



## Our work

Four examples show what the Robert Bosch Stiftung has achieved, and the tools it has at its disposal ▶ **Pages 3 and 4**

**50** Fifty Years  
Shaping the Future

# Robert Bosch Stiftung

Stuttgart, Germany, June 2014

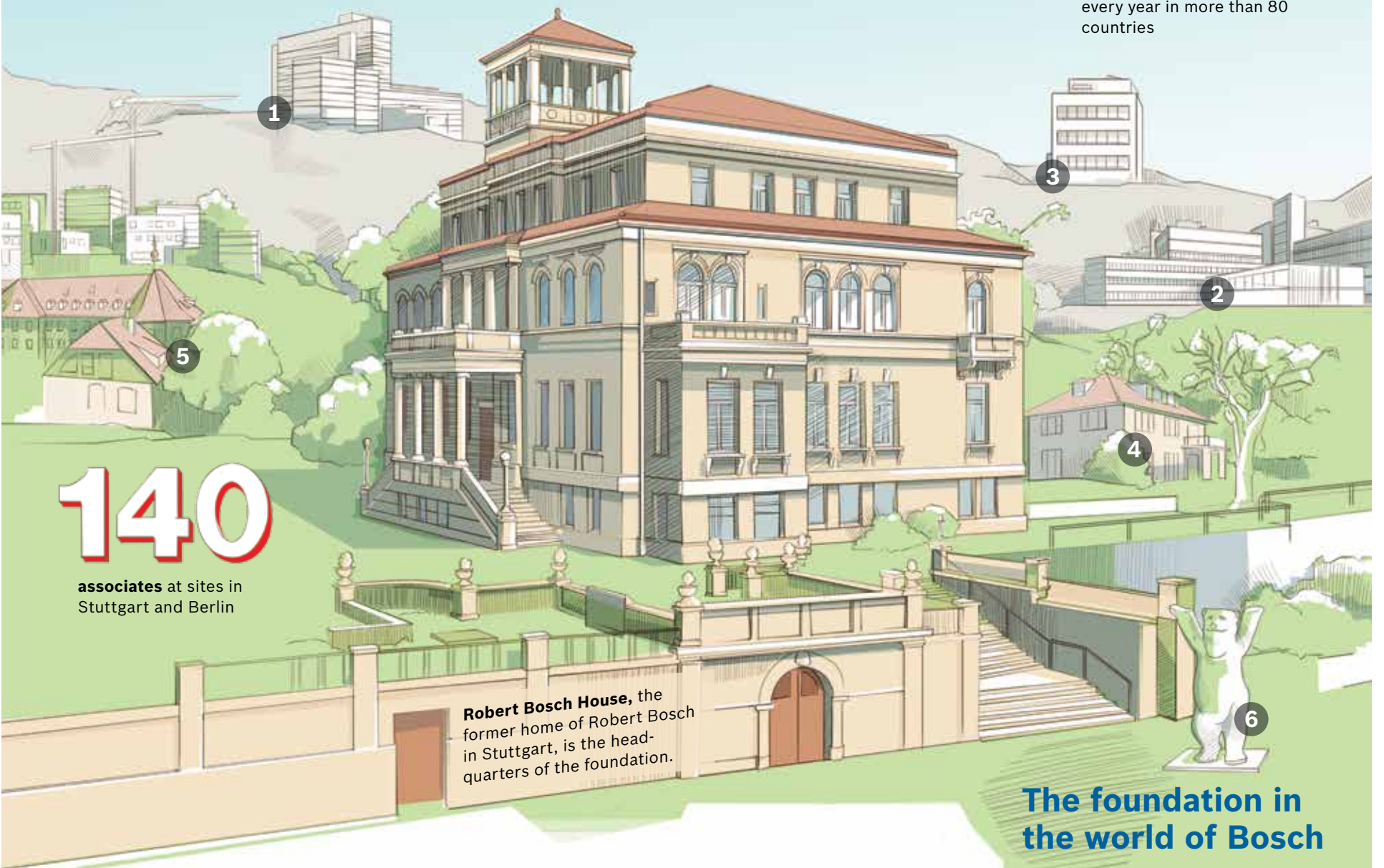
## Anniversary celebration

**1.2**

billion euros for 21,000 projects since 1964

**800**

internal and external projects every year in more than 80 countries



**140**

associates at sites in Stuttgart and Berlin

**Robert Bosch House**, the former home of Robert Bosch in Stuttgart, is the headquarters of the foundation.

### The foundation in the world of Bosch

**1 Robert Bosch GmbH:** The foundation holds 92 percent of the capital stock, while the majority of the voting rights are held by Robert Bosch Industrietreuhand KG, which carries out the entrepreneurial ownership functions.

