



ISSUE 01/2023

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seit 1990
primavera



DEAR PRIMAVERA FRIENDS



Not only the calendar reveals it, also a look into nature shows us: „Primavera“ - spring is here! Spring is a symbol of new beginnings, of hope, and joy. For our organization „Primavera“, the name is program. Just as our first projects in Brazil were intended to open up ways for children in the favelas to break free from the cycle of low education, and poverty, our name still stands for hope and new beginnings.

After a long break due to the pandemic, we have been able to bring a bit of springtime joy to our members and friends. For the first time in four years, the Bosch Jazz Orchestra was able to demonstrate its excellent musical performance in the traditional spring concerts. And the Bosch String Soloists thrilled the audience in a joint performance with the Stuttgart Chamber Orchestra in the Liederhalle.

However, the joy about spring is restrained. For more than a year, a war has been raging in Ukraine, which is also burdening the people in Germany. We are all the more pleased that our donors have supported us so generously even in this difficult phase. We know that this cannot be taken for granted. We would therefore like to thank you most sincerely for your invaluable willingness to donate! Only in this way were we able to sustainably continue our work over the past year and support about 12,000 children in their transition to a self-determined life free from poverty.

Primavera also responded quickly to the earthquake in Turkey. The donations from the concert in the Liederhalle were significantly more than doubled by us, so that a total of 35,000 euros could be provided for children who have lost their parents.

Primavera is expanding its project landscape again this year. Read the visit report on the newly supported project „Projeto Vida“ in a slum in Curitiba (Brazil), where 180 children are cared for. In India, a new project called the „Akshaya Patra“ is being supported, in which warm lunches are prepared daily for schoolchildren in Bangalore. There are also interesting reports from ongoing projects. A visit report from Campinas (Brazil) impressively illustrates the importance of Primavera's support. The sustainable impact of Primavera aid is demonstrated as a permanent feature of our newsletter through inspiring „life stories“ of young people who can successfully lead a self-determined life thanks to our projects. An important part of our new newsletter also focuses on the strategic orientation of our organization.

I myself had to withdraw from board work, but I will continue to actively support Primavera and am also available to you as a contact person.

I hope you enjoy reading this issue and wish us all a peaceful time.

Yours sincerely, Roland Müller-Fiedler

OPENING UP FUTURE OPPORTUNITIES FOR YOUNG PEOPLE



Creative ideas in a creative environment

The annual strategy workshop offers the opportunity to look at current status of Primavera e.V. and to discuss the future direction. In February 2023, about 20 highly motivated participants met at the Connectory in Stuttgart to derive measures for achieving the goals. In order to be able to continue to actively help children and young people in developing and emerging countries, the main objective is and remains a significant increase in the level of donations. This can only be achieved if we continue to raise awareness of Primavera both inside and outside Bosch, use ambassadors for local activities and focus even more on the opportunities arising by using social media and digitalization. We need integrated communications across all channels; Primavera's presence in our media needs to be more professional, consistent, and trust-building. To improve our internal and external communication about activities, progress in the many projects and other association activities, we have set up a team and developed an appropriate strategy. Five work packages that we had already defined in 2022 have now been confirmed and impetus given to the working groups for further work via feedback and new ideas.

Donation plan: Utilization of all potential to achieve the set annual donation target of one million euros by 2024. All other work packages are to be aligned with this goal.

Donation-oriented communication: aimed not only at Primavera's members, but rather at existing and potential donors. This includes the creation of an annual commu-

nication plan that takes into account all available communication channels, including the internal Bosch channels of the Bosch-Zünder media family (BZO, Bosch-Zünder print), Bosch Connect, as well as external channels, such as our Primavera LinkedIn channel.

Donations: The implementation of a new online tool for donation management has been planned. It will simplify and make more efficient the donations recording as well as the issue of donation receipts. In addition to the classic bank transfer, the technical requirements for new simplified payment methods for online donations are to be created. (e.g. PayPal, direct debit)

Team organization: We want to recruit and retain more helpers and so increase, the volume of donations to Primavera. For this purpose, we cooperate with students of Heilbronn University, who have developed a concept for appealing, personalized and activating improvement of communication for supporters.

Events: All events in support of Primavera are geared toward the donation goal. Our events should also reach target groups that we have not yet covered. Existing formats are to be supplemented by new event formats (physical / hybrid / digital).

