and Environmentally Appropriate Technology

## Europe – Experimento

# The discovery principle: science and technology set a precedent

The Experimento project aims to inspire children at an early age to discover the world of science and technology and keep them interested along the educational chain. With a comprehensive concept for teachers, the project supports children of all ages – and gives them answers to pressing social problems.



### Europe/Germany

The long-term viability of our society depends on young people who confront global challenges with courage, creativity, and a sense of responsibility. Educational systems in Europe face the task of teaching these young people skills they can use to solve the problems of today and tomorrow. Language skills play a decisive role, serving as a basis for optimal educational and life opportunities as well as for training in science and technology. Siemens Stiftung supports comprehensive educational programs in the areas of language development and experimental learning, supplemented by cultural education. The foundation offers teachers contemporary, real-world instruction methods and materials and supports them in fulfilling their educational mission – empowering children to reinforce and expand their knowledge.

The statistics are clear: Europe has a shortage of technicians and scientists in both schools and the private sector. German higher secondary schools, for instance, seek teachers for physics and chemistry, while vocational schools show a 35 percent shortage of educators. Universities report high dropout rates in the so-called MINT fields (mathematics, IT, natural sciences and technology). At the same time, Germany urgently needs young professionals in the technology sector to ensure a sustainable technological development. These problems apparently have the same cause: Interest in technology and science is already weak in schools – a trend observed across Europe.

**“What makes Experimento so special is its focus on training teachers.”**

Siemens Stiftung is targeting this area by arousing children’s interest in discovering and exploring. Together with partners, the foundation has developed a comprehensive educational concept focused on experimentation. Children and young people explore

natural phenomena independently. Through their own research and discoveries, they grasp technical and scientific interrelationships. Behind all this is an educational concept for teachers, conveyed in training courses. The themes focus on energy, the environment, and health. The aim is to make students aware of the huge challenges of the future, such as renewable energies and the search for ways to produce safe drinking water. Along the educational chain, they can deepen their knowledge through nearly 130 experiments, intentionally aimed at covering a multitude of disciplines. The concept includes elements of biology, chemistry, and physics so that students also learn how tightly interwoven the phenomena are. Experimento is designed for various age groups, 4–7, 8–12, and 10–18, and builds on each other. Each group conducts an experiment on the same scientific phenomena, corresponding to its age bracket. Plenty of materials are directly available, including everyday objects and high-tech devices such as digital thermometers, solar cells, and motors, as well as light-emitting diodes (LEDs), multimeters, and capacitors. Various educational concepts are applied in classes. For each experiment, a corresponding Experimento kit is



The Experimento project is based on a sophisticated educational concept

available with sufficient materials for direct use. Experimento is designed to function not only in Europe but also in Latin American and Africa, where the project has meanwhile proven itself. Numerous German federal states have Experimento centers. There, in two-day training courses, teachers are shown how they can integrate Experimento into their teaching. The multiplier principle is a priority: Teachers pass on their experience to schools. Several teachers in the German states North Rhine Westphalia, Rheinland-Pfalz, and Hessen are already involved in pilot projects and are able to train colleagues. The declared goal is for Experimento to be included in the 2013/2014 curriculum. An Experimento pilot is also underway

in Mühldorf in Bavaria, where Siemens Stiftung is cooperating with local school authorities. There, experimental learning is coupled with language development under the motto “Discover science and support language skills.” The results will be intensively evaluated so that students across Germany can benefit from the program. “What makes Experimento so special is its focus on training teachers,” says Maria Schumm-Tschauder at Siemens Stiftung. The didactically prepared materials are now available in different languages. Teachers can download the free documents from the Siemens Stiftung media portal. All materials are regularly updated to include the latest scientific findings. “Experimento is not a project set

in stone,” says Schumm-Tschauder. “Teachers can tailor it to meet their needs.” That includes the possibility for students around the world to explore topics in their daily lives. After all, applications are most plausible when they come from a child’s own world.

→ See pages 30 to 38 to learn how the Experimento project is implemented in Latin America and Africa.



How on earth does our earth function? The children sought an answer to that question on the 2012 "Little Scientists' House Day"

## Discover the world with scientific passion

A nationwide initiative in Germany anchors science and technology education in all preschools and primary schools.

As part of its commitment to the "Little Scientists' House," Siemens Stiftung aims to secure a permanent and sustainable role for science, math, and technology in all pre-schools, after-school care facilities, and primary schools. It is one of the active partners and financial supporters of the Little Scientists' House Foundation, together with the Helmholtz Association, Dietmar Hopp Stiftung, and Deutsche Telekom Stiftung. The initiative is backed by the Federal Ministry of Education and Research. Little Scientists' House gives preschool and primary school children the opportunity to explore questions and phenomena from the realm of science and technology. Educational experts receive ideas, materials, and the support of regular workshops within local networks. Every year, the foundation also develops a host of new ideas on how preschools, after-school care facilities, and primary schools can make the initiative's activity day, "Little Scientists' House Day," a fun festival for young explorers across Germany. In 2012, the motto was: "How on earth does our earth function?" For its educational project, the foundation developed a new conceptual focus to explore ideas examining the significance and interrelationships of the elements water, air, fire, and earth – literally making the abstract term "sustainability" palpable for children.

The education initiative now encompasses about 23,000 preschools, after-school care facilities and primary schools in 222 local networks in Germany, enabling more than one million children between the ages of three and ten to enjoy everyday encounters with science phenomena as well as technical and mathematical subjects.

**Project partners:**  
Helmholtz Association, Deutsche Telekom Stiftung, Dietmar Hopp Stiftung GmbH, Federal Ministry of Education and Research



Little Scientists' House encourages children's naturally inquisitive minds

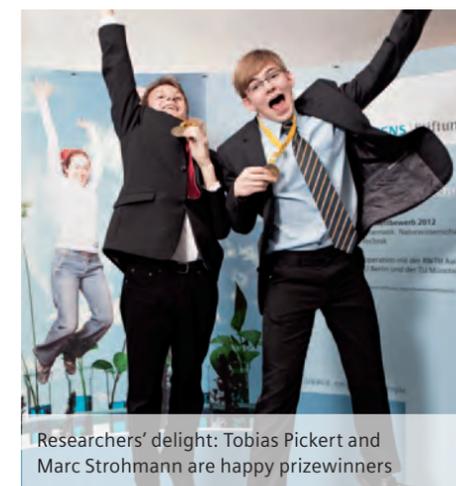
## "Climate of excellence!"

This year's student competition welcomed project ideas in the field of environmental and climate protection.

"Climate of excellence! New ideas for environmental and climate protection" was the slogan for the student competition initiated by Siemens Stiftung and targeted at higher-level secondary school students in Germany, Austria, and Switzerland as well as German schools across Europe. The aim of the competition was to formulate a specific research question in the field of sustainable environmental and climate protection and to develop appropriate solutions. Altogether, 215 participants submitted 107 essays. Renowned professors at the RWTH Aachen, TU Berlin, and TU Munich universities took responsibility for an independent and scientific evaluation of the project submissions. The primary aim of Siemens Stiftung's annual competition is to support talented young people in their transition from school to the university. Winners receive money for their studies and supervising teachers for their departments. Nearly €100,000 in prize money is awarded. Top honors went to Tobias Pickert and Marc Strohmann from Gymnasium Petrinum in Recklinghausen for their ideas on the environmentally friendly use of urine to produce phosphate fertilizer. The two young researchers received €20,000 in prize money.

The second prize went to Max Burggraf from Gymnasium Tutzing in Upper Bavaria for his project "Following the sun: Construction of a sun-tracker for the efficient exploitation of solar energy." The jury awarded the third prize to Christian Rinkens from the Inda-Gymnasium in Aachen. In his essay "Construction of a pumped storage power station in the Hambach surface mining pit," the student illustrated how this idea makes sense from a geological, energy-engineering and ecological point of view. Paulina Banszerus from the St. Michael-Gymnasium Bad Münstereifel received a special prize for her project "More waste for the environment!" in which she explored the potential of used paper as an insulating material and a source of energy.

**Project partners:**  
RWTH Aachen, TU Berlin, TU München



Researchers' delight: Tobias Pickert and Marc Strohmann are happy prizewinners



Creative experimental setups reflect the student competition's research spirit



## Learning a language systematically and enjoying it

The KIKUS method helps children from the age of three learn a second language.

Siemens Stiftung supports early-language training for children of different backgrounds to give all children the same extensive educational opportunities. The ability to communicate and understand is fundamental to acquiring knowledge – and also applies to teaching MINT subjects (mathematics, IT, natural sciences and technology). The accurate description of scientific phenomena and the independent expression of rudimentary solutions would not be possible without language skills. Since 2008, Siemens Stiftung has collaborated with the non-profit Center for Multilingualism in Early Childhood (zkm). The center's language development method KIKUS (Children in Cultures and Languages) is designed for children from the age of three whose first language is not German. The partnership aims to promote the learning language method by training educators in daycare centers.