#### The foundation's facilities

**2 Robert Bosch Hospital**

**3 Dr. Margarete Fischer-Bosch Institute for Clinical Pharmacology**

**4 Institute for the History of Medicine**

**5 UWC Robert Bosch College**

**6 Berlin Representative Office**

The Robert Bosch Stiftung has campaigned for **understanding between cultures** for over 50 years, supporting people and ideas

**O**n Friday June 26, 1964, the Bosch family formally transferred the majority of the shares they held in Robert Bosch GmbH to the not-for-profit Vermögensverwaltung Bosch GmbH (Bosch asset management), which would later go on to become the Robert Bosch Stiftung. In the span of 50 years, the Robert Bosch Stiftung has invested more than €1.2

billion in charitable activities, and to providing funding for over 21,000 projects.

The special corporate constitution of the Bosch Group would be completely unthinkable if it were not for the Robert Bosch Stiftung. As a majority shareholder in the company, the foundation secures a stable ownership structure and provides independence from the capital markets - a central factor for strong

growth, which Robert Bosch had always wanted for his company. The foundation finances its charitable activities through dividends it receives from the Bosch Group, thereby fulfilling the legacy of Robert Bosch.

Health, education, and international understanding have been the central issues to which the foundation has devoted itself since its establishment. It has since widened its focus to include other fields such as science, society, and culture. The foundation uses practical projects to tackle the challenges of the day in these areas, demonstrate solutions, and initiate change.

# Investing in people and investing for people

Over the past 50 years, the Robert Bosch Stiftung has funded more than 21,000 projects. Here are four examples of what **the foundation** has made possible.

## Tumor therapy of the future

Being diagnosed with cancer is a terrible thing. As well as their lives being threatened, those affected also face huge uncertainties in terms of treatment. What is the most suitable therapy? Who are the best doctors? Whom can they trust?

The new Comprehensive Cancer Center (CCC) at Stuttgart's Robert Bosch Hospital bundles all the support that's needed in a single location. Doctors, tumor specialists, and therapists work together to find the best treatment for each patient. This ranges from in-depth diagnoses to chemo and radiation therapy right through to after-care in the day hospital.

Matthias Vöhringer, senior physician, 46, is pleased that his patients will be able to get all the different types of specialist care in a single location, as this will sharply reduce waiting times. "The Center permits us to offer the best possible diagnoses and therapies, while at the same time implementing an approach to

medicine that is entirely patient-focused." Vöhringer explains that the new Tumor Center will be able to make some significant improvements to treatment methods from the ground up. "Research and therapy are more tightly interlinked here than at most of Germany's cancer centers."

With the help of the Robert Bosch Stiftung, the hospital is investing €60 million in the new center. Radiation therapy, which will be offered in-house for the first time, takes up €6 million alone. With such a strong focus on patient services, the new Tumor Center is fully aligned with the Robert Bosch Hospital and its other facilities - the Schillerhöhe Pulmonary Clinic and the Charlottenhaus Gynecological Clinic. With a total of 17 specialist departments and 2,700 team members, this is a tightly interwoven network of medical professionals - and patients can enjoy joint care from all the specialists they need. *to*

## Supporting gifted students

Jenny Huong, 17, keeps herself busy. She tutors special needs classes, is learning the violin, works with juvenile delinquents, and is completing a diploma in French. On vacation, she attends a media course in Heidelberg. Does all that leave her any time for school? "I think I'll manage," she says with her unique mix of modesty and confidence. Jenny wouldn't want to drop any of her activities. "It's great to get to know so many different people."

Jenny's freedom to develop her talents while working towards her high school diploma isn't something to take for granted. Her parents emigrated from Vietnam to Germany in 1992. They work hard and cannot afford much. Getting

supported by the Robert Bosch Stiftung Foundation frees Jenny from having to worry about money. She has been helped greatly by the Talent im Land scholarship program as she prepares to complete her diploma. Every month, Jenny receives €150, which she can put towards anything that boosts her skills, such as books or class trips. "Having the money is great, but what's even more important is the personal support," says Jenny. Together with other gifted students, she attends seminars and summer classes, and if she has any issues, there's always someone to talk to at the Talent im Land team.

