

A NEW LOOK FOR THE ROBERT BOSCH STIFTUNG



The Robert Bosch Stiftung has refined its look, introducing a more varied color palette, emotional photos, and the concise use of text and graphics to reflect a new self-image.

The revamped corporate design was prompted by the Stiftung's further strategic development.

In addition to placing our focus on three substantive themes, this process has also changed the culture of the Stiftung, with the result that openness, diversity, and trust play a greater role than ever. The updated corporate design will couple the Stiftung's tradition-rich origins with a contemporary appearance across all our communication channels – both digital and analog. In addition, the Stiftung will have a figurative mark for the first time ever: rb. These are the initials of its founder, Robert Bosch.

The Stiftung's website now features new narrative formats that present vivid impressions from our project work. The first issue of our magazine in its new, revamped form has appeared as well. The key focus is on social innovation, the promotion of which has been one of the Robert Bosch Stiftung's primary concerns for more than half a century. ■

More information: www.bosch-stiftung.de

GIVING REFUGEES A VOICE

How do you begin a new life in a foreign country? We make a point of supporting projects in which the principal agents are refugees themselves. This includes people like Larry Macaulay.

If you want to achieve something, you sometimes have to do what little children do: Make noise until you get it." Larry Macaulay demonstrates each day that his motto brings results and that goals can be achieved, no matter how distant they seem. In 2014, after extensive efforts to raise awareness and pique interest among potential listeners, his Refugee Radio Network went on the air. On Macaulay's broadcasts, refugees tell their stories, completely unfiltered. Afghans describe everyday racism in Germany. Refugees report live on conditions in Greek camps. Others discuss what life in Europe is really like.

The online broadcasts on this network now have up to 1.4 million listeners, and their creator is constantly on the road in Europe seeking to spread the word. There are already outposts of the station in some countries. Macaulay left Nigeria himself in 2011. Via Libya, he traveled to Italy by boat; he doesn't want to elaborate much on the subject.

In Hamburg, Macaulay had the opportunity to create a radio program based on his idea, thanks to the broadcaster Freies Sender Kombinat (FSK) and the community station Tide. He bought a microphone for €7 and then got started. He wants to give refugees a voice and thereby give them back some of the dignity they have lost along the way. ■

PHOTOS: LÉMRICH, MICHAEL KOHLIS



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Refugee Radio
Network

Larry Macaulay is the founder and presenter of Refugee Radio Network, which broadcasts on the Internet and at times as terrestrial radio, and has been awarded the Alternativer Medienpreis. In November 2017, Macaulay organized the Conference on Migration and Media Awareness. Both the conference and the Refugee Radio Network receive support from the Robert Bosch Stiftung.