



Social Commitment Area Strategy FY2020/2022

Jun 2020

Social Commitment Area



Nowadays the commitment with the society and the environment is more and more important, in Siemens Gamesa, we want to reinforce it with the creation of a specialized area: **Social Commitment**

Our **mission**: “To actively reduce poverty in our communities, fight climate change and push technological education to the future needs, all aligned with the UN's SDGs”

Why:

- **Long-term stability & trust** on our social commitment
- Employees' **pride of belonging & motivation**
- Analysts & investors demand **better ESG***
- **Separation** of social action from the business and day-to-day operations of the company
- **Engagement** with stakeholders
- **Strategy** that bundle's all social activity

Objectives:

- **Social Action**: because we need to be part of the communities
- **Technological Education**: push the talent we'll need in the future
- Strong **Volunteering activity**
- **Bundle, co-ordinate and enhance** all the social activity performed locally

How:












The area of Social Commitment will be **digital**, being a pioneer in our sector. Our **digital platform** will allow us to connect with volunteers, collaborators, students and general public (**e-learning, volunteers portal, collaborators portal, events...**)



* ESG: Environmental, Social, and Governance













Social Action FY20



Action	Impact / Scope	Partners
<p>1. 3rd SGRE Impact Project Covid 19 Special Edition</p> 	<ul style="list-style-type: none"> ✓ Bringing positive change to communities in which we operate, in alignment with the UN's Sustainable Development Goals ✓ Help society in the short-medium term to fight the COVID 19 effects, especially poverty 	<p>Local partnerships proposed by the employees</p>
<p>2. Humanitarian Aid COVID 19</p> 	<ul style="list-style-type: none"> ✓ Matching employee donations to International Red Cross ✓ Global in kind donation of sanitary and medical equipment ✓ Bringing relief to vulnerable communities ✓ Other risks and disasters 	<p>EU, Red Cross, PPE suppliers, hospitals, NGOs</p>
<p>3. Bundling of regional SGRE social action initiatives</p> 	<ul style="list-style-type: none"> ✓ Align all social action with SC strategy and enhance their visibility ✓ Engage in communities in which we operate in accordance with business needs 	<p>Local partnerships</p>
<p>4. Climate change fight through Reforestation and Coastal Clean ups Postponed until FY21</p>  	<ul style="list-style-type: none"> ✓ Decrease CO₂ footprint ✓ Each mature tree sequesters 22 kgs. of CO₂ annually <p style="text-align: center;"> 10,500  = CO₂ released if you drove 26  times around Earth </p> <p style="text-align: center;"> 15 locations  </p> <ul style="list-style-type: none"> ✓ Ocean pollution is a threat to biodiversity ✓ Over 3 billion people depend on the ocean for sustenance <p style="text-align: center;"> 15 events  = 3 tons of waste  picked up </p> <p style="text-align: center;"> 15 locations  </p>	<p>Local/global partnerships with specialized NGOs/ organizations in environmental protection</p>













Social Action FY21



Action	Impact / Scope	Partners
1. 4th SGRE Impact Project 	<ul style="list-style-type: none"> Bringing positive change to communities in which we operate, in alignment with the UN's Sustainable Development Goals 	Local partnerships proposed by employees
2. Global reforestation volunteering 	<ul style="list-style-type: none"> Decrease CO₂ footprint Each mature tree sequesters 22 kgs. of CO₂ annually <p> 10,500  = CO₂ released if you drove 26 15 locations  = times around Earth  </p>	Local partnerships: One Tree Planted, Fundación Lurgaia, Unión internacional para la conservación de la naturaleza (UICN), Red Cross, ACNUR
3. Global coastal clean-ups volunteering 	<ul style="list-style-type: none"> River, beach, coastal pollution is a threat to biodiversity Over 3 billion people depend on seas for sustenance <p> 15 events  = 3 tons of 15 locations  = waste picked up  </p>	Local partnerships: Fundación Ecomar, Sea Sheperd, RETHINK
4. Bundling of regional SGRE social action initiatives 	<ul style="list-style-type: none"> Align all social action with SC strategy and enhance their visibility Engage in communities in which we operate in accordance with business needs 	Local partnerships
5. Humanitarian Aid 	<ul style="list-style-type: none"> Addressing the needs of populations at risk due to natural disasters or crises 	NGOs
6. Agreements with stakeholders 	<ul style="list-style-type: none"> To harness established project Enhance the impact of our projects 	Customers, suppliers and other companies...

