



Our Contribution to a Better World

**SIEMENS**

# The Power of Knowledge

*If we take a moment from our increasingly busy lives to reflect on our work, our hopes and our dreams, it often comes down to something very simple and very human. We are working to make our lives better. We work to improve our own personal lifestyles, we work to educate our children, we work to pay for the infrastructure in our communities so that we, our neighbors, their families and friends might live better lives. This circle of collaboration is the cornerstone of humanity and civilization.*

*And where community used to mean our own neighborhood or village, a global society has started to evolve in parallel with the globalization of business and with the help of a global communications infrastructure.*

*Ever since Johannes Gutenberg produced the first moveable type printing press some 550 years ago, the importance of information and technology in molding society became ever more apparent. And like Gutenberg's printing press, the quality, the volume and the speed of the communications that we now enjoy have similarly changed our concept of "community".*

*By the same token, today's Internet and its corresponding applications have in effect contributed to the establishment of a global community with inherent responsibilities: How we conduct our lives and our business reverberates across a much broader, and much more interdependent society.*

*And this development, though fundamentally facilitated by technology, is more importantly a development in the area of knowledge. Like the old saying goes, "you can give a man a fish and feed him for a day, but if you teach a man to fish you can feed him for a lifetime."*

*Information and communications technology, when properly administered, can simultaneously enable millions of people to "learn to fish", that is to say information and communications technology (ICT) offers people the tools of empowerment.*

**"Knowledge and human power are synonymous."**

Francis Bacon

**"We embrace corporate responsibility to advance society."**

– Corporate Citizenship Guidelines

# Siemens Philosophy of Corporate Citizenship

The more successful we are as a company, the more capable we are of improving the lives of our employees and each respective community that we interact with. It is with this understanding that Siemens embraces its role as a global corporate citizen. We understand that our responsibility to vested interests in the company, including our customers, employees, shareholders, and suppliers must be balanced with the needs of society as a whole. We further understand that wise and thoughtful corporate policies lift, like a rising tide of success, the biggest ships as well as the smallest vessels to an equivalent level of knowledge, economic opportunity and quality of life.

Our objectives pursuant to these values include three main areas of focus:

- **Environment** – we strive to create solutions that are ecological and profitable; a sustainable environment being essential to long term success in any industry.
- **Employees** – we educate and qualify our employees using the highest possible standards of health and safety. This functions to increase productivity and employee satisfaction within our own company, as well as being emulated by our external associates and their communities.
- **Society** – everything we do as a business is designed to make our company, customers, employees, shareholders better and stronger; it is only by these means that we can offer society as a whole our most comprehensive and effective support.



These objectives describe the *parallel* goals of *corporate responsibility and corporate objectives*. They encompass our relationship with our employees, our communities, and by extension our contribution to the greater good of society. This is not only in terms of charity, but by supporting and promoting education and development for everyone involved including the company itself. It is never difficult to make good business decisions, as long as they are based on the right values. Thus we understand corporate responsibility as the ultimate win-win situation.



# Corporate Responsibility at Siemens – The Fit4 More Initiative

A multinational corporation like Siemens comprises not only hundreds of thousands of employees, but subcontractors, suppliers, their associates and team members, even their families. This is a huge responsibility. Thus effective company management, beyond the expectations of shareholders, is a prerequisite for social responsibility as well as long-term business success.

So for us, Corporate Responsibility means business as usual; stewarding the success and future of our company utilizing economic, social, ethical and environmental conventions and transparent company policies.

Siemens 158 years in business have taught it two valuable lessons – a genuine commitment to principles of good corporate governance, and a real involvement with the hundreds of communities around the globe in which it does business are the mainstays of Corporate Responsibility:

**Corporate Governance:** Financial transparency, open communications with shareholders, compliance with financial reporting rules, adherence to Sarbanes-Oxley, and the selection, composition and stewardship of the Managing Board.

**Business Practices:** Policies and rules that guide ethical behavior toward employees, customers, vendors, partners, communities and society in general – especially important in terms of local laws and customs in the numerous regions where Siemens does business.

**Sustainability:** Siemens does more than just comply with environmental regulations; we are leading innovators of technology that is instrumental in conservation and energy efficiency, including wind power, energy management, fuel cell research and fuel-efficient automotive electronics.

