

Interview with Petra Itzinger. Former associate at Bosch Power Tools in Leinfelden in Marketing, in the department of international advertising.



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***What are your touch points with Primavera?***

Long before leaving the company and stepping into my “new” life of no longer being an active Bosch associate, I was looking for a challenging activity but primarily for an engagement where I could help other people, especially children. That’s how I discovered Primavera and what I learned about their work instantly convinced me. What surprised me a lot however was the fact that at that time only few associates knew about this initiative. I thus solicited support from the communication department. In the beginning I got a lot of support from Ms Waas-Frey until I could create certain means of communication on my own (e.g. Primavera News). Today Primavera is widely known, has more than 1000 members and continues to grow.

***How and when did you get in touch with Primavera for the first time?***

That was in 2008.

***What is your motivation to support Primavera?***

It’s particularly the professional procedure which is applied consistently. All projects are chosen according to a defined profile and are based near Bosch locations in emerging and developing countries. In this way, all projects can be examined on site and supported by Bosch associates working on a voluntary basis.

***What makes Primavera unique for you?***

Primavera doesn’t have any administrative expenses. Thus, one of the telling arguments for Primavera is that every single euro is to 100% destined for the projects and aid for children in need.

***Was there a special Primavera moment for you?***

Yes, this was the first time I was selling lottery tickets for the Primavera raffle at the Bosch event “Boxberg Klassik”. I was surprised, in a positive way, that most of the 300 persons knew a lot about Primavera and weren’t only driven by their play instinct but by the fact that the proceeds of the raffle really are for a worthy cause and go to 100% to the children/teenagers.

It is for me a very good feeling to get involved in the Primavera cause and to help children/teenagers, through school and vocational education, to find their way into a self-determined life and hence a better future.