Social Action FY22






Action	Impact / Scope	Partners
1. 5th SGRE Impact Project 	<ul style="list-style-type: none"> ✓ Bringing positive change to communities in which we operate, in alignment with the UN's Sustainable Development Goals 	Local partnerships proposed by the employees
2. Global reforestation volunteering 	<ul style="list-style-type: none"> ✓ Decrease CO₂ footprint ✓ Each mature tree sequesters 22 kgs. of CO₂ annually <p> 10,500*  = CO₂ released if you drove 26 times around Earth  15 locations  </p>	Local/Global partnerships: One Tree Planted, Fundación Lurgaia, Unión internacional para la conservación de la naturaleza (UICN), Red Cross, ACNUR
3. Global coastal clean-ups volunteering 	<ul style="list-style-type: none"> ✓ River, beach, coastal pollution is a threat to biodiversity ✓ Over 3 billion people depend on the ocean for sustenance <p> 15 events*  = 3 tons of waste picked up  15 locations  </p>	Local/Global partnerships: Fundación Ecomar, Sea Sheperd, RETHINK
4. Bundling of regional SGRE social action initiatives 	<ul style="list-style-type: none"> ✓ Align all social action with SC strategy and enhance their visibility ✓ Engage in communities in which we operate in accordance with business needs 	Local partnerships
5. Humanitarian Aid 	<ul style="list-style-type: none"> ✓ Addressing the needs of populations at risk in the event of natural disasters or humanitarian crises 	NGOs
6. Agreements with stakeholders 	<ul style="list-style-type: none"> ✓ To harness established project ✓ Enhance the impact of our projects 	Customers, suppliers and other companies...

* Our goal is to increase the scope depending on the budget




Technological Education FY20 Pilot year



Action	Impact / Scope	Partners
<p>1. Digital Talent Factory E-learning and gamification to motivate students in STEM</p> 	<ul style="list-style-type: none"> ✓ Platform to manage all education activities (starting Q1 FY21) ✓ Siemens Gamesa Minecraft Education Edition to solve STEM challenges through renewable energies (to start in October) 	<p>Tender ongoing – Mid May</p> <p>Tender ongoing – End May</p>
<p>2. Academic Agreements Broaden the network of skills and promote inclusiveness</p> 	<ul style="list-style-type: none"> ✓ TECHMI (SPAIN) nationwide STEM Olympiads Age: 12-16 Impact: 400 schools <i>Starting in Sep 2020 Approved</i> ✓ Lego Robotix (SPAIN) for robotics and coding Age: 8-18 Impact: 240 students <i>Starting Sep 2020 Pending approval</i> ✓ Empresa+Universidad - 4GUNE (SPAIN) PBL program <i>In progress</i> Impact: TBD <i>Starting Sep 2020</i> ✓ Universidad Politécnica de Madrid (SPAIN) Annual award <i>Approved Pending date</i> ✓ Mujer e Ingeniería (SPAIN) Empowering women through mentoring <i>Approved Starting Dec 2020</i> 	<p><i>Real Academia de Ingenieria STEMx</i></p> <p><i>Basque government/4Gune Cluster</i></p> <p><i>UPM</i></p>
<p>3. Ideas Lab Think tank and influential voice for a quality education in STEM</p> 	<ul style="list-style-type: none"> ✓ Observatorio de la Ingeniería: a 2-year outlook on state of engineering in Spain ✓ Hackathon 2020: 2 day event to design a videogame in STEM <i>Sep 2020</i> ✓ Women and Engineering: Periodic event on best practices in managing gender diversity 	<p><i>National engineering associations</i></p> <p><i>Real Academia de Ingenieria</i></p> <p><i>UPM, UPV, UPC</i></p> <p><i>U-TAD</i></p> <p><i>Spanish Startsup</i></p>