**Corporate Citizenship:** Our approach to the responsibility of corporate citizenship is straightforward. We sponsor education around the world beginning with pre-schools, to grammar and high school all the way through support for colleges and universities. At the same time, we offer aid and support in the form of Volunteerism, Social Giving and Disaster Relief. These two programs are respectively called:

- **Generation21** and
- **Caring Hands**

*“If you do business in a country, you are a guest.  
If you produce in a country and give people work, you are a friend.  
If you bring technical know-how and train young people in a country, you are a good friend.  
If you also conduct research and development, you are a good citizen of the country.”*

– Heinrich von Pierer,  
Chairman of Siemens Supervisory Board



# Generation21

At the core of our philosophy of Corporate Citizenship beats the heart of every person we touch. Indeed this heartbeat is the engine of our lives and our livelihood as a company. Thus we dedicate a considerable portion of our efforts in terms of corporate responsibility to people, especially the nurturing of young people. This is why we chose to call one of the most important programs in our corporate citizenship program, "Generation21", which stands for 21<sup>st</sup> Century generation.

At Siemens, we believe that fortifying young people with knowledge is what will guarantee the world success in the 21<sup>st</sup> Century. Generation21 is a global education program that supports activities that nurture tomorrow's scientists and engineers from pre-school all the way to university. Aside from the obvious benefit to the student, an innovative company like Siemens relies on a well educated workforce. Ensuring that people are equipped with the knowledge and skills they need when they join the working world is both a responsibility and an investment in our own future as a business.

Within the scope of Generation21 Siemens provides schools with educational materials on a range of subjects. They offer young minds a solid foundation of essential knowledge in preparation for higher education and career training.

Siemens school activities span a large number of projects designed to help support and advance learning. We have collaborated successfully with a number of partner schools for decades. These partnerships represent a direct, efficient, and ongoing form of collaboration in which the benefits work both ways. In the past fiscal year we organized more than 280 events, including a Technology Day, at 33 partner schools.

The free exchange of ideas is of course the basic tenet of education. As such Siemens Communications technology plays a leading role in our support of educational institutions. These vital multimedia learning tools offer students easy access to information and thus support discussion and cooperation as well as the free flow of ideas and facts between teachers and amongst students.

The first media collection – a package of more than 550 individual media on the subject of the ear, hearing, and hearing impairment – was published in 2004. This provides teachers with a rich resource from which they can select material for use in class work, and even lets them hold entire classes using digital media.

Designed to interlock with a range of subjects, the media collection offers teachers a means of adding variety to classes. The collection aims not just to teach students about hearing but also to raise awareness and understanding regarding people with disabilities.





### **“Join Multimedia” School Competition**

The Join Multimedia student competition, now in its tenth year, encompasses every year more than 32,000 students from 34 countries. Students must produce multimedia computer presentations during a four month period each year. Each submitted presentation is evaluated by an international jury from the fields of education, media or industry.

Winners are invited to the headquarters in Munich and take part in a special Join Multimedia camp. Prizes worth more than €130,000 are presented.

### **The “Network of the Future”**

Siemens is also a major supporter of “the D21 Initiative”, the largest public-private partnership in Germany formed in 1999. The initiative, with more than 400 representatives from political parties, corporations, associations and other organizations, is working to transform Germany into a so called information and knowledge society. Thomas Ganswindt, President of Siemens Com and a member of Siemens AG’s Corporate Executive Committee, has chaired D21’s managing board since February 2004.

Part of the initiative is to equip schools with IT infrastructure and equipment so as to enable better access to the Internet and e-learning resources; a task that Siemens has gladly undertaken since the beginning of the project. Other Siemens contributions to the project include an innovation contest, the introduction of electronic healthcare cards, and Girls’ Day, which is an annual event set up to offer girls an opportunity to experience everyday work environments.

## Good universities + Good Students = Good Business

Clearly Siemens places particular emphasis on advancing training and education all over the world. We do this not just out of a sense of responsibility for young people's futures, but also in the company's own interest. This is why our collaborative research projects with universities are vital to our innovative spirit and practically rewarding for both the universities and Siemens.

