

»»» Social engagement

Shaping the future. Promoting community.

Beyond its operational activities, KfW Group supports diverse non-profit causes with efforts that include encouraging and supporting employee projects. The foundation KfW Stiftung is dedicated to overcoming major social challenges. These include globalisation, demographic change, climate change mitigation and adaptation, and environmental protection. KfW Stiftung aims to increase awareness, take responsibility and develop diversity.



KfW Stiftung and Social Impact gGmbH
award EUR 45,000 as part of the
Special Impact Award



The integration initiative Mädchenbüro
Milena looked after **40 girls with immigrant
and refugee backgrounds** in 2017



**KfW Stiftung promoted 18 young
exhibition organisers** from 16 countries within
the scope of curator programmes in 2017

Employee initiatives and donations

Many KfW Group employees also take responsibility outside the profession and are committed to the common good – be it in their personal surroundings or elsewhere. KfW encourages them to present their projects and initiatives on the intranet and supports them with a one-off donation of EUR 500. The bank presents a selection of 40 projects each year in a special edition of its employee magazine. All employees are then asked to select their “Project of the Year”. The KfW Executive Board presents the award at a charity dinner to which all employees involved in the selected projects are invited.



2017 Project of the Year

KfW Group promotes its employees’ commitment to volunteer work as a significant contribution to social solidarity. So in 2017, the “Project of the Year” was chosen for the seventh time to honour particularly committed employees.

Thomas Flohm was awarded first place for his project “Buddy Care” for Integrative Drogenhilfe e. V. (an association that supports recovery from drug addiction). The project helps drug addicts find contacts outside the scene to make it easier for them to participate in society. In his free time, Flohm regularly meets his buddy and they do something together like taking a walk or going to a movie.

Each submitted project received a donation as acknowledgement and support. In addition, the top three projects received a special bonus from the Executive Board.

KfW employees have the opportunity to donate a portion of their monthly salary through the “spare cents” and “spare euros” Initiatives. This allows their salary to be rounded down to the next full euro or five euros. In 2017 the donations amounted to EUR 33,550, and KfW topped it up by EUR 35,500. The money was used to support non-profit organisations that were suggested by employees and selected by the local staff councils in Frankfurt, Berlin and Bonn. In total KfW (including the Executive Board and “spare cents” donations) made donations amounting to EUR 138,950 to institutions in 2017, mainly in social and cultural areas. To keep the circle of recipients as large as possible, no single donation exceeded the sum of EUR 5,000. According to its donation guidelines, KfW does not provide financial support or other allowances to political parties, including organisations that are affiliated with parties.

DEG has been working together with the Kölner Freiwilligen Agentur e. V. volunteer agency in Cologne since 2012. During the Kölner FreiwilligenTage (Cologne volunteer days), DEG employees get involved in social projects twice a year – for example, in schools, nursing homes, kindergartens or refugee facilities. In September 2017, DEG was nominated for the Deutsche Engagementpreis (German Engagement Award) for its involvement.

KfW Group donations 2015–2017

	2015	2016	2017
KfW (including the Executive Board)	148,600	147,250	105,400
Employees	42,600	33,400	33,550
Total	191,200	180,650	138,950

EUR **33,550**
was donated by KfW
employees under the
“spare cents” and
“spare euros” initiatives



Two kilometres of company history

The Historical Group Archive is “KfW’s memory”. The archival material stretches a length of two kilometres and preserves 70 years of KfW history, making it accessible for scientific and research purposes. The heart of the archive consists of KfW’s file archives including its mergers and subsidiaries, extensive media materials and a comprehensive exhibit collection. The Federal Archives Act of the Federal Republic of Germany provides the basis for the work of the Group Archive. Since its founding in 1948, Kreditanstalt für Wiederaufbau – KfW – has developed into a significant factor of German economic policy. From its beginning as a specialised institution, over time a group emerged with diverse tasks in Germany and abroad. This development is reflected in the stored sources and documents.

KfW Stiftung – providing impetus for society

The independent foundation KfW Stiftung was established in 2012 and provides impetus for examining the major social challenges of our time: environmental protection, climate change mitigation and adaptation, demographic change and globalisation. The non-profit, operationally active foundation has been endowed with capital of EUR 20 million. It promotes initiatives that question existing patterns, offers platforms for dialogue across borders and increases awareness of the

challenges within the foundation’s four focus areas “responsible entrepreneurship”, “social engagement”, “environment and climate” and “arts and culture”.

In 2017, the profile of these four focus areas was refined and important individual projects were initiated. New partnerships were formed and joint project approaches were developed and realised. To ensure that these initiatives do not remain isolated cases, the foundation also sees itself as a source of ideas, an amplifier and a facilitator. It checks each of its projects for scalability with the explicit hope that others will copy and develop them further.

Responsible entrepreneurship

Our economy faces major challenges: both the progression of globalisation and demographic changes demand new thought-provoking impulses, innovative structures and creative ideas in many areas. KfW Stiftung believes that the main question for the economy of the future is how we can use entrepreneurial action to take social responsibility and address social problems.