The Talent im Land program has supported some 400 students to date. "We want to be

there for young people while they are developing their personal qualities," says Program Director Andreas Germann. He is enthusiastic about teenagers like Jenny who don't just look after their own interests but also like to help others. For example, Jenny provides tutoring for special needs students at her school. "I think integration is really important," she says. "It's probably because of my immigrant background." But no more time for small-talk: Jenny needs to study for her entrance exam to medical school. She wants to start at Heidelberg University this fall. *to*

## Protecting and utilizing the rainforest

Jan Börner's road to the Brazilian rainforest began back home in his basement. "When I played the drums as a teenager, I fell in love with Latin American rhythms," he says. "Then I read 'Open Veins of Latin America,' and this awakened my interest in the history of this continent." The book describes vividly how South America's natural resources have been plundered over the centuries.

Börner became more and more entangled in this part of the world. He completed an agricultural work placement in Bolivia, he wrote his masters thesis about bioenergy sources in developing countries, and for his PhD he researched alternatives to the slash-and-burn practices for clearing land in the Amazon basin.

Brazil was Börner's home and workplace for six years until he received a once-in-a-lifetime offer from Germany in 2012. As a Robert Bosch Junior Professor, he was funded by the Robert Bosch Stiftung to establish a research team at Bonn University's Center for Development Research (ZEF). His team is to investigate one central question: How can the world's tropical rainforests be exploited in a sustainable fashion?

With his research project, Börner is finding himself at a precarious junction between environmental protection and business interests. "The latest figures show that effectively protecting the rainforest is no longer a utopian idea," says Börner. In fact, deforestation in the Amazon region has been declining significantly since 2004 due to Brazil's new regulations and

stricter penalties. Unfortunately, this success for environmental policy comes at a cost to the rural population and its need for agriculture.

"Our goal is to create models for alternative policy approaches," says Börner. Should the government be enforcing, or should it be rewarding and funding in order to change behaviors? "We analyze the efficiency of the different approaches in order to find out why some countries are more successful than others in reducing deforestation." The team's findings are intended to contribute to environmental policies that are both cost-efficient and socially acceptable, and thereby offer efficient long-term solutions for Brazil and the rainforest regions of Africa and Asia. *ku*

## Transcending borders

In January 2013, a very special premiere was staged in Jeddah, Saudi Arabia. Young musicians from around the region joined German rapper Max Herre for a hip hop concert. It was the first musical event of this nature in the country. Hundreds of people attended to dance and celebrate this new-found musical freedom.

The event would not have been possible without Christian Strob, who in 2011 became the Robert Bosch Stiftung's first cultural manager to be posted to Saudi Arabia. Strob organized events in Jeddah for three years, fostering greater cultural exchange with Germany. When Strob came up with the idea for a joint hip hop concert, he initially encountered a lot of resistance, but he persevered. "Making music together is one of the most natural ways to overcome cultural and religious differences. It's a great way of bringing people together."

Alongside Strob, the Robert Bosch Stiftung funds aspiring cultural managers to go all across the Arab region, Russia, and numerous countries in central and eastern Europe. The network formed between them encompasses more than 200 current and former members, who have to date organized more

than 700 projects at their destinations. Projects span everything from fine arts to music and new media. At the same time, the foundation has also funded cultural managers from central and eastern Europe to come to Germany and present the cultures of their own countries.

In preparation for Jeddah's hip hop concert, around 60 young rappers from around the region teamed up with Max Herre and Saudi rap star Qusai for a three-day workshop. The newcomers presented their own tracks and showed off their skills in free-styling sessions. One of the outcomes of the workshop was the first German-Arab hip hop song, which was jointly produced by Herre, Qusai, and their protégés. It was called "From Berlin to Jeddah." The accompanying video has proven very popular on YouTube both in Germany and in Saudi Arabia. And at the release party in Jeddah, the young new rappers were given another opportunity to showcase their talent on stage. *ng*



### Toolbox

These are the Robert Bosch Stiftung's main avenues for providing support:

- Prizes** are awarded in recognition of outstanding projects and ideas and furthermore help to present these to a much larger public.
- Competitions** are aimed at unearthing and fostering new ideas from many different areas.
- Studies and publications** offer a reliable basis and new perspectives for project work.
- Stipends and scholarships** provide financial support, training, and mentoring to high school students, college graduates, and young scientists.
- Exchange programs** for students and junior executives promote better relationships across cultures.
- Model projects** likewise make it possible to try out new concepts on a small scale before releasing them into the wider world.
- Programs for journalists**, finally, foster the role of the media as important disseminators and partners to the foundation.