If you would like to be part of one of the teams, please contact Stefan Grosch: stefan.grosch@bosch.com
We are looking forward to every helping hand!

RELAUNCH OF THE PRIMAVERA WEBSITE

A modern design, strong emotional appeal through larger image areas, a simplified structure that ensures better clarity, comprehensibility and orientation: The new Primavera website has been live since mid-March 2023.

<https://www.primavera-ev.de/>

Based on Bosch templates, it not only meets all technical requirements (including IT security and accessibility), but also uses the latest standards for a professional, trustworthy presence the entire site is now also optimized for mobile devices, which means that the display is improved even on smaller smartphone screens. Take a look on it!



☰ Menu

Home Link

Willkommen bei Primavera · Hilfe für Kinder in Not e.V.

Nachhaltige Lebenshilfe für Kinder & Jugendliche weltweit

Primavera verbessert die Lebenssituation und Zukunftschancen von rund 10.000 Kindern und Jugendlichen in 50 Hilfsprojekten in über 15 Ländern durch die Förderung von Bildungsangeboten, gesunder Ernährung, Hygienemaßnahmen und medizinischer Betreuung.

Mehr über den Verein



Do you already know our Primavera e.V. LinkedIn channel, which now has more than 1100 followers? With great insights into the worldwide projects of the association, reports about charity events and the

people behind them? Learn more about what makes Primavera e.V. unique and how you can get involved:

<https://www.linkedin.com/company/primavera-e-v/>

LESSONS AND LUNCH

Curitiba/
Brasilien



Wolfram Anders visited the new Primavera project „Projeto Vida“ in Curitiba.

Together with Simone Santos, our new Primavera contact in Brazil, and Dirceu Puehler from Instituto Bosch, we visited the new project „Projeto Vida“ in a very poor area of Curitiba. Paulo Perreia de Novaes founded the project in 1997 and personally guided us through the NGO, which is made up of small building units. The project initially started with a children’s school bus to bring 26 children from slums safely to school. Today, 180 children between the ages of 6 and 17 are cared for in the NGO in two shifts. The lunch (rice, beans, some vegetables) we were invited to was very simple, but showed us what one can be satisfied with. However, it helps that the children get fed up at least once a day. Core subjects of additional school education are reading, writing, acquiring computer skills, English, music, dance, judo and soccer. A mini soccer field in the courtyard allows girls and boys to forget a little about everyday life and poverty. A core content of the NGO is also the reception of currently five severe cases of autistic children, whose parents are desperate because otherwise one parent could not work. The care is provided by a specially trained teacher, in addition to usual methods, especially through the use of musical instruments including training.

Financially, the inclusion of autistic people has created a gap, which is the reason for why I am convinced that it is right and helpful for the NGO to include it in our Primavera supporting program. Our Primavera board has therefore also unanimously approved support for Projeto Vida in our first board meeting in January 2023.



Fun with computer lessons



Dirceu Puehler and Wolfram Anders

FIGHTING HUNGER IN THE CLASSROOM

Indien



Hunger in the classroom affects children's ability to learn and grow. To combat this, Akshaya Patra, one of the largest non-governmental organizations in India, has launched the „Mid-Day Meal Program“ to help and provide food for children in more than 20,000 schools in India. The program is part of the government's „Sarva Shiksha Abhiyaan“ („Education for All“) initiative. Over the past two decades, about

two million school children have been provided with more than three billion meals. These are prepared every day in 68 kitchens in 14 states of India. „The goal of the Mid-Day Meal program is to feed millions of children who lack the financial means but have the zeal to learn and achieve. By providing them with one healthy meal a day, we give them the nourishment and motivation they need to pursue an education for a better future. It is

our endeavor to reach every child at the grassroots level of society,“ said Sri Chanchalpathi Dasa, Vice Chairman and member of Akshaya Patra's founding team.

With your donation, you can help Primavera support the midday meals of even more school children in the neighbourhood of Bosch locations in India. Just ten cents is enough to provide a midday meal!

NEWS FROM OUR PROJECTS: A FIXED MONTHLY BUDGET

Pretoria/
Südafrika



Warm winter blankets for the kids



Helping hands with repacking of food stuffs

Since 2021, Primavera has been supporting the „Operation Antifreeze“ project in South Africa. This involves school meals for children in eleven schools in the greater Pretoria area, near the Bosch-Rexroth site. See also the article in Newsletter 1/2022.