Aside from opportunities for young students and recent college graduates to advance their careers, we operate a number of advancement programs that set out specifically to offer young people vocational and university-level training, above all in science and technology subjects.

**TOPAZ**, the Siemens Student Program, is an internationally focused advancement program operated by Siemens for students on internships and industrial placements who have excellent qualifications and who exhibit exceptional commitment. On completing their internships with Siemens, they may be recommended by their supervisors for the TOPAZ program. TOPAZ currently supports around 550 students from Siemens placements and internship programs.

Special programs for universities and colleges were set up to support outstanding undergraduate and graduate students and the people who teach them in Central and Eastern Europe, Asia, and Latin America in economics, the natural sciences, and technology. Besides working closely with our Regional Companies to provide grants to enable individuals to attend degree programs in Germany or in their home countries, Siemens also honors outstanding students with the Werner von Siemens Excellence Award, organizes projects with chairpersons, and much more. With a budget of more than two million euros we support outstanding undergraduate and graduate students.

Another priority focus of Generation21 is to assist women studying for engineering and natural science degrees. This is why, two years ago, we launched **YOLANTE**, the Young Ladies' Network of Technology, which each year supports around 100 young women in Germany embarking on scientific and technical degree programs to help them to successfully complete their courses and to create opportunities for a promising career.

In the past ten years, we have also set up specialized laboratories for teaching automation engineering at three universities in Vietnam. Our most recent project of this kind was launched in January 2004 at the National Research Institute for Mechanical Engineering.

In addition, we recently signed a foundation agreement with Tongji University to create a chair of microtechnology and SMT. Our aim here is to establish a secondary degree program to develop specialists in surface mount technology. The program's curriculum emphasizes practical skills, which are developed in labs conducted at Siemens training centers.

High school student Yin Li won the Gold Medal in the Siemens Westinghouse Science Competition in 2004. Li received a US \$100,000 scholarship. Siemens academic competitions, grants and scholarships as well as internships at Siemens facilities further the cause of education in numerous countries around the world.

We have an international network of more than 500 ambassadors in universities and colleges – undergraduates, doctoral candidates, visiting researchers, advisers, and professors in public research organizations (for the most part, universities). The work we share centers mainly on software and engineering, information and communications, materials and manufacturing processes, microsystems, and energy.



## Strategic Partnerships with Centers of Learning

Joint research initiatives that unite industrial enterprises and the scientific community are mutually beneficial. The universities can work on cutting-edge projects with real-life applications; businesses in turn benefit from valuable input crucial to the continued development of products and solutions. Companies, like Siemens also help universities and colleges obtain valuable technical systems and equipment. And research partnerships offer yet another important advantage in that they foster strong ties at the personal level between the scientific community and industry, creating valuable exchange opportunities – this is a win-win situation for Siemens and Students across the world.

# Corporate Citizenship in Action

## Turkey: Southeast Anatolia becomes educational model

Children make up 27 million of Turkey's population of 65 million. So the education and in turn the future success of this country both as a candidate for membership in the European Union and as a gateway to the Middle East is especially important.



At high schools in 12 provinces of Southeast Anatolia, World Bank loans provided the financing to equip computer laboratories. But due to a lack of educational software, the computer learning program never got off the ground. Siemens took up the cause by equipping the computer labs with our "Akademia" e-Education software packages.

The facilities now offer intensive computer and general educational training to a huge number of students each year – more than a thousand students took part in the first year. This enables an equal opportunity for high school students in this less affluent region of Turkey to fully prepare for the national university entrance exam – without which higher education would be out of reach.

The students in the program were monitored and examined by BITAV (Scientific and Technical Research Foundation). Prior to an intense 3-month period of use of the educational software, students were found to perform at 35% on a standard test. After using Akademia for three

months, the students' achievement was found to have risen to 60%. Moreover, of the 600 of the 1018 students that attempted the university entrance exam, 60% were able to find placement in a university, where 20% placement is the average for this region.

Following the success of this project there was a huge demand for the Akademia software from all parts of Turkey. Siemens quickly provided an additional 5,000 Akademia software packages to the National Education Foundation.