Technological Education FY21



Action	Impact / Scope	Partners
<p>1. Digital Talent Factory E-learning and gamification to motivate students in STEM</p> 	<ul style="list-style-type: none"> ✓ SGRE Minecraft Education Edition (1 month) ✓ Online content + mini video games where players learn STEM concepts, and programming ✓ Collaboration for content with Wind University and network of universities for open access to courses, online events and forums 	<p>Crowtec</p>
<p>2. Academic Agreements Broaden the network of skills and promote inclusiveness</p> 	<ul style="list-style-type: none"> ✓ TECHMI (SPAIN) nationwide STEM Olympiads Age: 12-16 Impact: TBD ✓ Lego Robotix Expand the program to other countries such as Germany, Denmark, USA, UK, Morocco and/or Mexico ✓ Empresa+Universidad- 4GUNE (SPAIN) Project-based learning program ✓ Universidad Politécnica de Madrid (SPAIN) Annual award ✓ Mujer e Ingeniería (SPAIN) To empower young women through mentoring ✓ Aalborg University (DENMARK): PBL 2-year program Under study ✓ FEMTEC (GERMANY) For women leadership To present candidacy in Sep 2020 	<p><i>Real Academia de Ingenieria STEMx Basque government/4Gune Cluster UPM Femtec Aalborg University</i></p>
<p>3. Ideas Lab Think tank and influential voice for a quality education in STEM</p> 	<ul style="list-style-type: none"> ✓ Observatorio de la Ingeniería: a 2-year outlook on state of engineering in Spain ✓ Hackathon 2021 online on sustainability and materials ✓ Collaboration with foundations and entities focused on STEM education ✓ Create a working group for debate with actors involved in education such as parents association and education institutions 	<p><i>National engineering associations, RAI, UPM, UPV, UPC, U-TAD, Spanish Startsup F. Telefonica, F. Cotec, F. Caixa, F. Giner de los Rios... PTAs</i></p>

Technological Education FY22



Action	Impact / Scope	Partners
<p>1. Digital Talent Factory E-learning and gamification to motivate students in STEM</p> 	<ul style="list-style-type: none"> ✓ SGRE Minecraft Education Edition Updated Version ✓ Online content + mini video games where players learn STEM concepts, and programming ✓ Updates and new features, missions, and challenges ✓ Courses and online events developed by universities from SGRE’s network and alliances 	<p>Tender pending</p>
<p>2. Academic Agreements Broaden the network of skills and promote inclusiveness</p> 	<ul style="list-style-type: none"> ✓ Lego Robotix: create a SGRE TEAM to participate in the international First Lego League competition ✓ New opportunities on Hands-on programs and academic agreements in other countries (UK, USA, France, Morocco...) ✓ Universidad Politécnica de Madrid (SPAIN) Annual award ✓ Aalborg University (DENMARK): PBL 2-year program ✓ FEMTEC (GERMANY) For women leadership 	<p><i>STEMx and other Lego Robotix partners</i> <i>Basque government/4Gune Cluster</i> <i>UPM</i> <i>Femtec</i> <i>Aalborg University</i></p>
<p>3. Ideas Lab Think tank and influential voice for a quality education in STEM</p> 	<ul style="list-style-type: none"> ✓ Hackathon 2022 TBD ✓ Working group: expand geographic scope for a better education in collaboration with foundations and entities ✓ Organize events 	<p><i>TBD</i></p>

Social Commitment Covid-19 Framework

The company is going to donate 3,6M€ to four big projects



1. Matching donations through Red Cross (up to 1M€ SGRE + 1M€ employees)

Donations up to 31st May: **36,423€**

Campaign re-launched including video 30th April
Deadline to donate 31st May



2. 1M€ of in kind donations to Hospitals and communities (1.05M€):