In free basic and advanced seminars, educators learn the KIKUS method to use later in their facilities. In fiscal 2011/2012, about 300 professionals nationwide participated in 10 advanced training seminars, and at least 4,500 children with an immigrant background received language education. The training significantly reduces children's speaking mistakes and increases their self-confidence and



Walk-on sentences: using KIKUS flash cards, children learn correct sentence structure

willingness to speak and also interact more within the group. In addition to extending the project to South Africa, the foundation collaborated with zkm to develop language software that expands the target group and allows the KIKUS method to be used in primary schools. Promoting language development through the KIKUS method is also at the heart of the mentoring program "START Mentors for KIKUS Children." Students with immigrant backgrounds in grades 10 and above serve as mentors for KIKUS children and help them with their language development. Siemens Stiftung also takes a scientific approach to language development. The foundation supported the publication of the Berlin Institute for Population and Development's discussion paper "Giving children a language: What early language training can accomplish." To take advantage of synergies, Siemens Stiftung also pressed ahead, both scientifically and practically, with linking language development to science and technology education.

**Project partners:**  
Center for Multilingualism in Early Childhood (zkm),  
START Stiftung



## Broadening horizons and promoting creativity

Seven German foundations aim to increase the value and quality of cultural education in Germany.

Cultural education is the basis for acquiring knowledge, personality development, creativity, and sustainability. It is a constitutive component of general education. Siemens Stiftung is committed to increasing the value and quality of cultural education in Germany and anchoring this long term in the education system. The foundation shares this concern with six other foundations that formed the Council for Cultural Education in June 2012. The council's core task is to analyze and assess the status quo of cultural education in Germany in the political sphere and in relation to theory and practice in the field of education. That task requires gathering hard and fast data, conducting studies on the quality and impact of cultural education, and striving to make the findings an integral part of education. The results are published in an annual assessment. A further aim is to make recommendations for the activities of the protagonists in the field and thus help optimize the quality of cultural education projects and programs.



Fourteen science, arts, and culture experts analyze cultural education in Germany

**Project partners:**  
Altana Kulturstiftung gemeinnützige GmbH, Bertelsmann Stiftung,  
Deutsche Bank Stiftung, Stiftung Mercator, PwC-Stiftung, Vodafone Stiftung



Oboist Amandine Riou

### Young Soloists

## Experiencing music of our time

Outstanding students present works from the 20<sup>th</sup> and 21<sup>st</sup> centuries.

Every year, young performers share their experience with the music of our time in the concert series "Young Soloists." Selected works from the 20<sup>th</sup> and 21<sup>st</sup> centuries, performed by outstanding students from Munich's University of Music and Performing Arts, challenge the adventurous audience.

Each of the six concerts of the 2011/2012 season featured the world premiere of a new work by a young composer trained under either Professor Jan Müller-Wieland or Professor Moritz Eggert. Pre-concert talks with the composers and performers introduced the audience to the background and sources of inspiration of the compositions.

**Project partners:** Munich University of Music and Performing Arts

## Latin America – Experimento

# The curiosity principle: pursuing exciting technology for a complete education

Especially children in rural regions of Latin America benefit from the Experimento educational concept. The science education offering is helping shape a paradigm change in these countries.



### Latin America/Andean regions

Latin America's dynamic economic growth and increasing integration into the global economy are giving the region greater room to maneuver. However, continued population growth, rapidly progressing urbanization, and rising inequality in the region's social and structural development pose huge social challenges. Especially young people are aware of the need for a good education to compete globally.

With its educational projects in the Andean region, Siemens Stiftung is contributing to efforts to enhance training and continuing education for teachers and thus strengthen science and technology education.

Further projects in Latin America target professional training and improvement of basic services and infrastructure. Through cultural networks, the foundation also opens new doors for the inner-Latin American dialog.

"We don't only want to improve teaching," says Carola Gana Ahumada, "we also want to create opportunities for students in the future." At Fundación Chile, one of the country's largest foundations, Gana Ahumada coordinates the program for improving education. With its focus on education, innovation, and technology, Fundación Chile is an important local partner for Siemens Stiftung to help roll out the Experimento project.

"The educational systems in Latin America are in the middle of a transition," says Ulrike Wahl, who promotes Siemens Stiftung projects in the region. "Education policy makers and universities are looking for ways to better anchor active learning in schools. A paradigm change is imminent." Today, school students in Latin America know only traditional teaching approaches based on lecture-style instruction, which is further complicated by classes with up to 50 students. Siemens Stiftung is cooperating with Pontificia Universidad Católica in Chile, one of several Latin American countries where the foundation is working with the educational concept. Also participating in the program are Argentina, Colombia and Peru, where local school authorities, education ministries, and

universities are all on board. "Our goal with Experimento is to provide an impetus to the institutions designing the educational system in a country," says Wahl. "Therefore, we are investing largely in teacher training and would like to hand over the concept to our local partners in the medium-term." With this approach, Siemens Stiftung serves as an important source of ideas. Local authorities remain responsible for integrating the ideas into their curricula and shaping instruction. With their local know-how, partner organizations ensure the best possible realization of the Experimento concept.

**"Education policy makers and universities are looking for ways to better anchor active learning in schools. A paradigm change is imminent."**

Participants agree the Experimento kits with materials alone would achieve nothing if they did not fit into the teaching concept. The aim of Siemens Stiftung is not to distribute as many kits as possible but to sys-



Amazement included: with Experimento, children in Chile acquire new knowledge

tematically train teachers so that the materials are used regularly and competently. Project leaders take into account specific features in the respective countries. "We work mostly with schools in disadvantaged regions," says Gana Ahumada from Fundación Chile. If, in the past, science courses received little attention, today they are enjoying greater focus thanks to the Experimento project. By gaining insight into scientific and technical interrelationships, students receive important tools to shape their own lives later on. "We couple science education with further aspects such as languages," says Gana Ahumada. Another peculiarity in Latin America is that children of different age groups are often taught together in rural

regions. There, teachers benefit from Experimento's flexibility, which allows experiments to be tailored to various age groups.

Siemens Stiftung invited project partners to a joint workshop in Berlin so that teachers from the participating countries can benefit from the experiences of their colleagues. Professors for education and teacher training met with scientists, education authorities, and other experts from Peru, Argentina, Colombia, and Chile as well as Germany. Everyone acknowledged the value of the inter-regional exchange of views and opinions.

→ Read how the Experimento project is implemented on page 38.



Economic independence can be achieved through cooperative fruit growing



Women select harvested berries

## Expertise for integrated rural development

**Training and education provide future opportunities for the younger generation.**

With its focus on sustainable development in the rural district of Antioquia in Colombia, the Fruqueña project champions the social empowerment of families and village communities by developing cooperative organizations and qualified vocational training. The project aims to increase the income of local farmers and provide attractive future opportunities for the younger generation in an effort to stem rural depopulation. Siemens Stiftung cooperates with Fundación El Cinco and other local partners. Fruqueña currently includes about 600 small farmers and their families in 13 communities, who for decades have suffered under the latent civil war between guerilla and paramilitary groups. In many cases, they have been driven from their land. The small farmers focus on fruit growing. By forming agricultural cooperatives, they are able to make significant improvements to the entire value chain, from growing crops to marketing, and together also gain better access to domestic and export markets. One of Fruqueña's declared goals is the economic independence of the farmers. The transfer of economic knowledge and agricultural know-how as well as the focus on social cooperation and community dialogue are key elements of the project. In particular, Siemens Stiftung supports vocational training

for the younger generation. In the Fruqueña School of Fruit Horticulture (Escuela Hortofrutícola Fruqueña), students learn modern, environmentally compatible agricultural methods and acquire organizational skills and commercial know-how. After completing their vocational training as certified agricultural engineers, they serve as multipliers and consultants for local farms in the region. The first training year at Fruqueña School of Fruit Horticulture ended successfully. In February 2012, 67 young people were certified. The youth social enterprise Asociación de Líderes para el desarrollo agrícola was also established to advise and support small farmers.

**Project partners:**

Fundación El Cinco, Government Department Antioquia, Servicio Nacional de Aprendizaje – SENA, Universidad Católica de Oriente, Antioquia, Universidad de Medellín



## Urban waste management

**Professional recycling protects the environment and improves working conditions for garbage collectors.**

Siemens Stiftung and its partners are developing ways to stem the negative effects of rapidly growing volumes of waste, particularly in large cities in developing and emerging countries. Garbage contains valuable recyclable raw materials but local communities often lack the funds to build environmentally friendly waste removal systems. In Bolivia, Siemens Stiftung is cooperating with Swisscontact to meet acute waste management problems in the big cities La Paz, El Alto, Cochabamba, and Santa Cruz and to improve the hazardous working conditions of garbage collectors. Together with city administrators, private collection systems for recyclable and compostable waste (plastics/PET, paper, glass, metal, e-waste, hazardous waste, and organic materials) are being introduced at the neighborhood level.

