



ISSUE 02/2024

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seit 1990
primavera
Hilfe für Kinder in Not

DEAR SUPPORTERS OF PRIMAVERA,



Inspired by my stay in Brazil, I became actively involved in the executive committee of Primavera e.V. over ten years ago and this volunteer work has always been a source of great joy and pride to me. That's why I felt especially honored to take over the association's chairmanship from Christoph Kübel earlier this year. Christoph has served as chair with passion for over 17 years – a remarkable commitment from which I will draw inspiration. I am keenly aware of the great responsibility I'm taking on as we continue to drive Primavera forward together with the other members of the executive committee as well as the many, many members, donors, and supporters.

The current issue of Primavera News offers a wealth of interesting highlights from the association's activities. Primavera has again expanded its project landscape this year. Read about the remarkable HopeBox project in Romania, which seeks to bring cheer to children with cancer in Bucharest and break the monotony of their often long and tough hospital stays with a gift for their birthday or Christmas. Primavera support is also provided to Hogar Maria Luisa children's home in Buenos Aires, which provides a safe shelter, food, and education for vulnerable children, helping them to build a more promising future. We have also received news from our long-running projects, this time from Peru, where Primavera is providing financial support to the organization Corazones para Peru. And last but not least, we take a look behind the scenes in this issue and present one of our helpers in the background. To deliver on our promise that every euro donated reaches its intended recipients, we are dependent on the helping hands of many volunteers. Your help is ALWAYS appreciated, not least in organizing events.

Once again this year, and with Christmas fast approaching, we sincerely ask you for your invaluable support. It is essential so that together we can continue to put a smile on the faces of children in need in emerging and developing countries. We remain resolute in our commitment to delivering on this promise!

Stefan Grosch

HELP FOR CHILDREN'S CLINIC IN KYIV

The war in Ukraine has been ongoing since February 24, 2022. Even after more than two and a half years, the situation is still dramatic, especially for many children and young people. Day in, day out, people have to rush out of their homes day and night to find shelter from the military attacks. Not always do they succeed. On July 8 of this year, one of the most devastating attacks in the war in Ukraine was perpetrated. A Russian airstrike hit Kyiv, including Ochmatdyt Children's Clinic, one of the largest pediatric centers in the Ukrainian capital. There were numerous injuries and fatalities. The hospital was unable to maintain its

operations and the 600 or so young patients had to be transferred to other clinics in Kyiv and the surrounding region, as well as to Poland and Germany— including many cancer and dialysis patients. Primavera responded immediately with a donation of 50,000 euros. This was used to get the hospital running again, which entailed repairs and maintenance work on facades, in treatment rooms, and restoring electricity supply and heating, among other measures. Primavera has meanwhile agreed to donate a further 50,000 euros to fund the replacement of ventilation filters, which are essential for operating heating systems and for the treatment of children.



VISITS A PRIMAVERA PROJECT IN VIETNAM

On a visit to Vietnam in his capacity as member of the board of management and director of industrial relations at Robert Bosch GmbH, Stefan Grosch took the opportunity in the summer to gain an insight into an aid project that Primavera has been supporting in Ho Chi Min City since 2022: the Thien Binh Shelter children's home. Around 140 orphans are looked after there by Father Nguyen Quoc Tuan. Associates from the local Bosch plant support the young people with computer and English courses and offer careers advice. "I had the opportunity to talk to some of the children and get an impression of the orphanage, which is very well run," says the Primavera executive committee chairman. He emphatically thanked the many Bosch volunteers in Vietnam who accompanied him on this visit. He commended them as a great example of how you can personally support the children to enable them to lead a self-fulfilled life.



PRIMAVERA STRATEGY WORKSHOP 2024

The annual strategy workshop offers an opportunity to take a closer look at the current state of Primavera e.V. and to reflect on the charity organization's future direction. In September of this year, highly motivated participants once again came together at the Connectory in Stuttgart to determine the current state of progress toward the organization's goals and any measures needed to achieve the organization's goals. "As we endeavor with unwavering commitment to actively help children and young people in developing and emerging countries, the top priority is unchanged – we need to significantly increase the volume of donations," says Amira Amin, one of the workshop participants. In the course of the workshop, participants came up with

many new ideas for increasing donation proceeds and boosting membership numbers. "We reflected on what we had achieved and developed new ideas." These included, for example, better involvement of members in Primavera's work as well as more communication and planning new events and activities.

"We had a great brainstorming session for new ideas and projects and considered how we could redefine our strategy," reports participant Isabell Rübling. "It was fantastic to see just how many motivated and inspired people are working to make the world a little bit better."

Would you like to get involved? Then simply reach out to us via Primavera e.V. Every helping hand is welcome!



NEW PRIMAVERA IMAGE VIDEO

Primavera e.V. is passionately committed to empowering children in developing and emerging countries and showing them the way to a sustainable future. To present the charity organization and what it does and put a spotlight on the people behind it, students at Heilbronn University have worked on an emotional image film. Providing a behind-the-scenes look at the charity organization's work, the video features some of the many dedicated people who make its support possible. Find out from them and from our core team what motivates them to get involved and donate to Primavera – and discover how you, too, can do your part for this great cause! You can watch the video on Primavera's website at www.primavera-ev.de/ueber-den-verein. A huge thank you goes to the Heilbronn University students who took part in this project and to the volunteers who can be seen appear in the video!