- Spain (Madrid and Bilbao)
- USA (Fourt Madison, Hutchinson and Orlando)
- UK (Hull and Newcastle)
- France (Le Havre)
- China (Wuhan)
- Brazil
- India
- Egypt
- Morocco
- Mexico
- Pan-European Hackathon
- 61 Tasting box for ICU Navarra



3. Impact Project “Covid19 Special Edition” 500k€

55 projects received, 16 have been selected and communicated



4. “Teaching Future”

STEM Video campaign launched internally and to be shared externally on SoMe on 15th June
Teaser video launched 27th April



Additional Local Actions

- Local monetary donations in China, South Korea, Ireland, UK, Morocco, Jordan and Mexico (32k€)
- Local in kind donations in Croatia, Spain, UK and Morocco (171k€)
- PCs donation in partnership with Lenovo



Social Commitment KPI

KPIs*

Levers



End poverty in all its forms in our communities

- Employee satisfaction and engagement from volunteer programs (measured by impact surveys)
- Satisfaction from the institutions and communities
- Economic contributions to local communities (in euros).
- Every year the SROI (Social Return of Investment) of the most relevant initiatives will be measured

- Impact Project: projects proposed by employees
- Corporate Volunteering Program
- Collaboration agreements with International and local NGOs



Promote STEM education and motivate students towards them

- Number of candidates from education programs proposed to HR
- People impacted (awareness initiatives)
- People that have received training (educational initiatives)
- Implemented solutions (challenges proposed to university students)
- Every year the SROI (Social Return of Investment) of the most relevant initiatives will be measured.

- SGRE's employees involvement (mentoring, events...)
- Partnership with academic institutions and through teachers' involvement in our STEM digital programs
- Partnership with academic institutions and universities
- Chair sponsorship and funding scholarships
- Participation in events conferences, think tanks events, round tables, education fairs, periodic fora, etc