The project aims to create ecological collection points for recyclable waste in the cities and win as many neighborhoods as possible to participate as so-called active "eco-vecindarios." The goals include improving the working conditions and income of garbage collectors, raising awareness for the environment, the separation of waste, and recycling in the population, and reducing the volume of leftover garbage going to urban landfills by about 20 percent. Support is also provided for small businesses in the recycling sector. Siemens Stiftung's focus in the project is primarily on communication and education. Professional recycling processes, protective clothing, information, and training improve working conditions. The organized, market-oriented sale of recyclables makes it possible for garbage collectors to secure higher long-term income

and achieve higher social status. The proper disposal of garbage reduces health risks. Organic waste is separated and composted. The project's approach shows that garbage disposal functions in private collection systems. Recycling reduces the impact on the environment, creates jobs and income, and thus improves the quality of life. Almost 400 eco-neighborhoods have been created and more than 400,000 households educated on ecological issues since the project was first launched. At present, 377 garbage collectors, most of them women, work full-time for the project. An additional 163 jobs were created in the small businesses supported by the project. A similar project is currently being tested in four smaller cities in Ecuador.

→ Read more about environment and recycling on page 43.



Local collection points protect the environment and enable recycling of valuable raw materials

**Project partners:**

Swisscontact – Swiss Foundation for Technical Cooperation, the Swiss Agency for Development and Cooperation (DEZA), FUNDARE Foundation for Recycling, city administrations in La Paz, El Alto, Cochabamba, Santa Cruz as well as the neighborhood administrations in these four cities.

## Improved water quality in rural areas

### The production of affordable water filters and a water kiosk focus on economic sustainability.

Together with local partners, Siemens Stiftung in Bolivia is developing a project to improve the supply of drinking water in Achocalla, which, thanks to its small lake, serves as a popular recreational area. Benefitting both local residents and lake visitors, the project has launched a small enterprise to manufacture affordable water filters made from clay for domestic use and installed a water kiosk equipped with a SkyHydrant water filter to supply drinking water to small businesses, especially snack bars, located around the lake. Both initiatives are dedicated to economic sustainability. The manufacturing and sale of the water filters creates jobs. At the same time, the sale of drinking water finances the operation of the water kiosk and promotes local tourism. Moreover, excellent water quality, in combination with an awareness of the need for safe drinking water, significantly improves the general health of local residents.

→ Read more about water on pages 41 and 42.



Local residents are made aware of the importance of environmental protection

**Project partners:**  
Swisscontact – Swiss Foundation for Technical Cooperation, Cooperative of Small Business Entrepreneurs around the Achocalla lagoon, Municipality of Achocalla, private small business owners in Achocalla

### Alumbrando

## Schools as contact points for safe drinking water

### Centrally located water filters supply the entire community with safe drinking water.

Together with the non-governmental organization Alumbrando and the German agency for international cooperation Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Siemens Stiftung aims to contribute to a sustainable supply of water in rural areas of Peru. In a pilot project, the foundation is supporting some of the poorest communities with SkyHydrant water filters.

In a first phase, 24 water filters will be installed in schools in remote areas in the San Martín, La Libertad, Piura, Huancavelica, Iquitos, and Cusco regions with active participation by residents who will also be responsible for maintenance. The program promotes discussion about hygiene in connection with drinking water in schools and families and the transfer of knowledge to village organizations.

→ Read more about water on pages 41 and 42.

**Project partners:** Alumbrando, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) / EnDev



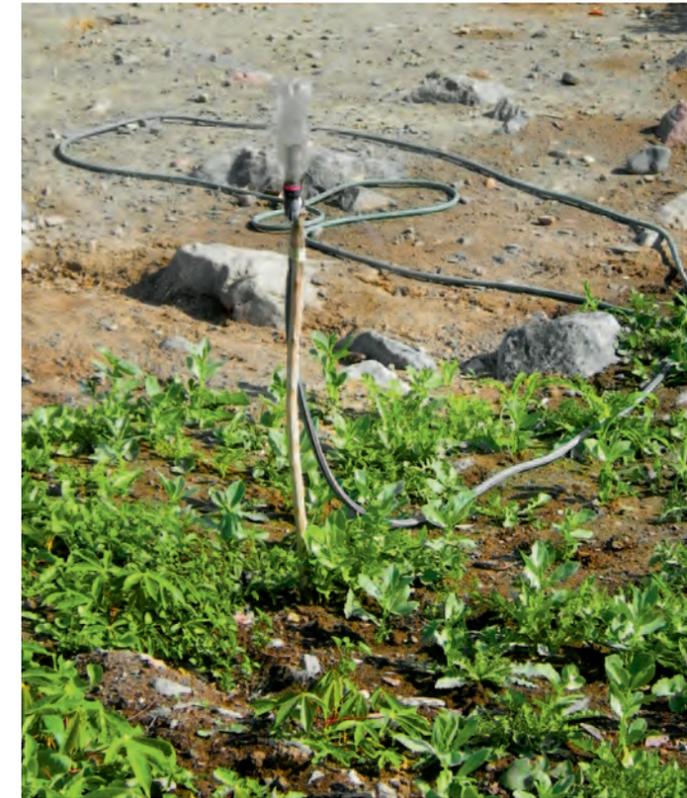
SkyHydrant technology ensures safe drinking water in rural regions

## Eighteen steps toward sustainable development

### Initiatives for moving structurally weak regions from subsistence farming to profitable agriculture.

In collaboration with the “Instituto para una Alternativa Agraria – IAA” (Institute for an Alternative Agriculture), Siemens Stiftung is engaged in the Sierra Productiva project that focuses on the sustainable development of the indigenous rural population in Peru’s Canas/Cusco highland and the Ica/Pisco coastal regions. In total, almost 120 families in two communities are participating in the project. Based in San Agustín in Cusco, IAA began developing models for sustainable development in rural areas in 1994, with the aim of helping structurally weak regions move from sustainable farming to profitable agriculture.

This work has resulted in the integrated “Sierra Productiva” approach in which small farmers implement 18 simple technical innovations over the course of three years. Lost cultural knowledge and traditions are revived and combined with new insights. The approach, which builds on Peru’s biodiversity, boosts small-scale agricultural production by allowing organized groups of farmers to decide autonomously about their future planning and the actions that need to be taken. The long-term aim is to develop so-called “ecological districts.” Importance is given to the environmentally friendly use of resources in addition to social and economic development. A further aim is to increase the currently low level of income that the farmers and their families achieve from selling their agricultural produce. Siemens Stiftung is particularly focused on developments in the areas of water and energy, such as the availability of safe drinking water and solar thermal water heating. Efficient storage and use of water as well as the provision of drinking water are essential to the project. Families are



Suitable systems for irrigating fields play a central role in the Sierra Productiva project

involved in developing the model right from the start to define a common vision. Personal contributions and joint responsibility are two main elements behind the collaborative nature of the model, which also includes a strong focus on the transfer of knowledge and “learning from one another.” That is the reason why the local multipliers, known as “Yachachiq” (a Quechua word meaning “those who know”), play such a central role in the project. Diverse technical innovations have improved the yields of the participants’ agricultural produce. The 120 families regularly organize markets to sell their produce directly to consumers. This direct distribution allows them to secure their own livelihood.

**Project partners:**  
Institute for Alternative Agriculture (IAA), ProSynergy, Pau i Solidaritat Foundation, communities in the Cusco and Ica regions



Brazilian Bruno Beltrão and his Grupo de Rua presented "H3" in Teatro San Martín

## Lively space for artistic dialog and knowledge transfer

### The international theater platform PANORAMA SUR in Buenos Aires draws attention to Latin America's own potential.

The international working platform for performing arts PANORAMA SUR, developed together with Siemens Stiftung over the past few years, provides a new space for the inner-Latin American dialog. In an intensive four-week program, the platform offers artists opportunities for skill-training, collaboration, and exchange while at the same time giving the general public a look inside the changing role of theater in society. The aim of the now annual event is to promote self-initiative and strengthen the cultural scenes in the region.

Both the program and network of cooperating partners were expanded for the platform's third event, initiated by the Siemens Stiftung and THE – Association for Latin American Theater. Under the motto "Beyond Representation," young theater directors, writers, and choreographers from around the world met in Buenos Aires to collaborate on new artistic practices that reflect the altered way they see themselves in shaping social development.

Whether in the intimacy of a hotel room or with 130 artists on a stage, a series of performances from Latin America,

Europe, and the United States aimed to create awareness for social cohesion. That was the focus of the writers' workshop with Alejandro Tantanian and Cynthia Edul, in which writers from 11 Latin American countries further developed their own projects, generated new ideas, and established lasting professional contacts. The international workshops, featuring innovative approaches from influential theater directors, gave especially young artists new inspirations for their work.

The scope of the platform could be expanded thanks to the Goethe-Institut's Excellence initiative. Talented young artists from Latin America received scholarships, allowing them to pass on the knowledge and experience they gained from the platform to their own countries to promote social dialog.