## Egypt: Vision of eLearning

Siemens has been an important partner with Egypt for more than one hundred years. And just as we have helped this historic and culturally rich nation develop its infrastructure, we have participated in its vision of social progress.

Most recently the Ministry of Education unveiled its vision of enhancing the educational process using eLearning. This was an area where we could again lend considerable expertise. The goal of the project was to foster a classroom environment of educational interaction via a so called "virtual classroom solution". This would offer students self-paced learning materials and help the ministry to generate and distribute a uniform curriculum that also recognized students' specific educational needs.

Young students were able to join virtual online classroom sessions, share information and work on documents together in a live and interactive environment. Led by an experienced teacher, the sessions would typically involve up to 200 students who would gather around a number of PC's from approximately 10 schools from anywhere in Egypt with the ability to connect to the virtual classroom session. Today sessions reach more than 450 schools participating in more than 50 daily live sessions. There are more than 90 eLearning courses now available in the Ministry's Content Repository for all K-12 subjects. The self-paced courses were developed by the Ministry's 65 content developers trained in instructional design by Siemens content professionals.

Siemens' solution provided students with the ability to study any time, anywhere, via Internet and Intranet technologies; this configuration also offers students, teachers, school administrators, and parents, as well as the Ministry of Education the ability to track all student activities, e.g. including registration, fees, class schedules, equipment.

Siemens provided eLearning software, professional services, training for the system administrators and content developers and the communications infrastructure of the project for both the LAN (Local Area Network) and WAN (Wide Area Network).

### Higher Education in Egypt

The main target of the German University in Cairo (GUC), inaugurated in October 2003, is to energize the collaboration between the Industry, Research Centers and the University.

Siemens allowed the GUC to achieve this target and demonstrate ICT learning by having a research expert from industrial labs in Munich to illustrate the main components and theory behind the communications instruments via live videoconferencing and whiteboard collaboration applications. GUC students are thus able to interact with field engineers at our industrial production line in 6th of October City via these ICT applications; this way they are able to see how classroom theory is applied in real live networks.



### First Wireless University Campus in Egypt

Siemens also implemented the communications infrastructure for the GUC, thus making it the first wireless campus in Egypt. Students are now free to use their notebooks anywhere on the campus with access to the university network and the Internet.

### Sustainable Support for South Africa

South Africa is an emerging economic power supported by rich natural resources and advanced communications, energy, and transport industries. There are many unique challenges to growth in the region, including a significant "digital divide" and the acute public health crisis involving HIV/AIDS.

As with numerous partners across the globe, Siemens has enjoyed a relationship with the Republic of South Africa as well as the entire region of southern Africa for over a century wherein our guiding principles continue to be the advancement of genuine and sustainable social progress.

Our areas of support in this region range from support for the arts and culture, business initiatives, diversity management, a holistic, proactive support in our quest to combat HIV/AIDS, training and development – and a program geared towards younger people, YouthSpace. In an effort to bridge the digital divide, Siemens has helped to deploy over one million Rand in computer equipment over the last three years to six schools identified by the Department of Education. Mpoku Tau, principal of Eqinisweni Secondary School in Ivory Park, Midrand tells the story...

### Eqinisweni Secondary School

Eqinisweni is the largest school in the East Rand district with over two thousand students. The principal, two assistants and nine department heads were confronted with the difficult task not only of administering the large student body, but also having to create and implement their lesson plans and other activities. Siemens allows Principal Tau and his colleagues to handle their administrative burdens quickly and to communicate effectively, thereby giving them more class time to ensure that the highest educational standards are maintained. The computers also enable easy contact with other organizations in the national as well as international education community, in particular their sister school in Hemsworth, England.

Mr. Tau was recently named "King among principals" by the editor of the local Star



*"We now have the freedom to monitor exactly what is going on in the classrooms and make sure that our teachers have everything they need."*

– Mr. Mpoku Tau, Principal,  
Eqinisweni Secondary School



and Independent newspaper, which reported that thanks to “his passion and dedication to improve conditions at his school [he] has earned the Best Secondary School Principal Award for 2004, as well as an award for his school’s 100% pass-rate last year, and Best Science School in 2002.”

These awards not only recognize the personal achievements of Mr. Tau, but once again highlight the importance of ICT in the development of the Eqinisweni Secondary School.