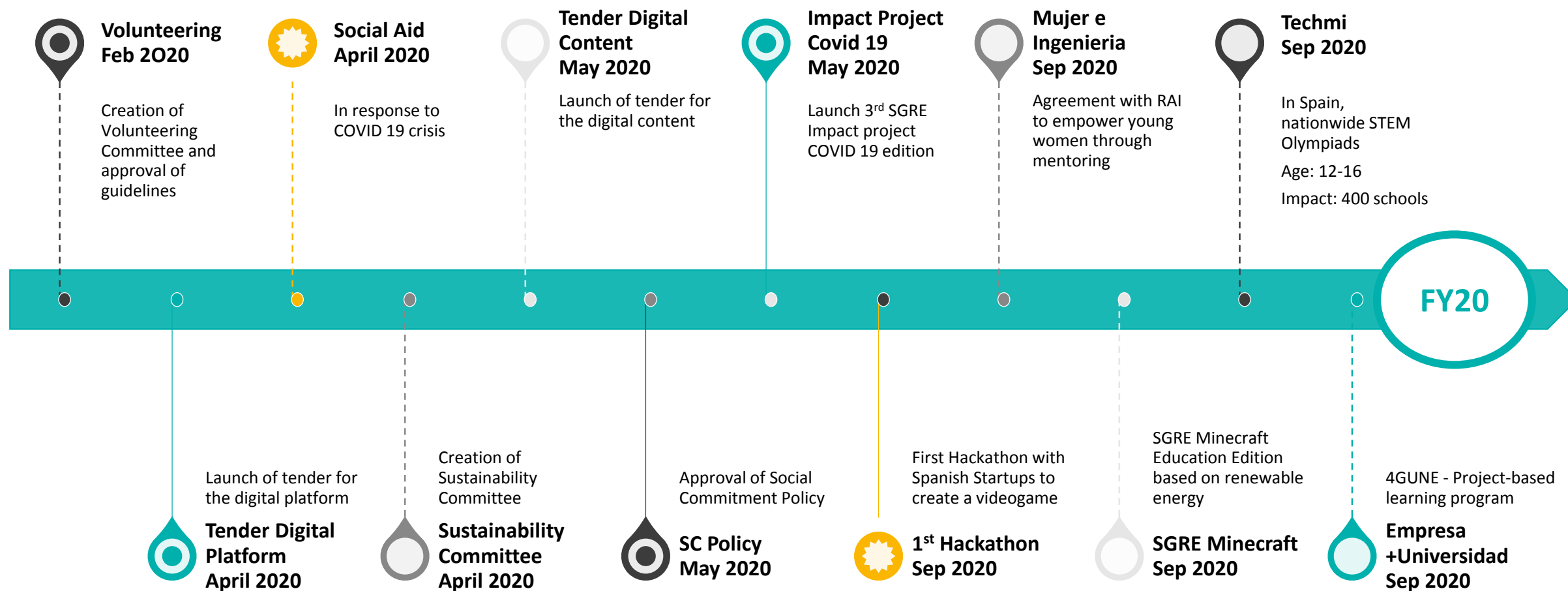


Strengthening the global response to the threat of climate change.

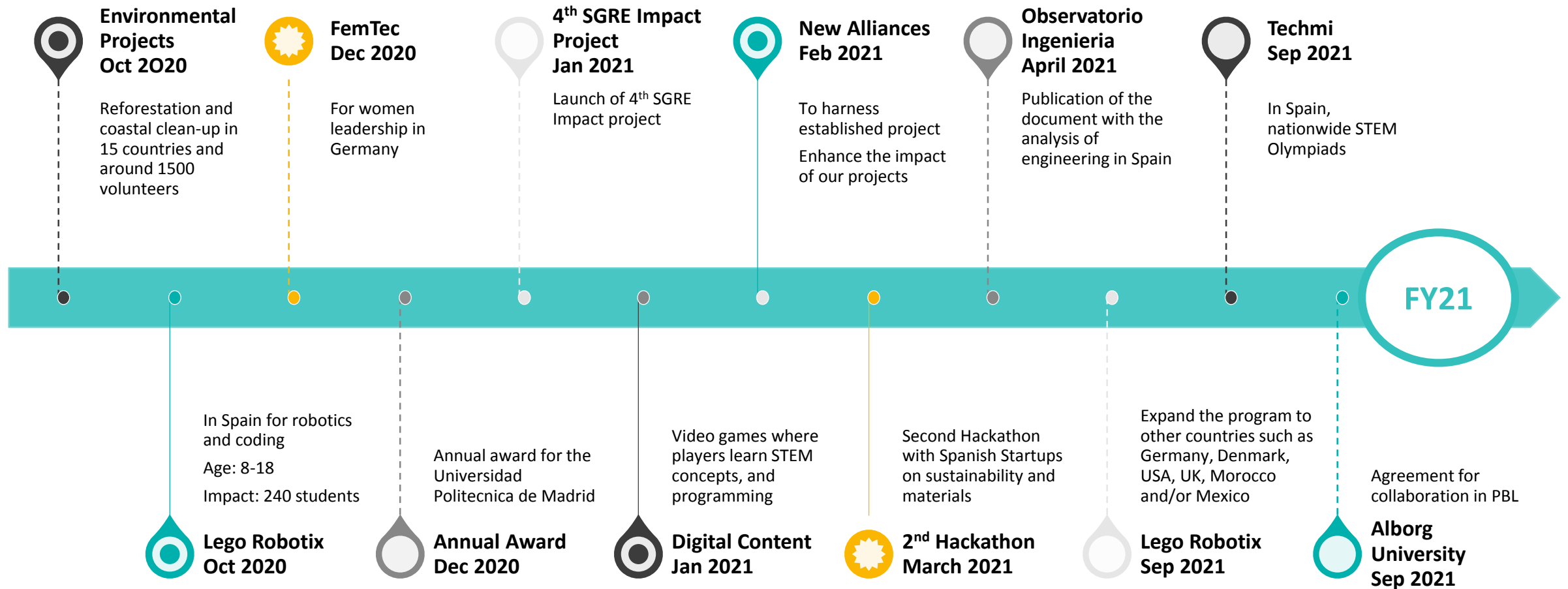
- Satisfaction of employee volunteers (to be measured based on surveys/questionnaires)
- CO2 sequester due to planted trees
- Every year the SROI (Social Return of Investment) of the most relevant initiatives will be measured.