#### Project partners:

Asociación para el Teatro Latinoamericano/THE, Goethe-Institut, Malba (Museo de Arte Latinoamericano de Buenos Aires)/Fundación Costantini, IUNA – Departamento de Artes del Movimiento, Complejo Teatral de Buenos Aires, MEC, INAE/Dirección Nacional de Cultura Uruguay, Espacio Callejón, TEMPO Festival, Funceb, Centro Cultural de España en Buenos Aires (CCEBA), Siemens Fundación Argentina, Cámara de Industria y Comercio Argentino-Alemana, Hotel 725 Continental



Kat McIntosh's interdisciplinary laboratory in Parque Cultural de Valparaíso

## Thought in motion

### The international platform MOVIMIENTO SUR in Chile is dedicated to interrelationships between movement, art, and society.

After the success of PANORAMA SUR in Argentina and the growing need to foster greater collaboration and exchange between artists in Latin America, Siemens Stiftung initiated a second working platform in Chile, MOVIMIENTO SUR. The three-week pilot project, which took place in the newly built Parque Cultural de Valparaíso in 2012, focused on an interdisciplinary dialog on movement.

Enhancing skills and exchanging views were also a primary focus. Local performing artists and institutions developed the

training sessions, which included international workshops, seminars, and labs. Artistic issues were directly linked to organizational aspects of cultural practice. Among the performances was choreographer William Forsythe's "Improvisation Technologies," showing a new approach to presenting movement in space. The approach offers an artistic tool as a model for other areas such as architecture, urban planning, and philosophy.

The workshop of Chilean artist Varinia Canto Vila, who has been working in Europe for some time and returned to her home country for the workshop, focused on encouraging performing artists to show initiative and not simply accept knowledge. She shared her experiences from the interdisciplinary work with the choreographer Meg Stuart, who explores the body as a social place in various ways. Together with Eric Grondin, Canto Vila performed the live performance "sand table" as a successful collaboration of artists from different areas.

New Zealand artist Kat McIntosh experimented along the interface between art and science. In numerous experiments with objects and everyday materials for her "Dark Matter" performance, McIntosh allowed the logic of scientific thinking to clash with the imagination of the arts in her two-part laboratory and observed how they might stimulate or disturb each other. She also held an imagination workshop for children from surrounding neighborhoods. Using objects, actions, and words, the children rediscovered the world – large or small, poetic or political, sad or happy – and asked what these worlds had to offer.

The network of international and regional partners made it possible to develop the project based on local conditions and needs and to give local artists the opportunity to ask themselves what a regional collaboration could look like, how a network can arise, and what issues are important.

#### Project partners:

Goethe-Institut Santiago, Parque Cultural de Valparaíso, Consejo Nacional de la Cultura y las Artes de Chile

## Africa – Experimento

# The enthusiasm principle: searching for one's own opportunities

Whether it is purifying water, generating electricity from the sun, or separating waste effectively, South African children participating in the educational project Experimento are excited to acquire not only knowledge but also ideas to improve their own career prospects.



### Africa/sub-Saharan Africa

Societies in sub-Saharan Africa are in transition. Despite above-average economic growth in some countries and improved basic education, the growing numbers of young people in the region have few opportunities to earn a secure income. Education and entrepreneurial initiatives are essential to economic and social growth. Siemens Stiftung supports improved science and technology education as well as social entrepreneurial projects with the aim of financial independence. The initiatives focus on technical and operation solutions for overcoming deficits in vital services in rural areas to ensure a dignified life. Education and networking play an important role in all the projects as well as in the cultural area.

When Lilo Maclachlan and Linda Schomer are in South African schools, they always experience a spirit of optimism and are impressed with the dedicated teachers. Maclachlan and Schomer are teachers at German international schools in Johannesburg and Cape Town. Two global concerns of the international schools are social responsibility and partnerships with local schools. From their bases in Johannesburg and Cape Town, Maclachlan and Schomer coordinate the Experimento project in South Africa, together with a team of multipliers. Experimento has shown in its pilot phase how much it can support teachers with their educational mission.

**“Experimento opens up new perspectives for many teachers and especially for students, of course.”**

South Africa's educational system faces huge challenges. Learning materials, for instance, need to be translated into the country's 11 official languages, making educational standards difficult to establish. Experimento can help through its integrating effect in classes in which students speak dif-

ferent native languages. “The conditions are rather difficult for many colleagues,” says Schomer. Classes of 60 students are normal in many schools, and the facilities are also poorly equipped. Science studies often deliver only theory with no real-life practical experiments. “Experimento opens up new perspectives for many teachers and especially for students, of course,” says Maclachlan. Schomer manages the Science Competence Center in Cape Town and Maclachlan the one in Johannesburg. Together with the German schools in both cities, Siemens Stiftung has set up the centers to offer training for teachers. Those interested in Experimento learn how to implement the concept into their teaching. The catchment area is huge: Many teachers must commute for hours to attend the workshops. “Even if they come from far away, they don't want to miss an hour because of the ideas they receive for conducting experiments in their science courses,” says Maclachlan. A close collaboration with responsible education authorities in Cape Town and Johannesburg ensures a seamless integration of Experimento into the curriculum. The new curriculum in South Africa explicitly calls for classroom experi-

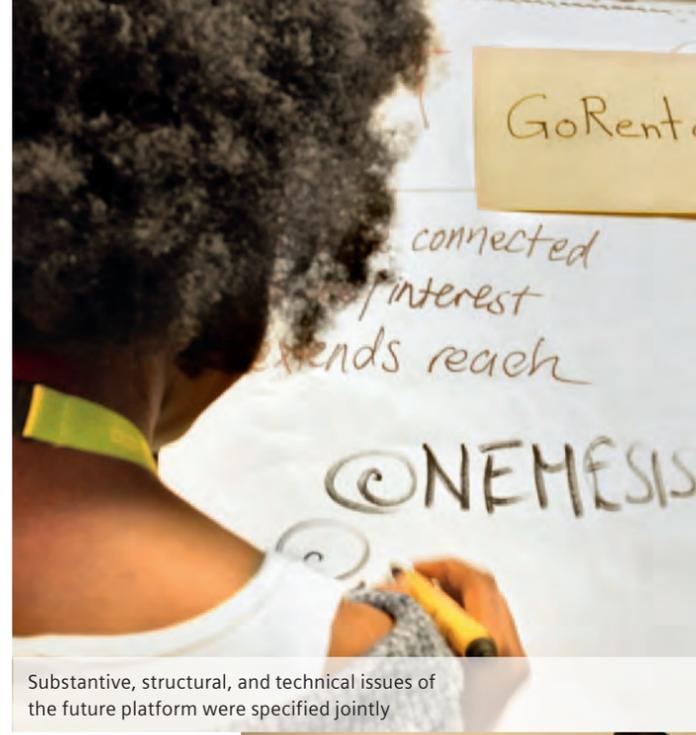


Using energy or filtering water: students can relate to the experiments

ments. To conduct them, teachers require training in didactic methods. It would make sense to integrate the Experimento concept directly into teachers' training in the long term. Siemens Stiftung is already cooperating with two universities in the country with that goal in mind. “There is ample evidence pointing to teachers being at the center of the learning process. If they understand how to actively involve children in the subject matter, they achieve the greatest learning success,” says Rebecca Ottmann from Siemens Stiftung. “And when experiments accompany science instruction, knowledge is better retained.” The focus of the experiments and educational concept is tailored to

regional requirements, often relying on existing knowledge. For instance, children can learn how to filter drinking water with sugar cane and how modern filtration methods work using the same principle. Or they conduct experiments on waste to learn how useful a functioning waste separation can be. Or study what happens when they wash their hands and why washing is so important. The concept also includes sophisticated technology experiments in areas such as renewable energy, fuel cells, and greenhouse effects. Teachers can find regularly updated teaching materials and instructions in the Siemens Stiftung media portal (see page 21). Practical education boosts children's enthusiasm for science and can lead

to a career choice in this area. Well-trained chemists, physicists, and engineers are crucial to overcoming the challenges facing the African continent. Experimento has an impact far beyond science education as well. “South Africa is a true ‘rainbow nation,’ as Desmond Tutu once commented,” says Schomer. Many schools mirror social diversity, with children of diverse origins and different social backgrounds learning together and many of them speaking various languages and dialects. The opportunity to conduct experiments together helps break through those barriers.

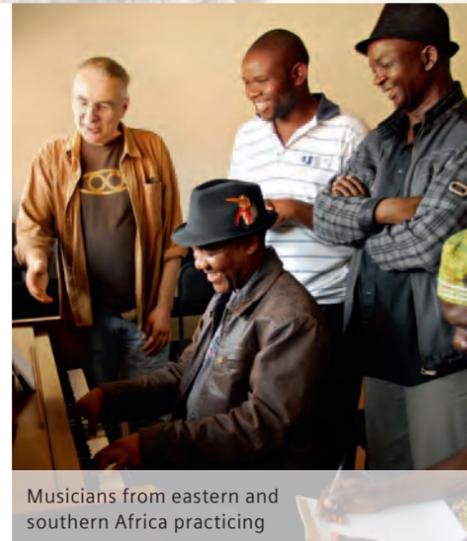


Substantive, structural, and technical issues of the future platform were specified jointly

## Connecting Africa's music world online

The platform **musicinafrica.net** is a guide to the African music landscape.

