

“WE WANT TO KEEP GAINING IN RELEVANCE”



On which issues does the Robert Bosch Stiftung focus, and how can it achieve the greatest possible impact with its work?  
**CEO Dr. Bernhard Straub** is preparing the Stiftung for the future.

**For nearly 60 years, the Stiftung has continued the charitable commitment of Robert Bosch, who helped shape society and the state through donations and initiatives. How do you ensure that the Stiftung’s mission and activities fit into the world of today?**

**BERNHARD STRAUB:** It’s no different than for any other organization: We cannot work in isolation from the world around us. As a foundation, we operate in a world that is complex and constantly undergoing change.

Robert Bosch gave us instructions to regularly review our work and align it with the times. More specifically, the realignment in terms of content and structure that the Stiftung is currently undergoing is the most comprehensive since it was first established.

**What changes are taking place in the Stiftung’s work?**

We asked ourselves what issues are currently of the greatest relevance and how we as a foundation can

contribute to solving them. We took into account the views of experts from around the world, as well as our own associates. The result is a focus on the funding categories of health, education, and global issues. We are concentrating on fewer issues than in the past and are paying particular attention to the links and interactions between these issues.

**Can you give an example?**

Take, for example, the new Bosch Health Campus, where the Stiftung

**Dr. Bernhard Straub** has acted as Chief Executive Officer of Robert Bosch Stiftung since 2021. Before moving to the Stiftung, he spent seven years leading the Electrical Drives division at Robert Bosch GmbH.

has consolidated its facilities and activities in the area of health. Treatment, research, education, and support come together here. In this way, we can strengthen people’s health by preventing issues and not just by reacting when they are sick. We can only respond appropriately to major trends such as digitalization and shape the future of health care in a beneficial way for all of us when we take a holistic stance.

**How do you assess whether the foundation’s work is successful?**

In recent years, impact measurement has become more important in philanthropy – including for us. We want to make a long-term difference for the better in our issues and achieve the greatest possible impact with the funding we receive from the company. That’s why we have integrated suitable impact models into our work and are constantly developing them further. The criteria here are certainly different than in a manufacturing company. From our perspective, impact can mean that the government or partner organizations adopt some of our project ideas, provide support for them, or even entirely take them over.

**The foundation pursues a long-term direction when working with its issues. Can you also sometimes react quickly to help out?**

Definitely! For example, it only took us a few weeks to set up a program for German schools to show how children and young people who have fled Ukraine can participate in lessons here while continuing to receive schooling in their native

language. We have the know-how, the funding, and the contacts to act quickly, as we did here.

**You also mentioned structural changes for the Stiftung. Is the entire organization changing along with the focus on content?**

We are cooperating more closely with others in order to achieve the greatest possible impact. Critical in this regard are cooperations and partnerships around the world. Yet it also means that we are working less in an operational function and more in a supportive function. We want to broaden our expertise in our issues, instead of carrying out the actual projects. All in all, this will enable us to position ourselves in a leaner way.

**What are the three most important challenges for the Stiftung right now?**

Our strategic realignment must also prove itself in practice. We want to keep gaining in relevance, which is nurtured by innovation and effectiveness. Making an impact in the systems of health, education, and global issues means we have to be ready to start something new with our partners on an equal footing and convince people of it. What’s more, the Stiftung cannot be successful without satisfied and happy associates. I firmly believe in the importance of serving the team along the lines of servant leadership and organizing working relationships that are meaningful and bear fruit.

**How do the Stiftung and the company exchange ideas?**  
 I know from my time at the company that many colleagues are proud of the charitable activities pursued by the Stiftung. The company and the Stiftung stand on a common footing: the values of Robert Bosch. Together, the two institutions continue the life’s work of our founder and the company’s founder.

**Interview: Klaus Voßmeyer**

**ROBERT BOSCH STIFTUNG**

**FOUNDED:** 1964 – based on the last will and testament of Robert Bosch.

**FUNDING CATEGORIES:**

-  Health
-  Education
-  Global issues

**Funding provided since 1964:** nearly €2 billion  
**Funding in 2021:** €76 million

**LOCATIONS:** Stuttgart and Berlin

**THE STIFTUNG AND THE COMPANY:** The Stiftung is the majority shareholder of Robert Bosch GmbH. It finances its charitable activities from the dividends it receives from the company, thus fulfilling the philanthropic legacy of Robert Bosch. The Stiftung has transferred the voting rights for the shares to Robert Bosch Industrietreuhand KG, thus ensuring a clear separation between economic and charitable activities

- THE FOUNDATION’S INSTITUTES:**
- Bosch Health Campus
  - UWC Robert Bosch College
  - International Alumni Center (iac)

[www.bosch-stiftung.de](http://www.bosch-stiftung.de)

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