



## Social Giving Guidelines

### Definition and use

#### What Social Giving is

- Financial or material support for social institutions by businesses or industrial operations.
- Unlike donations, Social Giving is of mutual benefit, with image transfer as our aim.
- The purpose of Social Giving is to generate a positive image of the company through social commitment.

#### What Social Giving does

- It shows that Siemens takes its social responsibility seriously.
- It provides many opportunities for conveying company messages.
- It presents an attractive, emotional and responsible picture of Siemens.
- It also generates a positive image internally: employees are proud of their company

#### Criteria I

#### The general rules for apply here too:

- **No Social Giving without a concept – i.e. definition of the following:**
  - the aim to be achieved
  - the target group to be reached
  - the message to be conveyed
  - the best measures for conveying the message
  - the result to be achieved
- **Effective Social Giving requires a corresponding budget:**
  - Rule of thumb: in order to communicate any given message effectively, the budget should equal the amount set aside for the social giving.

- **No sponsoring of individuals**
  - The risk of generating a negative image is too high. The team spirit of the company should also be reflected by Social Giving.

## **Criteria II**

- **Social Giving should reinforce and not impair the image of Siemens:**
  - Our ideas, technologies and actions serve people, society and the environment.
  - We are thus socially and culturally involved and support initiatives and organizations that share our values.
- **Continuity and long-term effect:**
  - Continuity is a particularly important criterion for Social Giving since it usually takes at least a year for image projection to take effect externally and internally.

## **Criteria III**

### ▪ **Categories**

Organizations or campaigns in the social arena which are involved in the following:

- Support for children and young people in general
- Children and education
- Campaigns against xenophobia
- Support for the disabled
- Support for Aids sufferers
- Support for the homeless
- Support for the elderly
- Disaster relief

## **Criteria IV**

### **Criteria for making donations**

**The following principles apply to the making of donations:**

- Requests for donations from individuals should basically be rejected.
- Payments into private accounts are not permitted.
- On no account should any donation be made to persons or organizations with a dubious reputation.

- The donation must be unambiguous. The beneficiary and the concrete use of the donation by the beneficiary must be known. The donor must be able to account at any time for the reason for the donation and its proper use.
- The donations should be tax-deductable.