Together with local partners on the continent, Siemens Stiftung and the Goethe-Institut in sub-Saharan Africa have initiated Music in Africa. The project aims to establish an Internet-based platform for music information in Africa. Knowledge necessary for shaping the future is based on information, which, in turn, provides the foundation for all dialog. And that is precisely the aim of the project – to make information on Africa's music and music sector more accessible to interested parties. The frequently faulted lack of intra-African communication also affects areas crucial to the development of civil-society processes, including music as a key building block of cultural encounter and exchange. The online platform musicinafrica.net will serve in the future as a guide to African music, offering facts and figures on institutions and associations, training and continuing education, archives, media, music portals, and funding as well as cultural policies, legal issues, and current events – providing access to information on those creating music on the continent. Opportunities for training and continuing education for musicians and music agents will be another important focus. Contemporary trends in sub-Saharan African music will also be a central topic, with an emphasis on the various regional aspects. The project, with a planned scope of five years, comes in response to the need for reliable information as well as for



Musicians from eastern and southern Africa practicing

greater interaction and networking in a region with a particularly diverse range of cultural scenes and infrastructures. It will not only contribute to improving artistic collaboration on an international level but also increase opportunities to gain global recognition and contracts. The long-term goal is to build a platform supported by a pan-African network that allows sustainable communication across diverse genres and countries.

**Project partner:**  
Goethe-Institut in sub-Saharan Africa

## Sustainable water supply improves life quality of entire communities

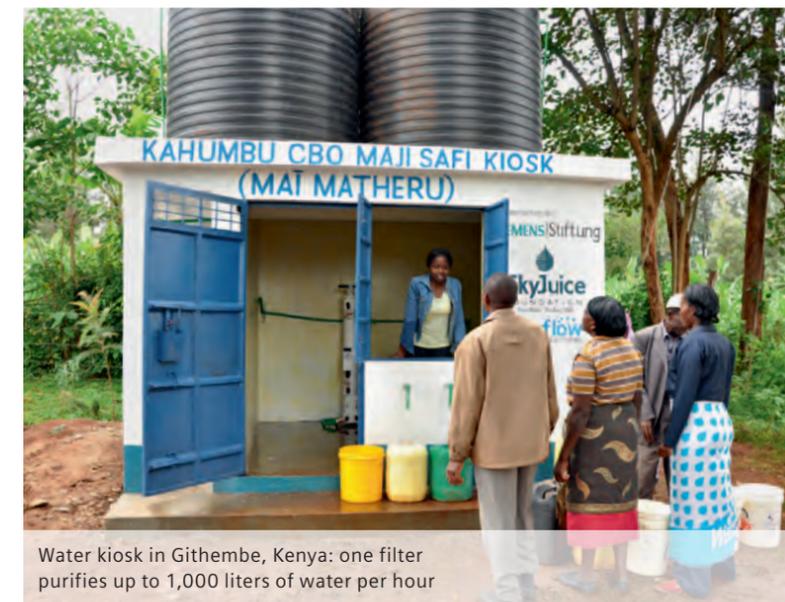
Water kiosks bring safe drinking water to rural regions in Kenya and foster entrepreneurship.

Access to safe drinking water is critical to the livelihood of the individual and the development of an entire community. With decentralized water stations, so-called Safe Water Enterprises, Siemens Stiftung aims to cultivate a sustainable water supply in remote regions of Africa and help improve health and hygiene. The water stations foster entrepreneurship and create new opportunities for generating income. The purified drinking water is sold at an affordable price, and the earnings are re-invested in maintaining and expanding the project. Station managers receive the required technical and entrepreneurial training. In the medium term, the goal is for ownership of the stations to be passed on to local communities and entrepreneurs. Siemens Stiftung has collaborated with different partners in realizing the projects: the SkyJuice Foundation developed the kiosk concept and the technical components, including the filtration systems; the Kenyan company PureFlow provides local support; and the Global Nature Fund co-funded both kiosks in the first pilot project. To date, five water stations have been established in the Thika region in Kenya and hygiene-training courses have also been offered. The stations have been well received, according to the first pilot station survey, which showed 75 percent of the interviewees purchasing water from the kiosk. Nearly 500,000 liters of water in total have been sold so far at the kiosks. Waterborne diseases and medical expenditures have declined. Since the stations are connected to existing communal structures, such as market places, schools, and hospitals, they help shorten the often long journeys to fetch drinking

water. Even if the long-term goal is for every household to receive its own water supply, the Safe Water Enterprise is an important step in that direction.

→ Read more on the topic of water on pages 34 and 42.

**Project partners:**  
SkyJuice Foundation, PureFlow Water Solutions, Global Nature Fund



Water kiosk in Githembe, Kenya: one filter purifies up to 1,000 liters of water per hour

## Modern technologies with benefits for society and the environment

### Stations for solar energy and safe drinking water improve the social and environmental infrastructure in rural and peri-urban areas in Kenya.

With Water-Energy Hubs (WE!Hubs), Siemens Stiftung aims to promote the use of renewable energy in Africa and improve the supply of energy and safe drinking water in remote areas. The hubs use modern technology to generate and supply electricity and a decontamination system to provide clean drinking water. At the same time, the WE!Hubs offer entrepreneurial opportunities and training programs.

For a small fee, WE!Hub customers can rent portable, rechargeable batteries, and environmentally friendly, affordable electric lighting systems to replace widespread kerosene lamps, which are harmful to human health. In the stations, they can also charge their mobile phones, surf the Internet, and purchase water. Organized as social enterprises, the WE!Hubs promote local entrepreneurship. The project improves not only the economic, social, and ecological infrastructure for local residents but also their training opportunities.

The WE!Hub is a project of Siemens Stiftung, Global Nature Fund (GNF), OSRAM, Light for Life and Thames Electricals Ltd. The project is funded by the European Union. OSRAM, which has successfully implemented three pilot kiosks in the Lake Victoria region together with GNF, supports the project as the technology partner, providing advice on technical and conceptual issues. Thames Electricals is responsible for successful local implementation and has founded the social enterprise Light for Life, which is also lo-



WE!Hub customers have access to electrical lighting systems, batteries, and drinking water as well as computers

cated in Kenya. Light for Life operates the WE!Hubs, conducts local training, and offers a platform for additional projects in the region.

The first phase involves the construction of five new WE!Hubs in Kenya – three at Lake Victoria, one in a slum in Nairobi's industrial area and one in Kenya's heartland. The three existing stations are being renovated, equipped with modern technical systems, and expanded with an Internet café. Beyond the WE!Hubs, Siemens Stiftung is implementing social projects in the region to strengthen local communities.

→ *Read more about water on pages 34 and 41.*

#### Project partners:

Global Nature Fund, OSRAM, Thames Electricals Ltd., Light for Life



Organic waste is properly processed into valuable natural fertilizer in a composting facility

## Sustainable waste management and jobs with prospects

### TakaTaka Solutions improves life in the Kangemi slum with a socio-economic solution.

Functioning waste management is one of the major challenges facing rapidly growing cities in developing countries such as Kenya. Siemens Stiftung is currently working together with the Kenyan partner TakaTaka Solutions Ltd. ("taka taka" means waste in Swahili) and the German AT Association for the Promotion of Socially and Environmentally Appropriate Technology to implement a socio-economic solution in the Kangemi slum.

The approach involves collecting waste, sorting it, and selling the recyclable materials as well as turning organic waste into valuable compost through a social enterprise. In addition to awareness campaigns for the population, Siemens Stiftung focuses on training the young employees. An affordable waste management system, for instance, is being established locally to ensure sustainable resource conservation by recycling up to 80 percent of the waste. As a result, living conditions within these communities have improved significantly in terms of environmental pollution and health. At the same time, young people without employment and prospects receive permanent jobs and the necessary training.

Since the start of the project in September 2011, about 30 young people from the Kangemi slum have been hired by TakaTaka Solutions and trained in the areas of waste

management, waste separation, composting, and business management principles. Within six months of the project's launch, they have been able to increase their originally very low income fourfold.

The natural fertilizer produced in the social enterprise's own facility is one of its main sources of income, in addition to the waste collection fees. Between three and four tons of organic waste are collected daily from 1,000 households and the Kangemi street market. Containers adapted to local social and cultural norms for separating garbage are being tested and deployed. Urgently required public awareness campaigns have informed the population about waste and the associated environmental and health problems.

→ *Read more about the environment and recycling on page 33.*

#### Project partners:

TakaTaka Solutions Ltd., AT Association for the Promotion of Socially and Environmentally Appropriate Technology.

# A strong international network

Siemens has six corporate foundations based around the world in Argentina, Brazil, Colombia, France, Germany, and the United States. The Global Alliance of Siemens Foundations was founded in 2010 to facilitate a closer coordination of strategies and programs.

