

## What are your thoughts about this issue's theme: borders?

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### Editorial

**Bosch-Zünder** [ˈtʰyndər] is the international newsletter for associates of the Bosch Group. It was founded by Robert Bosch in 1919 and named after the magnetron ("Mag-net-zünder" in German), the product that gave Bosch its worldwide breakthrough at the turn of the century. Bosch-Zünder is published worldwide in nine languages.

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**Production and design:**  
 KircherBurkhardt GmbH, Berlin  
**Translations:**  
 SDL STAR GmbH, GEDEV  
**Printed by:**  
 Frankfurter Societäts-Druckerei GmbH  
**Circulation:** 185,000

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## “The whole package has to be right”

*“Is energy efficiency a deciding factor for you when buying a household appliance?” That’s what we wanted to find out in our Bosch-Zünder Online survey. About 72% of respondents answered that yes, this was important (see page 4). Many of you also had comments to make on this subject, many of which were very interesting. Following is a selection.*

### Appliances must be as efficient as we can possibly make them

My small contribution to saving our planet consists of buying and using energy efficient household appliances. Even if we plant more and more trees and gradually wean ourselves off fossil fuels, the fact remains: devices like cell phones, water heaters, washing machines, refrigerators and gas stoves must be as environmentally friendly as is humanly possible.

### Water consumption and noise levels are also important

When it comes to household appliances, the whole package has to be right. Let’s

take a dishwasher or washing machine as an example. The results of the wash, water consumption, a reliable design, ease of use and how noisy everything is, are also important. Everything must go together with energy efficiency being one of the final considerations.

**Andrea Deissler,**  
 Gunzenhausen, Germany

### Appliances should have a hot water connection

The focus: conserving our resources. Wash systems that use hot water should have a hot water connection. This does exist but unfortunately I’ve only ever seen it one model. I’ve never seen it in dishwashers but for me, this would certainly be a very worthwhile addition.

**Ulrich Schneider,**  
 Schwieberdingen, Germany

### Quality is more important than energy consumption

Although energy efficiency is important, the deciding factor for me is quality. When

you’re choosing a television set, for example, you’re more likely to think about picture quality than energy consumption. And what’s important to me when it comes to washing machines is that it gets the clothes clean and that the cycle doesn’t take too long. Consider this: in some machines, a quick wash takes one hour. The energy-saving wash? Three hours!

**Jochen Gerlach,** Lohr, Germany

### Everyone should be doing their part to save energy

Every one of us has to do as much as we can to save energy. It’s all about safeguarding our future.

**R. L. Patil,** Jalgaon, India

### Energy efficiency is not as high a priority as other factors

I do think about energy efficiency but it’s low on the list of factors that I am thinking about. Price and quality are still more important to me at the moment. Energy costs are still (unfortunately) too low.

**Thomas Kirschbaum,**  
 Abstatt, Germany

### Remember that energy from renewable sources is expensive

Energy from renewable sources is expensive. That’s why it makes a big difference to me if I’m consuming or saving energy – even if it’s in small quantities.

**Prasanna Tatti,** Plochingen, Germany

### What’s the use of an efficient appliance if the price is too high?

Price and performance should balance out. What’s the use of having a highly efficient appliance if it takes years and years to pay for itself? And it’s even worse if the appliance breaks before it has paid for itself – and the warranty has already expired. The range of functions any machine has is also important to me. Does the efficient appliance perform well and save power? Is it user friendly?

**Erich Emter,** Gunzenhausen, Germany



BSH Bosch und Siemens Hausgeräte GmbH’s dishwashers in Dillingen, Germany. These are among the top performers for efficiency in consumer tests. Photo: Hörner



Serbian bachelor Milovan (right) walks along the rail track on the border with a friend; he’s on his way to meet his future wife in Albania.

Manjola leaves her home in Albania to make her way to a new fiance. Photos: Sanja Jovanović



# Picturing family matters

A photo exhibition from south east Europe: pictures tell thousands of words and travel further

Young Serbian women leave the country and move to the big cities in search of a job. Meanwhile, for the men left behind, it’s becoming harder and harder to find a wife willing to live on the land with them. This has seen a lucrative business arise: marriage brokers. These professionals find Serbian men wives from Albania, usually women who are themselves looking for a better life abroad. Serbian photographer Sanja Jovanović (née Knežević) recently followed the marriage brokers around as they did deals. Her photo essay, Family Matters,

shows people, driven by personal hardship, crossing borders into what was once an enemy country. In 2010, Jovanović took part in a photography master class for snappers working in south eastern Europe; it was sponsored by the Robert Bosch Stiftung and World Press Photo. The photographers then produced visual reports on neighboring countries that offered new perspectives on changing circumstances.