One promising approach is social entrepreneurship, a new entrepreneurial movement of people who meet the challenges of social problems with business approaches that focus on the social impacts of their business activities, and not on their own personal profit. Young people are particularly enthusiastic about unconventional solutions that offer alternative outlooks on professional life. KfW Stiftung supports this approach in different ways and by cooperating with strong partners. One commonality shared by all the initiatives is that they provide skills that enable entrepreneurs to develop socially innovative alternatives to economically oriented growth models.

Social Impact gGmbH’s mission is to give the socio-entrepreneurial start-up movement the necessary tools and create fixed centres for networking. Together with KfW Stiftung and

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the JP Morgan Chase Foundation, the programmes AndersGründer and ChancenNutzer were developed in 2014 and the first Social Impact Lab was opened in Frankfurt. During the eight-month-long programme, innovative entrepreneurs known as “AndersGründer” learn everything they need to develop a sustainable, socially innovative business model from experienced experts. In 2015, an additional lab in Duisburg was established with the Prof. Otto Beisheim Foundation and Franz Haniel & Cie GmbH as partners. Around 110 start-up initiatives have since been supported at both of these locations.

The Special Impact Award was first introduced by KfW Stiftung and Social Impact gGmbH in 2017 as an annual highlight. It is part of the “ANKOMMER. Perspektive Deutschland” and “AndersGründer” grant and promotional programmes. Both programmes are implemented in the Social Impact Labs. The award has a total prize fund of EUR 45,000 and is presented in three categories: “ANKOMMER. Perspektive Deutschland”, “AndersGründer” and “Community”.

At the Social Entrepreneurship Akademie, a networking organisation of the four Munich universities, KfW Stiftung promotes the certificate programme for social innovation Gesellschaftliche Innovationen: kompakt, also known as ZGI: kompakt. In two-day intensive workshops, students from all disciplines learn the basic principles of social entrepreneurship and develop initial start-up ideas. In Offenbach and Hanau, Germany, KfW Stiftung supports the association Social Business Women, which provides consulting services from women for women searching for new professional prospects in challenging life situations and with a migrant background.

Social commitment

To ensure the future viability of our society in view of demographic development, KfW Stiftung supports projects that promote a strong and responsible society. The primary goals are to cultivate the conditions needed for social participation and to open up new perspectives.

The starting point for this is the “Milena” refugee café in Frankfurt-Bockenheim, which supports integration of female refugees. It is sponsored by the MädchenbüroMilena e. V. (an association that supports girls) and the Linsenhoff-Stiftung and KfW Stiftung foundations. To meet increasing demand and perpetuate the project, both foundations will be promoting the Mädchenbüro and the Milena refugee café for four years. Many of the women and girls are from patriarchal societies or suffer from traumatic experiences. This kind of meeting place gives them the chance to learn German, build up a social network and familiarise themselves with the way of life and value system in Germany. Among other services, the Mädchenbüro also offers school-aged girls with a migrant background the chance for afternoon care and school and career guidance.

Since 2013, KfW Stiftung has promoted Manage gGmbH in the Don-Bosco-Zentrum, a centre in Berlin-Marzahn for meeting others, counselling and preparing for vocational training. The childcare support system that was initially supported was expanded into an open specialist unit for educational and family counselling. Refugees and their families are also welcome and experience integration without barriers.

Sport can also bring people together and promote inclusion. For example, KfW Stiftung is supporting the Landessportbund Hessen athletic association and its sports youth programme with the development of sport-specific further training modules, for example with “Inklusion im Sport – selbstverständlich” (an initiative to promote inclusion in sport). The initiative runs a two-stage weekend seminar geared towards people who work or volunteer in school and



The Special Impact Award from KfW Stiftung and Social Impact gGmbH was introduced for the first time in 2017

popular sports that aims to break down psychological and practical barriers in popular sport, help participants bring their ideas to life and encourage them to follow best-practice examples. Between 2015 and 2017, 243 people successfully completed trainer development.

A management system for sports facilities is currently being developed with Special Olympics Deutschland e. V. for athletes with intellectual or physical disabilities to provide barrier-free access and independent orientation.

Environment and climate

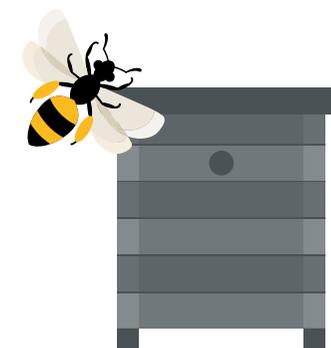
KfW Stiftung promotes environmental protection and climate action measures that focus on biodiversity. The local, national and international projects contribute to preserving diversity of species. All projects aim to start a social dialogue about the issue of biodiversity and highlight its relevance in the context of maintaining a healthy climate.