Since its establishment, Siemens has been internationally focused and socially engaged wherever it operates. The charitable Siemens foundations in Argentina, Brazil, France, Colombia, Germany, and the United States continue this tradition. They promote education, entrepreneurial spirit, and simple technological solutions to ensure basic services. While the foundations in Argentina, Brazil, France, Colombia, and the United States focus mainly on the social challenges in their respective countries, Siemens Stiftung in Germany operates internationally. The Global Alliance of Siemens Foundations, founded in 2010 under the leadership of Siemens Stiftung, has consolidated the individual activities of the foundations into a strong international network that allows social problems to be viewed from an international perspective and creates, at the same time, synergies for effective project work at the local and regional level. A practical example of this cooperation is the “empowering people. Award” (see page 22). Together, the Siemens foundations call on innovators around the world to submit efficient and simple technological solutions to improve basic services. In the future, the Siemens foundations will also collaborate more closely in the field of education. The foundations in Argentina and Colombia will pilot the Experimento project, together with partners from the education sector in Chile and Peru (see pages 24, 30, and 38).

With these and other initiatives, the Global Alliance of Siemens Foundations will continue to focus its engagement in empowering people to shape their own lives and contribute to social development. The following introduces the members of the Global Alliance of Siemens Foundations and their key projects in fiscal 2011/2012.

## Siemens Foundation in the United States

The Siemens Foundation USA is committed to promoting innovative ideas and projects in the fields of research and education. It supports educational initiatives in the areas of science, technology, engineering, and mathematics for U.S. teachers and students. One of its signature programs, the “Siemens Competition in Math, Science and Technology” for high school teams and individuals in the U.S., rewards exceptional achievement in the areas of science, math, and technology. It recognizes remarkable talent early on and fosters the individual development of high school students who are willing to challenge themselves in science. Through the competition, the students have the opportunity to achieve national recognition for science research projects completed in high school. With the competition “Siemens We Can Change the World

Challenge,” Siemens Foundation encourages students to develop innovative, sustainable solutions for environmental problems. Teams from across the country are challenged to create sustainable, reproducible concepts for environmental improvements in their local communities. Over the past year, the Siemens We Can Change the World competition invited middle school student winners to Alaska to expose them to vast natural resources and geological wonders such as the permafrost tunnel and to sustainability practices that showed them ways to a “greener life.” The winners of the Siemens Competition and the middle school winners of the Siemens We Can Change the World Challenge were invited in 2012 to attend the 2nd “Annual White House Science Fair.” The invitation was an opportunity for the students to be recognized for their achievements by the President of the United States. In 2012, the “Siemens Teachers as Researchers” (STARs) program was enhanced with the addition of another Department of Energy national laboratory, the Pacific Northwest National Laboratory (PNNL). The additional lab allows the STARs program to send 40 educators from across the country to both PNNL and the Department of Energy’s Oak Ridge National Laboratory (ORNL), providing the opportunity for an additional 20 educators to gain hands-on research experience. The scientific techniques and ideas they bring back to their classrooms improve instruction and increases student achievement.

In 2012, the “Siemens Science Day” program added new life science, physical science, and Earth science activities for grades K–6. Video resources were also added to the comprehensive “Siemens Science Day” website for educators to reference when incorporating hands-on science activities into their classrooms.

## Fundación Siemens Argentina

Fundación Siemens in Argentina promotes the country’s long-term development through projects in the areas of education, basic services and social structures, art and culture as well as environmental protection. The focus in fiscal 2011/2012 was on improving education in science and technology. The foundation organized teacher’s training and provided new teaching materials to foster interest in science, technology, engineering, and mathematics courses from preschool through to the university. For primary school children, the foundation also supplied “Discovery Boxes.” The experimentation kits are full of materials and equipment that children and their teachers need to conduct scientific experiments. In 2012, more than 80 schools in Buenos Aires received Discovery Boxes for use in classrooms, together with the corresponding training for their teachers. For secondary school children, Argentina’s Siemens Foundation organized the interschool “LOGO! Competition.” The competition motivates students to work in teams and present technological and economical solutions to challenges



The winners of the competition “Siemens We Can Change the World” exchanges views on Alaska’s wilderness and natural resources



The winners of the LOGO! Competition developed an innovative biogas plant

currently facing society, such as environmental protection, energy efficiency, and water treatment. In 2012, the contest took place in three regions: Buenos Aires, Santa Fe, and Bahía Blanca. More than 100 students presented innovative solutions to address sustainability issues. The winning team from Santa Fe developed a biogas plant that can not only solve problems with contaminated underground water in their region but also generate power. Fundación Siemens also periodically organized conferences and technical lectures for teachers in the fields of science and technology. The main aim of these events is to keep educators up-to-date with the latest technologies and trends and show them how technology can be applied to solve local problems and potentially improve the quality of life in their communities.

### Fundación Siemens Colombia

Fundación Siemens in Colombia has taken on the task of contributing to a sustainable development of Colombian society. The foundation is focused on promoting science, tech-

nology, engineering, and mathematics education and improving basic services. In 2012, Fundación Siemens continued to promote and enhance the quality of Colombian education, mainly through the use of "Discovery Box" experimental kits. This important milestone was achieved through a private-public partnership with the education office of Medellín, Colombia's second largest city, and Universidad de Los Andes as well as support from Medellín's Energy Cluster. The joint aim was to develop a comprehensive educational model that strengthens teachers' science qualifications in relevant areas such as energy, health, and environment. In 2012, more than 13,000 students benefited from the training of 350 teachers. Since the launch of Discovery Box, Fundación Siemens has expanded its long-term alliances with the academic partners Universidad Icesi, Universidad Tecnológica de Bolívar, and Universidad de los Andes as well as public-private partnerships. In cooperation with local partners, the foundation trained 878 teachers benefiting more than 300 schools and more than 38,000 students.

Fundación Siemens also supports some of the neediest communities in Colombia that lack access to drinking water. Through various alliances with private and government entities, 88 SkyHydrant filters were installed in 2012 in seven regions: Atlántico, Guajira, Cesar, Bolívar, Antioquia, Cauca and Chocó. More than 40,000 people now benefit from this basic technology.

Under the program "Agua para la Educación, Educación para El Agua" ("Water for Education, Education for Water"), Fundación Siemens has improved health conditions in schools in remote areas through an alliance with Siemens Stiftung in Germany and Fundación EPM. As part of an environmental plan, the sanitary infrastructure of the schools was improved and filters were installed to provide safe drinking water to hundreds of children.



SkyHydrant provides access to safe drinking water to 40,000 people in rural regions of Colombia



Brazilian school children learn how to perceive, understand, and influence their own feelings and those of others



For Fondation d'entreprise Siemens France, social integration is a major concern

### Fundação Peter von Siemens Brazil

Fundação Peter von Siemens in Brazil focuses on education, social welfare assistance, and culture. In fiscal 2011/2012, the foundation supported two main projects: training for people with disabilities and the "Emotional Intelligence" project.

In 2012, Fundação Peter von Siemens signed a cooperation agreement with the Institute for Social Development and Inclusion to implement the "Metamorphoses" project, which provides professional training for 45 children and young people with physical disabilities and hearing impairment. The goal of the six-month program is to improve the training of people with physical disabilities and hearing impairment for inclusion in the labor market with professional methods. The training covers the main content provided in elementary school and high school and includes technical knowledge.

The Emotional Intelligence project, which has been running since 2004 in public schools, shows teachers in training courses how to properly assess and deal with children's emotions beginning in primary school. The project aims to help students develop self-confidence, interpersonal relationships, and self-control, which contribute directly to an improved quality of life for them, their families, and their teachers.

The training helps teachers perceive the emotional problems of their students and tailor their courses in such a way that children learn how to manage their emotions. The

project includes direct aid for students with behavioral and/or learning problems or who require specific assistance with reading and writing skills. It aims to improve the educational process and promote a qualitative leap in interpersonal relationships. In 2012, courses were introduced at four additional schools. Since its implementation, the project has reached more than 700 people. During the fiscal year, the foundation was renamed Fundação Siemens.

### Fondation d'entreprise Siemens France

Fondation d'entreprise Siemens France is dedicated to fighting the exclusion of disadvantaged people, promoting their integration, and improving their living conditions through health and housing programs.

One of the pillars of the foundation since 2002 has been the partnership with the aid organization Samusocial. The charity event "Nuit de la Belle Etoile," held annually in December, is an outstanding fundraising event for Samusocial that attracts some 300 high-level corporate representatives and celebrities. The organization uses the funds to help the needy, who are often homeless people living on the fringe of society, with housing, women's shelters, and a counseling hotline.

In the future, the foundation will focus its project work in the areas of education, social entrepreneurship, and culture to strengthen synergies and collaboration opportunities with other Siemens foundations.

# Financial report

## Expenses

### Expenses for the foundation's mandate

Total expenses of €3,001 thousand (previous year: €4,385 thousand) were reported in the "Basic Needs & Social Entrepreneurship" sector. Projects in this sector focus on promoting and strengthening local and financially independent private initiatives. The emphasis is on improving the quality of life and social structures. Themes include access to safe drinking water and energy as well as the environmentally friendly use of resources.