„It was a great privilege to have a fixed monthly budget last year, thanks to the donations from Primavera,“ says Operation Antifreeze project coordinator Hilary Carhart. This made it possible to plan better and take advantage of special offers when purchasing food. Last year, food packages were distributed each month to about 650 needy children in eleven schools. „The food packages we provide help ensure that children have something to eat at home after school and on weekends. It makes a big difference in their lives!“ Since the ingredients for the food packages are purchased in bulk because it is more cost effective, they have to be repackaged. „The amazing staff at Bosch Rexroth helped us with this,“ said Hilary Carhart. Bosch Rexroth also took part in a Winter Woolies Drive and helped to collect blankets, clothing, beanies and scarves. All in all, it is a great support for the project, for which „Operation Antifreeze“ is particularly grateful. „We couldn't do all this without the help of Primavera and Bosch Rexroth!“

„THE SUCCESS RATE FOR ADMISSION TO VOCATIONAL TRAINING OR UNIVERSITY IS AROUND 90 PERCENT“

Campinas/
Brasilien



Member of the executive committee Wolfram Anders visited the Grupo Primavera project in Campinas, Brazil. Find here some of his impressions.

After my last visit in 2019, I was looking forward to meeting the responsible persons Ruth and Denise as well as the children of this extraordinary project again. Grupo Primavera has existed for 41 years and is one of the first projects supported by Primavera eV. Even our association name „Primavera“ was adopted by this NGO. 480 children from 6 to 18 years are cared for here. Of these, 90 children between the ages of six and nine receive schooling in the „Aquarela“ project, which we support. This includes alphabet, reading, writing, mathematics and computer skills, but also hygiene, healthy nutrition,

social behavior, playful logical thinking, and even fine arts, dance and music. The children receive breakfast, lunch and dinner in two shifts. The last two years, marked by the Covid 19 pandemic, set up big challenges for the NGO. Increasing violence and unemployment due to the loss of informal work also led to hunger for the children and their families. Many refugees from Venezuela and Haiti worsened the problem. So, our „Aquarela“ children as well as their families are very grateful to Primavera that financial support could also be redirected into the distribution of food, thus alleviating the famine. The 13 to 18 years old children are

supported in the „Pacto“ (colaboration with companies) project for technical education and so preparing for later technical studies. The success rate in gaining admission to vocational training or university is around 90 percent.

With Livia, I met a 19 years old student who passed through Grupo Primavera from the age of six to 18 and who is now successfully studying at Unicamp. She describes her success story in the following story. Overall, after various activities presented, including the highlight of the computer training or the great dance performances, I said goodbye and see you again to Grupo Primavera.



Getting fit for the job



Group picture with Edgar Garbade (in the left), one of the founding members of Primavera

LIFE STORY OF LÍVIA CRISTINA DOS REIS BARBOSA

From Grupo Primavera to the University of Campinas

Hello, I am Livia, and 19 years old. When I was six years old, I got the chance to be accepted at Grupo Primavera, which is located in a poor neighborhood of the city of Campinas. There I began to gain new experiences every day and to learn an incredible amount, especially things that are not subject matter in public schools. But most of all, I developed as a person, into what I am today.

At Grupo Primavera I was taught basic behavioral skills and I learned to live values – these were permanent impulses during my stay at Grupo Primavera. I also got in touch with art, theater, dancing and hip hop. But also basic school knowledge like mathematics or the Portuguese language were part of it. Very important for me was the opportunity to deal with computer science, not only in theory, but also practically, in events organized by companies especially for girls. Many companies have good relations with Grupo Primavera and establish contacts with potential candidates, so there are many opportunities to enter the job market and fulfill your professional dreams.

Today I am a student of engineering at the famous Unicamp University in Campinas. I am very grateful that I was able to spend my youth at Grupo Primavera. A little bit I miss the beautiful time when I was happy in the kindergarten and at the same time I am happy today to see how little children get the same chance as I did.



Livia as a child in Grupo Primavera



Livia together with her parents

SUCCESSFUL COOPERATION BETWEEN TWO PROJECTS

In Thailand, there are two projects that Primavera supports: „Skills for Life“, an educational project for students from the 9th grade, and the „Hand to Hand“ project, which offers scholarships to children and opens positive life prospects for them through education and training.