BIG SUPPORT FOR SMALL HEROES

Romania



When a child is diagnosed with cancer, a family's world is turned upside down from one day to the next. It is the start of a long and intensive period of therapy and waiting, with hopes and fears. The association P.A.V.E.L. supports children and young people with cancer and their families in Romania as best it can. Dependent on donations, the association provides information, advice, financial support, and other forms of assistance as well as funding research. Primavera, too, has decided to help. With its financial support, some 120 children are getting the HopeBox. A “starter kit” for the often prolonged hospital stay, the HopeBox contains a birthday gift and a Christmas gift as well as a school package consisting of a school bag and the learning materials children need so that they can continue with their schooling – to the extent possible.

Volunteers, including Bosch associates in Romania, are lending a hand in these difficult circumstances. They have found that their mere presence can help bring a little joy. “Sometimes all it takes is a ‘nice to see you again,’ a smile, or encouraging words such as ‘you are the bravest child in the world’ to dry a child’s or a mother’s tears as if by magic,” says one volunteer. “Even though we see them and talk to them every day, we can’t truly grasp what the children and parents are going through in their fight for life! We simply do our best to be there for them in their time of need.”

The volunteers are extremely thankful for Primavera’s commitment to helping the association support children and young people with cancer.



A small surprise can work wonders for the young patients.

STRENGTHENING CHILDREN'S RIGHTS

Buenos Aires



Drawn up in 1989, the Convention on the Rights of the Child enshrines rights for children worldwide – including to shelter, food, education, and care.

Yet all over the world, children and young people are particularly susceptible to violence, poverty, and unequal access to education. Argentina is no exception. This is why the Hogar Maria Luisa children's home in Buenos Aires has for years been campaigning for the rights of vulnerable children and providing them with a new home, regular and healthy meals, and support with their schooling. This year, Primavera decided to provide the project with long-term support.

The children's home is located in an old Buenos Aires building that used to serve as a school. Many of the former classrooms have been converted into dormitories. Today, the facilities are home to more than 40 boys and girls between the ages of 4 and 17 who have been victims of abuse or domestic violence. The children live there, attend school classes, are provided with meals, and receive extracurricular support and medical care. Financial support and volunteer work are needed to keep the home running. Marion Lechner, head of corporate communications at Bosch in Argentina, visited the facility. "I was impressed by how tidy and clean the children were, as well as how kind they were to each other and to the staff at the home."



She further noted that the kitchen, the various communal areas, and the dormitories were also clean and nicely designed. "I genuinely had a very positive impression of the home and I hope that Primavera will continue to support this facility for a long time to come," says Marion Lechner.

CORAZONES PARA PERU: SUPPORT FOR CHILDREN WITHOUT A PARENTAL HOME

In August 2024, Bosch associates in Peru had the opportunity to visit Munaychay children's village in the High Andes of Peru, which Primavera has been supporting since 2013. Some 70 children and young people have found a safe and loving home here where they can grow up and further their personal development with the assistance of housemothers, psychologists, and volunteers. They live there permanently and a bus takes them to school. In the village, they also learn practical things, such as how to grow vegetables or use power tools. The aim is to reintegrate them into their families one day.

Bosch associates from Peru regularly visit the facilities in person. Some of them also volunteer to help with various tasks, take on sponsorships, and organize donations in kind such as electrical and household appliances and tools. For instance, back in August, two stoves and two freezers were donated on the occasion of a visit. "These appliances are essential for preparing meals for the children of Munaychay," says Maria Jose Pozo, a Bosch asso-

ciate in Lima. All the volunteers agree: each visit also gives them the opportunity to spend time with the children and learn more about their needs and dreams.



OUR "SILENT" HELPERS:

Our silent helpers – a series about people who do a tremendous amount of voluntary work for Primavera, often working behind the scenes. We want to present them to you and report on their commitment – and also say a heartfelt thank-you to them!

“Congratulations, Ms. Riedel!”

Did you know who has sold the most Primavera calendars in the Bosch world to date? And has already won the “Primavera Sales Award” four times? Sati Riedel, an associate in the plant security/ID cards team at Bosch in Reutlingen. She has been active for Primavera with heart and soul for ten years now.

“Children are very close to my heart,” she confides. Having long been a single mother of two children, she has had the bitter experience of how difficult and stressful it is when you lack the means to support them properly. That’s why today she feels compelled to help children in need: “Although I’m well aware my help is just a drop in the ocean, I want to do what I can to ensure that these children receive a hot meal a day and the chance to go to school and get an education.”