#### Overcoming the Digital Divide in Brazil

In support of a concerted effort by the government of Brazil to provide more equal access to the information society, Siemens’ solutions played a decisive role. One of the major challenges was the cost of the system in a society that is economically segregated. So, when the Brazilian company Telemar decided that it was time to unite Brazil with the mobile world, they concluded that GSM technology was the answer. Siemens was the natural choice considering its long experience working with Brazil.

Through technical and financial collaboration between Siemens and Telemar Group, the operator was able to commission its own GSM mobile network, the first in the country. GSM technology offered Telemar

the means to merge service quality with a price that suited the unique social challenges of this market, yet still to do so at a profit. Indeed, GSM’s unique economies of scale and revenue generation features offered Telemar cost advantages without which the project would not have been possible.

Today Brazil has approximately 54 million mobile subscribers, 61% of whom had no previous telephone service, neither a fixed line phone nor a mobile service. Boosted by migration to GSM, Brazil is forecast to have 100 million subscribers across all social demographics by the year 2008. Currently, the company is responsible for providing mobile networks for 450 cities.

*Personal involvement – Siemens encourages the personal involvement of employees and retirees in social projects. This might include teaching, working with young people, helping people in need of assistance, volunteering to work with social services and social welfare institutions, volunteering during emergency situations, or even assuming an active role as a community leader.*

– Corporate Citizenship Guidelines

## The “Lycee Jamhuriat”, a High School for Girls in Afghanistan

One particularly heroic example of personal involvement came about in the war torn country of Afghanistan.

Just before Christmas 2003 Julia Degen of Siemens Communications in Munich became aware of the joint UNICEF and Siemens project to aid the children of Afghanistan. At the same time, Siemens was undergoing reorganization. This created a considerable surplus of office equipment including PCs, printers and overhead projectors. For a long time Julia had wanted to find a way to support the women and girls in Afghanistan and make a difference in their lives. She quickly realized that this was her chance.

After securing permission to donate the equipment, Julia sought out a Mrs. Meyer-Oehme, Honorary Consultant of the Afghan Ministry of Education, who was coincidentally looking for computer equipment for a girl’s High School called the Lycee Jamhuriat.

The next challenge was arranging to transport this fragile equipment from Munich all the way to the school in Afghanistan. Mr. Hans-Eckart Scholz – a former Siemens employee – introduced her to a Mr. Yahya Nazary, an Afghan computer specialist living in Germany. Yahya, eager to return to his Afghan homeland, offered to take the PCs with him. But with this large amount of baggage, traveling by commercial airline was out of the question. The equipment ended up being transported by ship and truck through Iran, Usbekistan, over the rugged Hindukush mountains and finally to Kabul. Miraculously, all the equipment arrived unscathed, despite the long, rough journey.

The next obstacle was equally tough – outfitting the computer center in a building that did not even have an electrical outlet. But Siemens Afghanistan, with the help of its President Mr Gholam Hassanzadah, determined what was needed to complete the project.



When the computer center was completed, Mr. Hassanzadah hosted an official inauguration of the center and pledged that the operating costs and instructor salary will be provided by the local company in Kabul. The ceremony was also attended by Mr. Mohammad Moein Marastiyal, the Afghan Deputy Minister of Education.

The computer center in the meanwhile has become the heartbeat of the school.

Thanks to the support of these caring individuals and others, the Afghan Ministry of Education was able to supply learning and teaching materials for some 580,000 children and 5,500 teachers in all of Afghanistan during the last months in preparation for the beginning of this year’s school year; including a number of special events that were held to promote the importance of education – especially for girls.

# Caring Hands

Caring hands is a global charity program comprising Volunteerism, Social Giving and Disaster Relief. We feel it is our devout responsibility to come to the aid of any of our fellow citizens, especially in the wake of natural disasters and in other situations of acute need. Siemens provides swift aid both in the form of donations of cash and supplies as well as dispatching volunteers from the ranks of our own employees.

Siemens employees contribute time and know-how to non-profit projects comprising a large number of social projects on the local or regional level including donations or longer-term sponsoring activities.