Total expenses of €4,425 thousand (previous year: €4,539 thousand) were reported for "Education" projects. The educational projects help teachers and educators fulfill their pedagogical mission by offering them contemporary, real-life instruction methods and materials. The projects emphasize language instruction, science, and technology.

Total expenses of €1,403 thousand (previous year: €1,798 thousand) are reported for "Culture" projects. The foundation joins its partners to initiate cultural projects and platforms for an international dialog and cultural knowledge-sharing, especially in African and Latin American countries. The impact of art in society, the reflection of cultural identities, and support for forms of dialog, as well as an aesthetic education are at the heart of these initiatives. In addition, €1,332 thousand (previous year: €1,328 thousand) was spent on communication.

### Other operating expenses

#### Administrative costs

This item includes expenses used solely for the administration of the foundation and not directly attributable to its individual mandates.

#### Expenses from business activities

The expenses from business activities stem primarily from costs of €89 thousand (previous year: €150 thousand), incurred through the service agreement with Siemens AG. Total expenses include personnel costs of €2,948 thousand (previous year: €3,133 thousand). The workforce comprised 30 persons (previous year: 32) on average during the fiscal year.

ASSETS as of September 30, 2012	in €	09/30/2012	09/30/2011
<b>A. Fixed assets</b>			
I. Intangible assets			
Concessions, industrial and similar rights and assets and licenses in such rights and assets		85,520.26	58,125.00
II. Tangible assets			
Other plant, factory and office equipment		490,267.00	579,974.00
III. Financial assets			
Long-term investments		389,999,930.90	389,999,930.90
		<b>390,575,718.16</b>	<b>390,638,029.90</b>
<b>B. Current assets</b>			
I. Inventories			
1. Prepayments and inventories		–/–	88,995.75
II. Accounts receivable and other assets			
1. Prepayments and inventories		62,623.71	162,441.63
2. Other assets( including €3 thousand > 1 year)		15,522,439.74	17,498,922.36
III. Cash at banks		10,279,677.88	3,748,719.50
		<b>25,864,741.33</b>	<b>21,499,079.24</b>
<b>C. Prepayments and deferred charges</b>		<b>23,371.51</b>	<b>3,974.67</b>
		<b>416,463,831.00</b>	<b>412,141,083.81</b>

EQUITY AND LIABILITIES as of September 30, 2012	in €	09/30/2012	09/30/2011
<b>A. Equity</b>			
I. Basic assets		300,000,000.00	300,000,000.00
II. Other assets		90,000,000.00	90,000,000.00
III. Free reserves (section 58 (7a) AO)		10,500,000.00	6,000,000.00
IV. Retained profits brought forward		12,674,782.90	12,577,681.86
		<b>413,174,782.90</b>	<b>408,577,681.86</b>
<b>B. Accruals</b>			
1. Accruals for pensions and similar obligations		303,100.89	222,232.85
2. Other accruals		803,024.00	841,985.00
		<b>1,106,124.89</b>	<b>1,064,217.85</b>
<b>C. Liabilities</b>			
1. Trade payables (including €2,084 thousand with a remaining term of up to one year)		2,083,574.83	2,397,306.02
2. Other liabilities (including €59 thousand from taxes)		99,348.38	101,878.08
		<b>2,182,923.21</b>	<b>2,499,184.10</b>
		<b>416,463,831.00</b>	<b>412,141,083.81</b>

#### Statement of financial position

Siemens Stiftung was established by Siemens AG under the foundation charter of September 22, 2008, and recognized as a public foundation under private law having legal capacity. The foundation performs charitable work and is operationally active, which means it primarily funds its own projects and initiatives. The

foundation's mandate is set forth in the most recent version of its charter, dated December 12, 2012. Siemens AG transferred the endowment (€300,000 thousand) and other assets (€90 thousand) in 2008. This makes Siemens Stiftung one of Germany's largest corporate foundations.

INCOME AND EXPENSE STATEMENT for 2011/2012	in €	09/30/2012	09/30/2011
<b>Income</b>			
1. Asset management income		15,509,309.40	17,483,891.91
2. Income from donations		18,000.00	122,001.00
3. Income from business activities		92,624.97	150,907.05
4. Other operating income		186,339.89	206,976.33
5. Extraordinary income		–/–	109,008.80
		<b>15,806,274.26</b>	<b>18,072,785.09</b>
<b>Expenses</b>			
6. Asset management expenses		<b>1,721.10</b>	<b>5,435.18</b>
7. Expenses for the foundation's mandate			
Basic Needs & Social Entrepreneurship		3,000,751.50	4,384,533.18
Education		4,425,150.05	4,539,044.74
Culture		1,402,544.01	1,797,597.72
Communication		1,331,606.33	1,328,296.68
		<b>10,160,051.89</b>	<b>12,049,472.32</b>
8. Other operating expenses			
Administrative costs		958,561.56	1,341,973.77
Expenses from business activities		88,838.67	149,702.64
		<b>1,047,400.23</b>	<b>1,491,676.41</b>
		<b>11,209,173.22</b>	<b>13,546,583.91</b>
<b>9. Annual net income</b>		<b>4,597,101.04</b>	<b>4,526,201.18</b>
10. Retained profits brought forward from previous year		12,577,681.86	11,051,480.68
11. Transfer to free reserves (section 58 (7a) AO)		4,500,000.00	3,000,000.00
<b>12. Retained profits brought forward</b>		<b>12,674,782.90</b>	<b>12,577,681.86</b>

#### Income/expense statement

The income and expense statement for fiscal year 2011/2012 shows income from asset management of €15,509 thousand (previous year: €17,484 thousand), income from donations of €18 thousand (previous year: €122 thousand) and income from business activities of €93 thousand (previous year: €151 thousand). Other operating income of €186 thousand (previous year: €207 thousand) consists primarily of income from the valuation of pension provisions, the reversal of provisions as well as redemptions and credits.

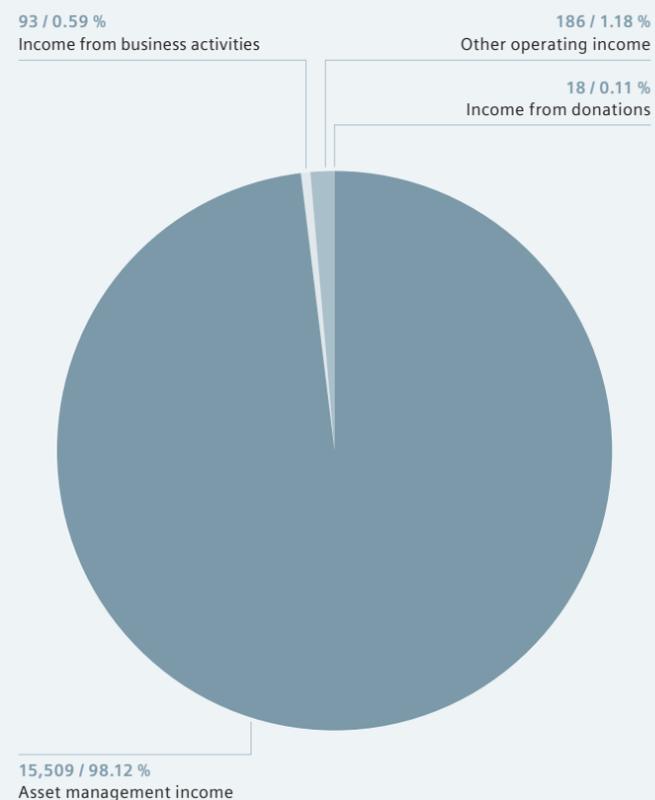
There were also operating expenses for the foundation's mandate of €3,001 thousand (previous year: €4,385 thousand) for the "Basic Needs and Social Entrepreneurship" programs, €4,425 thousand (previous year: €4,539 thousand) for "Education," and €1,403 (previous year: €1,798 thousand) for "Culture." A total of €1,332 thousand (previous year: €1,328 thousand) was spent on communication. Administrative expenses of €959 thousand (previous year: €1,342 thousand) were incurred. Expenses for business activities came to €89 thousand (previous year: €150 thousand). A total of €4,500 thousand (previous year: €3,000 thousand) was moved into free reserves in accordance with section 58 (7a) of the German Tax Code (AO).