- Reforestation activities in collaboration with NGOs
- Corporate Volunteering Program
- Collaboration agreements with International and local NGOs
- Corporate Volunteering Program

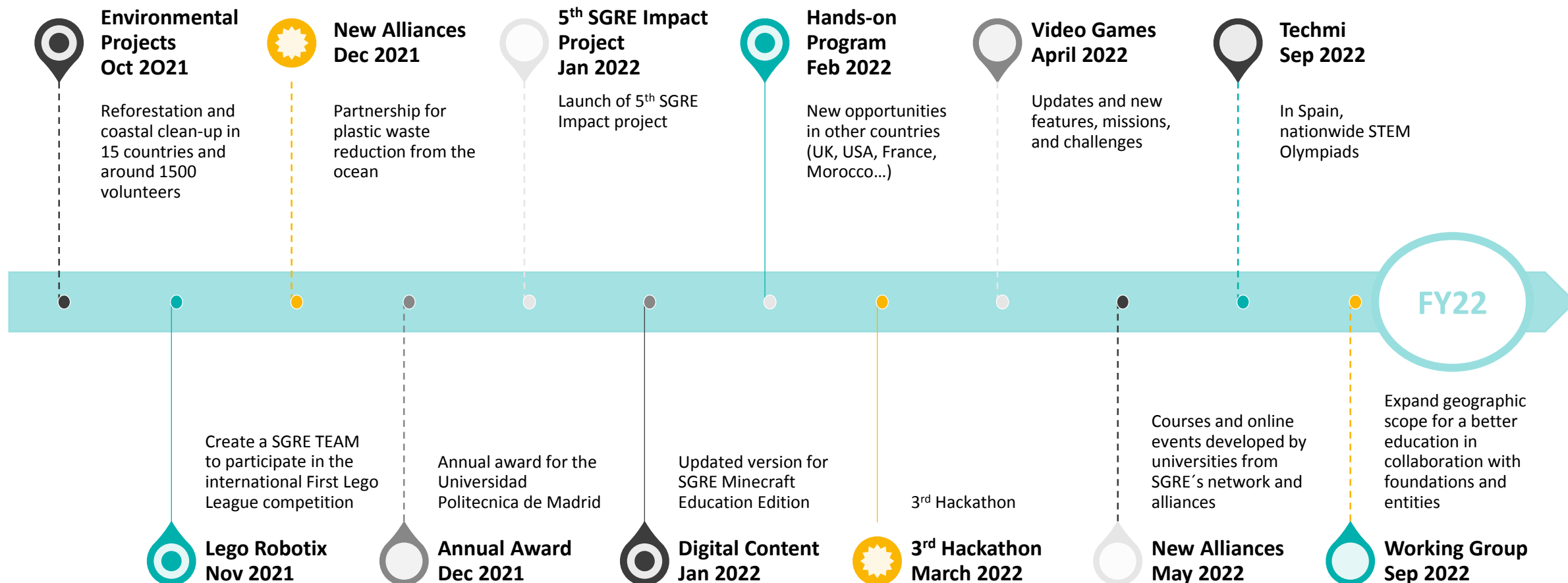
Main strategy projects timeline FY20



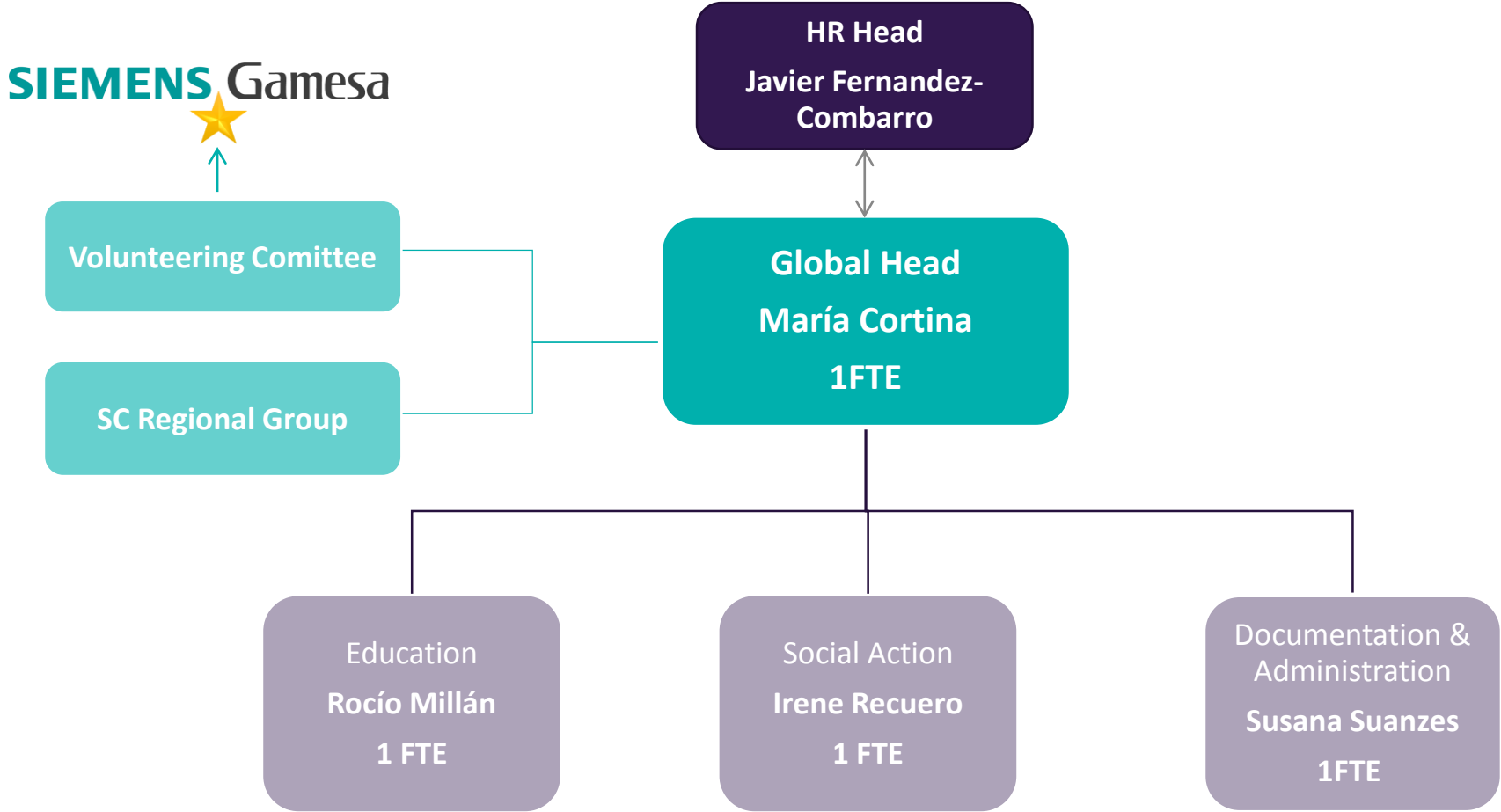
Main strategy projects timeline FY21



Main strategy projects timeline FY22



Social Commitment Structure



Communication Plan

Make Social Commitment area visible through:

- Internal communication to employees
- Letter to managers to bundle all social activities
- Intranet article in the land page and Intranet page
- Launch of volunteering/stars programs
- Social media:
 - Yammer post
 - Group of Social Commitment in Yammer



Once the Foundation is created (plan to develop):

- Promote the Foundation and Siemens Gamesa's strong commitment to society
- Make the Foundation grow with more volunteers and agreements
- Create our own communication tools: website, social networks, presentation, videos and photos, logo and merchandising
- Message and Q&A Kit
- Defining target audiences and spokespersons
- Position the Foundation with a strategy of:
 - Press and social networks
 - Internal communication in SGRE, suppliers and customers
 - Interactive newsletter for the public of interest
 - Communication activities and actions on key days
 - Participation in events, forums, etc...



Thank you!

Social Commitment Department

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