In the worst case scenarios, like the terrible Asian Tsunami of 2004 Siemens was on the front lines of disaster relief. Thanks to our global presence we could make sure that donations collected in accounts or via donation boxes, and disaster relief plans were coordinated and implemented via our numerous regional companies and partners.

Trucks set off from the offices of our Regional Company in Chennai, India, carrying relief supplies for people in the tsunami disaster area. Siemens provided both financial aid and technical equipment to help the survivors of the tsunami that struck extensive coastal areas of Indonesia, Sri Lanka, Thailand and Malaysia.

In Thailand, we set up six mobile water treatment systems; in Indonesia, Siemens engineers were in action within a few hours of the disaster, helping to repair damaged telecommunications equipment; and in early January, Siemens Austria shipped a mobile radio station by air to Banda Aceh to help rebuild the local infrastructure. Thanks to our presence in the countries affected, we are able to ensure that aid is received where it is most urgently needed.

Aside from material aid Siemens also used its technology ability to aid the reconstruction of healthcare and community centers in the Tsunami ravaged region. In the Indonesian province of Banda Aceh, which was particularly hard-hit by the tsunami, Siemens is helping to rebuild clinics, sanitation facilities, and schools.

## Rapid aid for survivors of Beslan

Soon after the end of the bloody siege and hostage crisis at a school in Beslan, Russia, Siemens launched an aid program. We supplied a nearby children's hospital with a complete ultrasound diagnostic system and mobile X-ray equipment worth €110,000 to ease the treatment of injured schoolchildren. In addition, Siemens donated €50,000 toward the psychological support of the survivors. We will also be providing some of the technical equipment needed to build a new school.





### **Meeting the immediate needs of the homeless**

The financial aid from the Siemens France Foundation helps to support needy people in the Cayenne area of French Guyana. One of the Siemens France Foundation's key concerns is to support sick and homeless people. In the past year, the Foundation helped the relief agency Samu Social International to purchase a delivery truck. The truck will provide aid workers in the Cayenne area of French Guyana with much-needed assistance in their daily work, helping them to distribute food and medical supplies to the needy. Samu Social provides people who are sick and living on the streets with the essentials they need to survive.

Samu Social began operating in Paris in 1991, providing medical care to the homeless on the streets of the French capital. The organization has since expanded its work into the international arena. Besides Samu Social, the Siemens France Foundation supports several of the country's other charitable organizations.

### **The battle against AIDS**

For a multinational organization like Siemens, AIDS very much remains a high-profile issue. For example, we are a member of the Global Business Coalition on HIV/AIDS, formed in 1997, and support the organization's work with US\$25,000 annually. With 80 member companies worldwide, the Coalition is committed to continuing the fight against AIDS – through education, prevention, and medical programs for employees and their families as well as through support for the work conducted by governments and aid organizations.

Companies also engage in initiatives to combat HIV and AIDS in their own countries and communities. We are especially active in South Africa, a country hit hard by the disease and where more than 3,000 people work for Siemens. We support our employees there through education and awareness-raising campaigns and by providing medical assistance and protection against discrimination and termination for those already afflicted with

the disease. Our Regional Company in India, too, engages in a range of initiatives to actively combat AIDS, including systematic health education programs at Siemens manufacturing locations.

## The Siemens community in action!

Siemens can look back on a long philanthropic tradition that is still a proud characteristic of our corporate culture. Our employees around the world perpetuate this tradition with numerous community service projects conceived of, launched and carried out of their own volition, not as a part of company mandated citizenship agendas.

Furthermore, through the Siemens Caring Hands Foundation, set up by our U.S. Regional Company, thousands of our employees spend much of their leisure time working in various ways for their communities. Their projects include renovating homes for needy families, mentoring at-risk youth, taking part in blood drives, and collecting cash donations and gifts in kind for philanthropic causes.

To motivate employees involved in community service initiatives, Siemens honors exceptional projects each year with the "Caring Hands Community Excellence Award". In 2004, the number of submissions reached an all-time high with 190 teams taking part. Five of the teams were honored with the Chairman's Award, each receiving \$8,000.00 US dollars in grants toward their community projects. One of the winners was a team of almost 200 employees at Siemens Westinghouse Power Corporation, who pitched in to build a home for a family in need.