# Searching for answers to social issues

The Robert Bosch Stiftung **initiates discussions, points out problems early**, and starts the ball rolling for change. To do this, it develops in-house projects and promotes outside ideas.

**S**ince April 2013, the board of management of the Robert Bosch Stiftung has consisted of Dr. Ingrid Hamm and Professor Joachim Rogall. In this interview, they explain the connection to the company and use examples to show how the foundation carries out its mission.

## The foundation is the legacy of Robert Bosch. How important is he to the foundation?

**Hamm:** Robert Bosch was a successful entrepreneur, who felt a sense of responsibility towards his associates and had a strong interest in the social issues of his time. He supported people and their ideas and helped by donating funds. We want to continue this commitment. Since it was founded over 50 years ago, the Robert Bosch Stiftung has grown to become one of the largest foundations in Europe, managing around 800 charitable projects every year. In doing so, we focus on issues that were important to Robert Bosch: health, education, international understanding, and social affairs. Promoting German-French relations is one of our central issues that dates back to Bosch's time.

## How can the foundation carry out this mission?

**Rogall:** The foundation has a 92 percent holding in the company. As the main shareholder, we receive an annual dividend that goes towards our charitable projects and our various different institutions: the Robert Bosch Hospital, the Institute for Clinical Pharmacology, and the Institute for the History of Medicine. The way the company and foundation interact is what makes the Bosch Group special. Associates can be proud of the fact that a portion of the profits they generate is used for the foundation's charitable work. The structures in place allow the company to think and act for the long term in difficult economic times because the foundation guarantees continuity.

## What values are guiding the foundation's work? Do the Bosch values play a role?

**Rogall:** Future orientation is one good example. Just as the company actively responds to changes on the market and in technology, we also search for the best answers to the most urgent social issues of our time. Fairness, initiative, openness, and cultural diversity are all values that apply both to the foundation and to the company. We are also committed to the economic use of natural resources and have made the sustainable use of these resources a major focus of our work.

**Hamm:** For us, fairness means equal opportunity in education for all children, including those from families

facing difficult social circumstances, and from families that do not consider education a priority. Together with the company, we are opening the UWC Robert Bosch College in Freiburg in September. The school will be home to young people from all over the world and is set to focus on international understanding, social responsibility, and leadership.

## Robert Bosch asked that his mission be carried out in line with the needs of the time. How does the foundation ensure that this works?

**Hamm:** When we encounter a new issue, we ask ourselves, is it important? Can we solve it? And, do we have the expertise necessary to do so? If the answer to all three questions is "Yes," we search for solutions together with representatives from industry, politics, and science. At the moment, we're working together with the company to tackle youth unemployment in southern Europe.

**Rogall:** We can't solve all the world's problems. That's why we seek to set an example for others to follow and initiate change. We're often able to convince others to get involved in a project, as our involvement is an indicator of its quality. And we promote civil engagement so that people organize themselves and take problems into their own hands and solve them.



## What are the foundation's greatest achievements over the past 50 years?

**Rogall:** We have been promoting German-Polish cooperation for 40 years. We take it for granted in Europe today, but that was virgin territory at the time of the Iron Curtain. For me, one example of the foundation's successful work is how we paved the way for this with initiatives such as exchange programs for 28,000 students from both countries and the 50-volume "Polish Library," all translated into German. Our Robert Bosch Hospital is one of the most successful hospitals in Germany. It has been at the forefront of the drive to set new standards in healthcare throughout Germany.

**Hamm:** Every year, we present the German School Award to the country's best schools. We show how good schools work and link the schools so that they can learn from each other. And we do more than just honor model schools - we also help underperforming ones. Our "School Turnaround" concept supports schools in problem areas in getting back on track and becoming attractive learning environments.

## Keep in touch!

The Robert Bosch Stiftung conducts projects in many countries around the world. Use the geographical search function on our website for a complete overview of all of the countries and projects:

[www.bosch-stiftung.de/geosuche](http://www.bosch-stiftung.de/geosuche)  
What's more, we also offer a newsletter to keep you up to date with all the

happenings of our anniversary year and issues related to project work:

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

You can also use social networks such as

**Facebook, YouTube, and Twitter** to keep in touch with us. Visit our website for an overview of our social media channels:

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

Thank you for your interest!