In the first project to cover multiple focus areas, KfW Stiftung is supporting the plant nursery run by the EVIM Behindertenhilfe association, which works together with individuals with disabilities in Hattersheim, Germany. The aim is to maintain and expand the habitat of wild plants native to the region in an effort to contribute to biodiversity. This project approach also gives people with limitations the opportunity to pursue satisfying and valuable work. In the Schlocker-Stiftung foundation's workshops, employees cultivate wild shrubs for natural gardens and advise customers on designing their gardens. The project also contributes to awareness of local plant life and its importance. Expanding the offerings is expected to create economic perspectives, safeguard jobs and thus ensure that true participation in life remains possible for people with limitations – a social, economic and ecological contribution that can serve as an example for other plant nurseries.

In its cooperation with the Botanical Garden in Frankfurt, KfW Stiftung supports the preservation of endangered indigenous wild vegetation in Hesse, in particular. In this project, 15 seed-bearing plants on the endangered list, such as early sandgrass or Siberian iris, will first be bred on the grounds of the Botanical Garden and then resettled to locations within their natural habitat to reduce their vulnerability.

In March 2017, the Frankfurt "Spring School on Project Conservation Management" was held for the first time with the Goethe University Frankfurt and the Frankfurt Zoological Society for biology and related fields. The aim of the course was to impart knowledge about operational nature conservation. Project development and planning methods were just as much part of the curriculum as budget planning, human resources work, communication and dealing with cultural challenges. KfW Stiftung enabled six grants for employees from national park authorities and conservation areas from Latin America, Africa and Asia. At the same time, KfW Stiftung provided funds for the projects developed by those receiving the grants, which the young park managers were able to apply for in a jury competition.

Every two years, KfW Stiftung bestows the KfW-Bernhard-Grzimek-Preis award to individuals and institutions that make special efforts to support the protection and preservation of diversity. The award combines the life's work of conservationist Bernhard Grzimek with the preservation of biodiversity, a topic that has reached existential proportions around the world. The award has a prize fund of EUR 50,000 and honours individuals and organisations that take on this issue. The 2017 KfW-Bernhard-Grzimek-Preis award was presented to Andrew Zaloumis for his future-orientated commitment at the iSimangaliso world heritage site in one of the poorest regions of South Africa, where biodiversity protection is combined with regional development in an exemplary manner.



Every two years, KfW bestows the KfW-Bernhard-Grzimek-Preis award for protection and preservation of species

A workshop for school children from six Frankfurt STEM secondary schools was integrated into the concept for the award ceremony. The children had the opportunity to discuss the relationships between the lifestyle of the western world, global environmental disasters and regional conservation with the award recipient and researchers from the Goethe University Frankfurt. Particular focus was placed on handling plastic and its damaging impact on the world's oceans.

Arts and culture

The focus is on intercultural dialogue in the global present. KfW Stiftung creates platforms for international contemporary art to strengthen creativity, freedom of expression and the capacity for discourse, thus promoting cultural diversity. Together with partners, these platforms develop local projects and international programmes for art and producers of culture from Latin America, Africa, the Middle East and Asia.

The artists-in-residence programme in collaboration with Künstlerhaus Bethanien Berlin offers up-and-coming artists the opportunity to stay in Berlin for twelve months. The studio programme promotes international networking and development of individual projects, which are presented with an exhibition and a catalogue. Artists receiving the fellowship in 2017 were Orawan Arunrak (Thailand), Matheus Rocha Pitta (Brazil), Vartan Avakian (Lebanon) and Ahmed Ghoneimy (Egypt). With a curators-in-residence programme, KfW Stiftung offers outstanding up-and-coming curators the opportunity to stay in Germany for several months to promote intercultural exchange and discourse in exhibition practices. Two fellowships are awarded each year, one in collaboration with the Berlin artist programme from the German Academic Exchange Service (DAAD) and another in cooperation with the Institut für Auslandsbeziehungen e. V. (ifa) association. Curators receiving the fellowship in 2017 were Shabbir Hussain Mustafa (Singapore), Marina Reyes Franco (Puerto Rico) and Florencia Portecarrero (Peru).

The TRANScuratorial Academy is an initiative that serves to strengthen exchange with KfW Stiftung alumni, offer a platform for international up-and-coming curators and facilitate discussions about key practical questions with experts. The academy events took place in Berlin and Mumbai in 2017. To strengthen cultural dialogue with the Arab world, KfW Stiftung and the Goethe-Institut run a short stories programme for up-and-coming writers in the Middle East. After two years in Cairo, the project continued in Beirut. It consists of writing workshops in the respective cities as well as events with the young authors in Germany.

KfW Stiftung has established a think tank for artistic innovation. The experimental format was directed by Akram Khan, one of the world's most famous and renowned dancers and choreographers. It brought international artists, producers of culture and scientists together to sound out project ideas and possibilities for new connections. The three-day meeting took place in Frankfurt in spring 2017.



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