What is clear in all these cases, and many more around the world is how well our employees' personal commitment completes Siemens' own official citizenship efforts – this more than anything points to the fact that corporate responsibility is an integral part of our culture.



## Caring hands around the globe

Siemens global reach has never been more self-evident than in its charitable initiatives across cultures and landscapes and political borders.

In China, many Siemens employees "adopt" students whom they assist financially. Our people in Hong Kong organize events for senior citizens all year round. An initiative among managers in Japan collected money on behalf of UNICEF. At the "Jungathon" in Singapore, Siemens employees competed in a number of sporting disciplines with people from other companies. The money collected at the event was donated to charity organizations. Siemens employees in Curitiba, Brazil, are heavily involved in citizenship initiatives. A large number of volunteers devote their time to projects in the community. Working with students, volunteers from Siemens in Thailand last year set up three libraries in poor rural regions of the country.

One primary focus of our citizenship initiatives is on advancing and integrating disadvantaged segments of the community. What is important to us here is to give people the kind of support that encourages them to help themselves. We take a special interest in working to improve children's situations and to safeguard their welfare. This offers us the advantage of cultivating a more technology savvy public that represents future consumers in the largest potential markets the world has ever seen – Asia and South America.



### Accessing knowledge on the Internet

Even schoolchildren are being taught to use the interactive health library. In an effort to improve access to health information and education for people in Xikeng, a village in the remote province of Guangdong in southern China, Siemens employees have set up a library, complete with an Internet connection. Besides some 1,500 books, Siemens supplied 11 PCs with CD-ROMs covering various aspects of human health and education. Local teachers were instructed first on how to use the new reference resources, PCs and the Internet so that they can pass on the requisite knowledge and skills to local communities.

Siemens in Brazil has set itself the goal of providing as many people in the country as possible with access to the Internet. As part of a wider initiative to help particularly poor families in settlements and small towns on the periphery of cities, we have helped to set up five Internet centers at locations around Manaus. These centers offer Internet courses for schoolchildren and young people who have recently started work and who have no other means of accessing the Web.



### Siemens and UNICEF – a powerful alliance

To create better living conditions for children, Siemens has set up a partnership with UNICEF in Germany. Through this partnership, we aim to find sponsors who will help to ensure that as many children as possible receive the food, water, inoculations, and basic education that they need.

As part of a project for children in Afghanistan set up to provide schooling for as many girls as possible, we have started fund-raising initiatives at many locations in Germany. For the second time now, we have held a painting competition in which more than 700 children of Siemens employees took part. The 12 best pictures were used to create our Unicef calendar. Revenue from sales of the calendar – currently around €30,000 – will go toward two education projects in Afghanistan.



## Conclusion

These are turbulent times both in terms of global economics and political conflict, during which the natural intuition of most businesses is to become more conservative. In fact the opposite is true of Siemens, because we understand that in these times the role of responsible corporations is more meaningful and valuable than ever.

And as architects of the information and communications technology that has so dramatically changed the world, our corporate identity is inextricably linked to our responsibility as a citizen in what is rapidly becoming one global village.

The examples in this brochure show how our corporate guidelines are translated into socially responsible activities while also advancing our corporate interests. Because development can not rely on donations alone – for its sustainability we also have to consider the economic and social interests of the people involved.

*“Responsibility does not only lie with the leaders of our countries or with those who have been appointed or elected to do a particular job. It lies with each of us individually.”*

– HH the Dalai Lama

Siemens Communications is one of the world's largest players in the telecommunications industry, active in more than 160 countries. Unique in global comparison, Siemens Communications consolidates experience and competence in every key market segment – devices for consumers as well as complex network infrastructures, solution packages or applications for enterprises and network operators. In addition to its hardware and software portfolio, Siemens Communications offers comprehensive service along the entire value chain. For each and every customer, anytime, from A to Z.

On this basis Siemens Communications is developing solutions for tomorrow's communication. The road to the future has a name: LifeWorks, an innovative concept aiming at making communication easier and more effective. Both in business and private life, for every network and every device. To concentrate on what's important for our customers, that's what LifeWorks and Siemens Communications stand for.

More information about Siemens Communications at <http://www.siemens.com/communications>

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