#### Certification

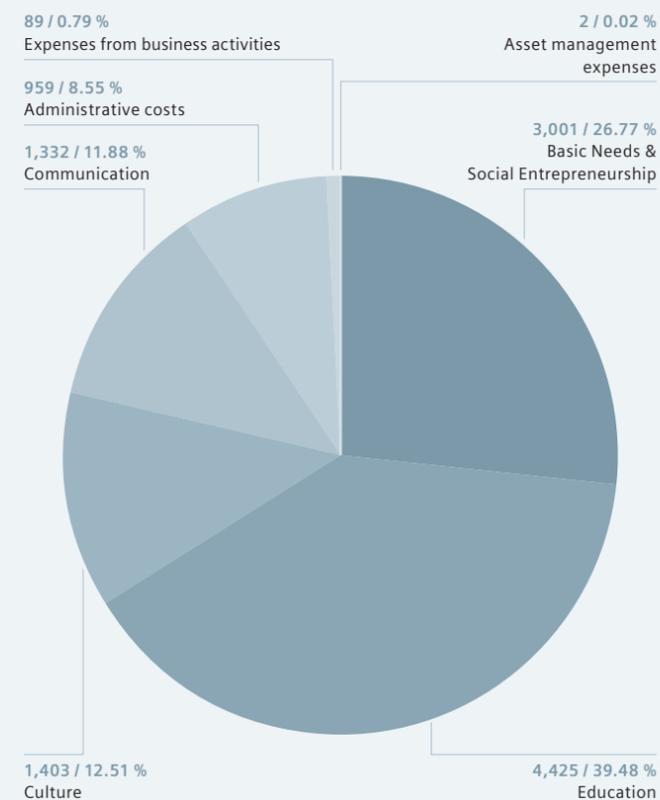
Ernst & Young GmbH auditors reviewed the annual financial statements and management report of Siemens Stiftung dated September 30, 2012, in accordance with the principles of the German Commercial Code (HGB) and Article 16 of the Bavarian Foundation Act (BayStG) in compliance with the German auditing standards defined by the Institute of Public Auditors in Germany, Incorporated Association (IDW) and issued its unqualified audit certificate.

SOURCE OF FUNDS / USE OF FUNDS for 2011/2012	in €	09/30/2012	09/30/2011
<b>Source of funds</b>			
Asset management income		15,509,309.40	17,483,891.91
Income from donations		18,000.00	122,001.00
Income from business activities		92,624.97	150,907.05
Other operating income		186,339.89	206,976.33
Extraordinary income		–/–	109,008.80
<b>Total</b>		<b>15,806,274.26</b>	<b>18,072,785.09</b>
<b>Use of funds</b>			
Asset management expenses		1,721.10	5,435.18
Basic Needs & Social Entrepreneurship		3,000,751.50	4,384,533.18
Education		4,425,150.05	4,539,044.74
Culture		1,402,544.01	1,797,597.72
Communication		1,331,606.33	1,328,296.68
Administrative costs		958,561.56	1,341,973.77
Expenses from business activities		88,838.67	149,702.64
<b>Total</b>		<b>11,209,173.22</b>	<b>13,546,583.91</b>
<b>Annual net income</b>		<b>4,597,101.04</b>	<b>4,526,201.18</b>

#### SOURCE OF FUNDS (in € thousand and %)



#### USE OF FUNDS (in € thousand and %)



# The Siemens Stiftung team 2012

## Siemens Stiftung executive bodies

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President, Chief Executive Officer, Siemens AG



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Austria

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Munich  
Managing Director, Assistant CEO



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Chief Financial Officer, Head of Corporate Finance Reporting 61, Shareholder Controlling, Siemens AG

## Siemens Stiftung employees

### DIRECTOR



**Ulrike Wahl**  
Managing Director, Strategy & Program Management



**Dr. Barbara Filtzinger**  
Strategy & Program Management

### ADMINISTRATION/CONTROLLING



**Robert Balthasar**



**Karin Hagen**



**Daniela Hopf**



**Margit Wiest**

## PROJECTS



**Sabine Baumeister**



**Werner Busch**



**Angela Clerc**



**Jens Cording**



**Franziska v. Einem**



**Volker Fischer**



**Ursula Gentili**



**Joachim Gerstmeier**



**Dr. Ute Hebestreit-Böhme**



**Dr. Beate Hentschel**



**Gerhard Hütter**



**Christine Koptisch**



**Christa Mühlbauer**



**Rebecca Ottmann**



**Maria Schumm-Tschauder**



**Carola Schwank**



**Julia Wachsmann**



**Caroline Weimann**



**Christine Weyrich**

## COMMUNICATION



**Julia Rüter**  
Head of Communications/  
Spokesperson



**Anja Funke**



**Kerstin Marchetti**



**Sabine Sailer**



**Karolin Timm-Wachter**

In the period under review, the Siemens Stiftung had an average of 30 employees (excluding interns and students). Christine Niewöhner and Heike Ochmann are on maternity leave. All human resources administrative activities were outsourced to WTS Wirtschaftstreuhand Steuerberatungsgesellschaft mbH, Rosenheimer Str. 33, 83064 Raubling.

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# Siemens Stiftung project overview

## 2011/2012

Project	Description	Region/country	Page
<b>Alumbrando</b> Schools as contact points for safe drinking water	Centrally located water filters supply an entire community with safe drinking water.	Peru	34
<b>Community Impact Development Group (CIDG)</b> International network for social enterprises	CIDG offers social enterprises the opportunity to share ideas, jointly develop cross-border concepts, and make contacts with potential partners.	worldwide	16
<b>Council for Cultural Education</b> Broadening horizons and promoting creativity	Seven German foundations aim to increase the value and quality of cultural education in Germany.	Germany	29
<b>Eco-Vecindarios</b> Urban waste management	Professional recycling protects the environment and improves working conditions for waste collectors.	Bolivia, Ecuador	33
<b>empowering people. Award</b> In search of simple technical solutions with great potential	The international competition identifies solutions to improve basic services and make them accessible to the general public.	worldwide	22
<b>Experimento</b> Science and technology from pre-school to the university	The international educational concept for teachers supports children of all ages.	Germany, Argentina, Chile, Colombia, Peru, South Africa	24, 30, 38
<b>Fruqueña</b> Expertise for an integral rural development	Training and partnerships provide future opportunities for the younger generation.	Colombia	32
<b>International Research Network on Social Economic Empowerment (IRENE   SEE)</b> Scientific focus on social enterprises	The international research network examines the process of economic empowerment and makes practical recommendations.	Germany, Ethiopia, Kenya, Colombia, Mexico, South Africa	20
<b>Language development</b> Learning a language systematically and enjoying it	The KIKUS method helps children from the age of three learn a second language.	Germany, South Africa	28
<b>Little Scientists' House</b> Discovering the world with scientific passion	A nationwide initiative anchors science and technology education in all preschools and primary schools.	Germany	26

Project	Description	Region/country	Page
<b>Media portal</b> New ideas for teachers	The media portal offers a broad range of teaching materials on scientific and technical subjects.	worldwide	21
<b>MOVIMIENTO SUR</b> Thought in motion	The international platform MOVIMIENTO SUR in Chile is dedicated to interrelationships between movement, art, and society.	Chile	37
<b>Music in Africa</b> Connecting Africa's music world online	The platform musicinfrica.net is a guide to the African music landscape.	Africa	40
<b>PANORAMA SUR</b> Lively network for artistic dialogue and knowledge transfer	The international theater platform PANORAMA SUR in Buenos Aires draws attention to Latin America's own potential.	Argentina	36
<b>Safe drinking water for Achocalla</b> Improved water quality in rural regions	The production of affordable water filters and a water kiosk focus on economic sustainability.	Bolivia	34
<b>Safe Water Enterprises</b> Sustainable water supply improves life quality of entire communities	Water kiosks bring water to rural regions in Kenya and foster entrepreneurship.	Kenya	41
<b>Sierra Productiva</b> Eighteen steps to sustainable development	Initiatives for structurally weak regions to move from a subsistence economy to a profit economy.	Peru	35
<b>Student competition</b> Tops in environment!	Project ideas on environmental and climate protection that competed in this year's event.	Germany, Austria, Switzerland, and German international schools in Europe	27
<b>TakaTaka Solutions</b> Sustainable waste management and jobs with perspectives	TakaTaka Solutions improves life in the Kangemi slum with a socio-economic solution.	Kenya	43
<b>WE!Hubs</b> Modern technologies with benefits for society and the environment	Stations for solar energy and safe drinking water improve the social and environmental infrastructure in rural and peri-urban areas in Kenya.	Kenya	42
<b>Young Soloists</b> Engaging with the music of our time	Outstanding students present selected works from the 20 <sup>th</sup> and 21 <sup>st</sup> centuries.	Germany	29

# Outlook 2013



## International, engaged, and transparent

Siemens Stiftung's mission is to create opportunities for social and economic participation and to promote positive change processes.

The foundations' strength lies in its international work. This allows project models, adapted to specific local conditions, to be implemented in various focus regions to the benefit of people. We aim to further develop and bolster the existing project portfolio in the tradition of our founder with entrepreneurial courage. In the future, we will continue to be involved in project operations.

Since its establishment, Siemens Stiftung has set standards for transparency. We believe openness and integrity contribute immensely to the increased effectiveness of our work. We are determined to continue down this path with our partners.

We look forward to shaping this task in the future together with you, the friends and partners of Siemens Stiftung.

## ENCOURAGE. empowering people

The Siemens Stiftung wants to empower people to actively address the social challenges of today and refers thereby ideally to the values of Werner von Siemens. The Foundation is committed to enlarging basic services and social entrepreneurship, promoting education and strengthening of culture. The Siemens Stiftung pursues an integrative approach and stands for responsible, impact-oriented and innovative project work.

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[www.siemens-stiftung.org](http://www.siemens-stiftung.org)