See all of the photo essays and find out more about the exhibition online: [www.seenewperspectives.com](http://www.seenewperspectives.com)



An engagement party follows a successful cross-border marriage deal.

# Lasting allure of a Balkan melody

A grant allows film maker Stefan Schwieter to investigate the music behind the Iron Curtain

His film tells of the passion of a Swiss couple, the Celliers, for the music of eastern Europe. During the Cold War era, between 1950 and 1990, they made intrepid trips to Romania and Bulgaria, collecting music that, until then, was completely unknown in the west. Marcel Cellier was actually traveling in eastern Europe as a heavy metals buyer. But his savvy ear for music had also allowed him to master numerous instruments and he developed a love of certain kinds of music. “I only ever had one thing on my mind and that was to capture the beauty of this music,” Cellier says. “And to experience the emotionality in music that can move you to tears.” Through countless radio broadcasts and millions of record sales, Marcel Cellier brought his music collection to an international audience. He also launched musicians like the Roma-

nian pan pipe virtuoso, Gheorghe Zamfir, and the legendary female choir, Le Mystère des Voix Bulgares (also known as the Bulgarian State Television Female Vocal Choir) on their paths to fame.

### Retracing steps in eastern Europe

In 2008, thanks to a Border Crossers grant from the Robert Bosch Stiftung, filmmaker Stefan Schwieter was able to retrace the steps of Marcel and Catherine Cellier in eastern Europe, with the aim of seeking out their musical heroes and reviving an interest in their rich and varied musical taste. The contrast between the encounters now and in the past makes for a fascinating piece; it reveals the changes that have taken place, in people and in their surroundings, while also emphasizing the immortality of song. With more than a million record sales

to his name, Zamfir still plays the pan pipes today, teaching at a music school in Bucharest. The voices of the Bulgarian women, whose career began in tiny mountain villages and who performed on the great stages of Europe and America, are still incredibly powerful today - although it does feel as though they have passed their heyday. And folk musicians Ioan Pop and Dumitru Farcas give vivid descriptions of the role the communist state played in supporting as well as controlling local musicians. Stefan Schwieter contrasts archive footage with contemporary reports and the music is beautifully showcased. As Schwieter puts it: “the film tells a great love story, that of Marcel and Catherine Cellier, as well as their lifelong passion for the music of eastern Europe.”

### Border Crossers

The Robert Bosch Stiftung funds research trips by writers, filmmakers and radio broadcasters to the countries of central and eastern Europe and North Africa. Over 220 writers have benefited from a Border Crossers grant since 2004, among them winner of the Nobel Prize in Literature

Herta Müller. The work of the Border Crossers aims to encourage dialog and mutual understanding between cultures. [www.bosch-stiftung.de/grenzgaenger](http://www.bosch-stiftung.de/grenzgaenger)



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### Outside View

## If America was a stock: buy or sell?



Graham T. Allison is an American political scientist and a professor at the John F. Kennedy School of Government at Harvard.

“The triumph of hope over experience.” That was British writer Samuel Johnson’s epitaph for second marriages. Unlike other parts of the world, Americans are famous for second marriages. Because at their core, Americans are hopeful – even irrationally so.

Europeans see problems as conditions to be endured. For Americans, conditions look like problems waiting to be solved. Having tried to solve a problem and failed, Europeans remember what happened last time – and know better than to try again. Lacking a memory function, Americans confront a problem they failed to solve last year as if it were new, often trying the same solution again. But they persist and sometimes they even succeed.

If the US and Europe were stocks today, where would a wise investor go long (that is, buy stock in expectation of its rising and becoming more profitable) rather than short (that is, selling the stock in expectation of its decline and before one loses money)? At one level, this is an analytic question that should be answered by facts and analysis.

But beneath any best efforts to be objective, however, presumptions also matter. Pessimism can be as debilitating as optimism can be delusional. And while many Europeans recall a history strewn with the corpses of misguided crusades, Americans celebrate the dreamers who have made the modern world, achieving levels of prosperity, peace, health and technological progress that were simply unimaginable a century ago.

American magnate Warren Buffet has famously observed that no one ever made money in the long run by selling America short. We should also note that investors who bet on post-World War II Europe reaped huge rewards. As both Americans and Europeans today face daunting, seemingly insurmountable challenges, my bet is that the “irrational optimists” will best the “irrational pessimists.”

**Specialist in how decisions are made:** Graham T. Allison is known for his analysis of decision making, especially in crises. He has advised many politicians.