„Skills for Life“ is located in the city of Chiang Mai, in a northern province of the country. Together with Bosch Thailand, Primavera has been supporting the project with donations since 2015. Currently, around 40 young people are being cared for there. In addition to financial support, Bosch Thailand also introduced a program to develop vocational skills for the young people in recent years. For this, the company donated a range of power tools to the Skills for Life organization. The university in Chiang Mai as a mentor, provided a room for the young people to work with students on assigned projects. The first task was to use Bosch tools to make toys for kindergartens. The toys were to be non-toxic and also promote the physical and mental development of the children. When the question arose as to what should be done with the toys, it was suggested to donate them to the project „Hand to Hand“. Dominique Leutwiler, the founder of Skills for Life, visited the Primavera project in Pattaya and handed over the toys to Margaret Grainger, the founder of Hand to Hand.

It was the beginning of a great cooperation between the two projects, which is regularly promoted and accompa-



Young trainees in the „Skills for Life“ project make toys for the children from „Hand to Hand“ project

nied by Bosch associates in Thailand. One of them is Itira Park, a corporate communications associate for the Asia/Pacific region. She is passionately committed to the cause. Thanks to her mediation, the two projects now regularly exchange information on various topics and cooperate closely with each other.



PRIMAVERA MEMBER'S MEETING 2023

This year, Primavera member's meeting could again take place as a face-to-face event at Bosch Headquarters Schillerhöhe, additionally a digital participation was possible. The event was opened by the chairman of the executive committee Christoph Kübel, who gave a colorful insight into some of the milestones achieved in past year. In addition to the obligatory topics such as

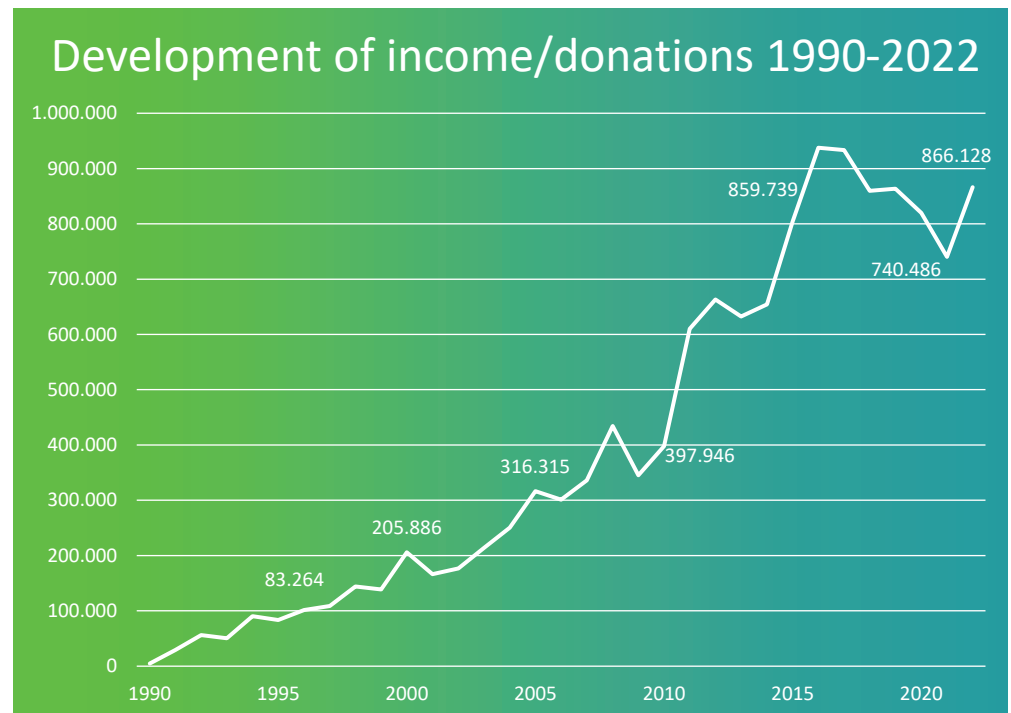
reports on the development of memberships and donations and the current status of projects supported in 2022, there were lively insights into the new school feeding project „Aks-haya Patra“ in India, as well as a live connection to one of the oldest projects, „Grupo Primavera“ in Brazil. A personal introduction of the board members was also an item on the agenda. New member as from this

year is Roland Fuchs as a secretary, who takes over the tasks from Roland Müller-Fiedler. The presentations of the auditors were followed by their exoneration and re-election, also Primavera's executive committee was re-elected. The concluding feedback of the participants was again very positive, including helpful suggestions for the upcoming general meetings.

THANK YOU SO MUCH!

Dear supporters,

You all have generously supported Primavera with your commitment and donations over the past year, enabling Primavera to help children in need. Your donations – which amounted more than 800,000 euros in 2022 – ensure that about 12,000 children and young people in developing and emerging countries are able to attend a school and receive care and support. Your donations help ensure that children suffering from serious illnesses can be well cared for and treated. Every cent you donate will benefit these young people. That is our promise that we keep every year! Primavera says THANK YOU and hopes that we can help again in 2023 in order to ensure that as many children and young people as possible get a chance for a good, healthy and happy life.



DIFFERENT WAYS YOU CAN HELP

Events with heart and soul and great ideas

Committed helpers are of great importance in supporting our work. Above all, this includes many motivated Bosch associates who identify with the company's values and goals and have a strong sense of community. With their commitment to Primavera,

they show that they are taking on social responsibility – far beyond the scope of their own company. Here are two examples of actions that took place last year.

Trainees for Charity

Having fun together and supporting a good cause – in November 2022, Bosch trainees organized an afterwork event to benefit Primavera. More than 30 trainees had gathered at Stuttgart's Connectory to exchange ideas on how

to raise awareness and support Primavera. The profit from the event: 800 euros. We are very impressed by everyone's dedication, energy and motivation to help children in need, and we enjoyed the exchange very much.



Trainees' Afterwork Event in the Stuttgart Connectory

Snacking and doing good at the same time

Employees from Bamberg also had an original idea for helping Primavera. Last year, they sweetened the Christmas lunch in the canteen with a dessert for a good cause. The plant catering department had baked Christmas spice muffins and prepared alcohol-free punch. Both were offered for a voluntary donation. Primavera was pleased to receive 4,121 euros. A great result and a great action!



The initiators of the fundraising campaign: Giannoula Petroglou (BaP/HRL), Marcel Hille (BaP/COM), Martin Schultz (BaP/PC) und Jean-Michel Rödl (BaP/CGS)

You want to help?

You would also like to contribute to alleviating need and creating a future for children and young people who have no chance without help? How you can help? Why not celebrate your company anniversary or a summer party for the benefit of Primavera?

Plan a charity run with your sports-minded colleagues or organize a raffle where nice things are given away. There are many possibilities! Send us photos of your event and a short report – we will publish both on the Primavera homepage and in our newsletter!

TWENTY YEARS OF BOSCH BIG BAND

The Bosch Big Band invites on October 8, 2023, on the occasion of its 20th anniversary to a jubilee concert to take place in the Theaterhaus in Stuttgart.



The band will present its fourth CD production, in which titles of well-known German composers and arrangers were interpreted. Many of the artists will be on hand to help shape the event. The evening is un-

der the direction of Prof. Matthias Anton.

The income of the event will benefit Primavera – Hilfe für Kinder in Not e.V. and the „Förderkreis krebskranke Kinder e.V. Stuttgart.“

Primavera does not charge admission to this concert, but we do ask for donations to benefit our many projects worldwide for children in need. Tickets will be available beginning July 2023 in the Theaterhaus in Stuttgart and online.



Ticket reservation:
Theaterhaus Stuttgart

Theaterhaus Tickets:
Alle Events (reservix.de)

When:
Sunday, October 8, 2023

Start:
7:00 p.m.

Location:
Theaterhaus Stuttgart
19: 00 Uhr




EVENTS 2023

2023

October 8

Anniversary Concert of the Bosch Big Band

*  **Theaterhaus
Stuttgart**

November 30

1st BoJO Christmas Concert

*  **Bosch Haus Heidehof
Stuttgart**

December 1

2nd BoJO Christmas Concert

*  **Bosch Haus Heidehof
Stuttgart**

December 13

Traditional Quempas singing with the
Bosch Symphony Orchestra and the Bosch Choir

*  **Stiftskirche
Stuttgart**

Members attract members

Please email:

RF74@outlook.de

Bank account:

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