Aside from selling calendars, Sati Riedel has also organized or supported countless charity events for the benefit of Primavera in Reutlingen including performances by the Bosch Theater Group, a raffle at Diversity Day, a talk by Johannes Bähr on his book “Bosch: History of a Global Enterprise”, and other book readings by authors. In every instance, the proceeds were donated to Primavera. “I’ve always felt it important to know that every cent raised does in fact end up where it is needed,” she emphasizes. She is extremely grateful for the active support of her line managers, without whom her tireless work for Primavera would not be possible.

Primavera says THANK YOU for this valuable contribution for children in need!



PRIMAVERA DONATION ACCOUNT

Primavera e.V.

Baden-Württembergische Bank Stuttgart

IBAN: DE33 6005 0101 7871 5024 17

BIC: SOLADEST600

ENJOY THE MUSIC, HAVE FUN, AND DO GOOD AT THE SAME TIME

The fund-raising events for Primavera are among the most important means of obtaining donations. Fortunately, this year's event calendar was particularly busy. From the concerts celebrating the dual anniversary of the Bosch Symphony Orchestra and the Bosch Choir to the numerous concerts of the Bosch Jazz Orchestra or smaller events at local Bosch company sites such as the Swabian song recital in Reutlingen – all of these were an opportunity for the attending guests to enjoy a cultural evening and music, while also supporting children in need with their donations. Held every se-

cond year in the gardens of Bosch Villa in Stuttgart, the Primavera Garden Party was also a total success – notwithstanding the less-than-ideal weather.

We would like to take this opportunity to say a big thank you to all the contributors and organizers who made these events possible and who put their heart and soul into them! Also, we would also like to thank all donors. With their contributions, they are improving the prospects of children and young people in the projects supported by Primavera.

Here are a few impressions from some of the events.

Dual anniversary of the Bosch Symphony Orchestra and the Bosch Choir



The Bosch Symphony Orchestra and the Bosch Choir are among Primavera's long-standing supporters. The concerts for the benefit of the aid organization are not only musical highlights of the year, but also an indispensable source of income to support the aid projects. This year we celebrated two anniversaries – both the Bosch Symphony Orchestra and the Bosch Choir celebrated 90 years since their establishment. To mark the occasion, the Bosch Symphony Orchestra staged two anniversary concerts: the first concert in May at the Liederhalle

in Stuttgart was a resounding success and an absolute pleasure to the discerning ear, as was the second concert in July at the Stadthalle in Reutlingen.

The Bosch Choir, too, celebrated its 90th anniversary with an inspiring performance of Carl Orff's *Carmina Burana*. The Choir shared the stage with the Bosch Symphony Orchestra as well as the Heilbronn Philharmonic Choir and the school choirs of Salier-Gymnasium in Waiblingen and Mörike-Gymnasium in Stuttgart.

Concerts of the Bosch Jazz Orchestra at Bosch Haus Heidehof and at various Bosch company sites

Another of Primavera's most loyal supporters, the Bosch Jazz Orchestra delights many jazz fans every year with its traditional spring and Christmas concerts as well as various concerts at local Bosch company sites. Under the direction of Sepp Herzog, every performance is an outstanding musical treat. The proceeds from the sale of the music CDs provided by the BoJO go to Primavera's aid projects.



Swabian song recital in Reutlingen



In April, a charity concert was held at the Bosch Reutlingen site in support of Primavera – Hilfe für Kinder in Not e. V. The artists Matthias Flad (vocals, piano, and guitar) and Harald Wester (percussion) presented an out-of-the-ordinary Swabian song recital.

Primavera Garden Party



A treat for all members, donors, and their families and friends, the traditional Primavera Garden Party was once again held in the gardens of Robert Bosch Villa in Stuttgart in July. The event is an expression of our appreciation for all those who contribute to helping children and young people in need.

Spark of Joy



One of the annual highlights on the calendar of events for the benefit Primavera is the traditional Spark of Joy fund-raising gala in India. This year, we celebrated ten years of this lively event. As a fund-raising initiative, it plays an important role in furthering Primavera's mission in India, helping to provide education, healthcare, and food support to over 5,000 vulnerable children and young people.

DUAL ANNIVERSARY IN 2025

We can look forward to another dual anniversary next year: Primavera will be celebrating 35 years since its establishment and Robert Bosch GmbH will be looking back on 30 years of partnership with the Stuttgart Chamber Orchestra. To mark the oc-

casion, an anniversary **concert for the benefit of Primavera** will be held in Stuttgart's Liederhalle on **March 29, 2025**. We will inform you in due course about the program and ticket sales.

35 years of Primavera Hilfe für Kinder in Not e.V.

Portuguese for spring, Primavera was the name of the first project that was launched in Brazil 35 years ago. Today, Primavera supports some 55 projects in more than 20 countries. A small initiative by a few colleagues has evolved into an association that can count on far-reaching support both within the Bosch Group and beyond. The core idea has remained unchanged: providing children and young people in emerging and developing countries with long-term support to show them opportunities for

a better future. Access to school education is one of the primary instruments to this end. Primavera's way of working has also remained the same: it provides funding for projects in the vicinity of Bosch company sites. Associates and their family members accompany and support the projects on the ground. And last, but not least, everyone involved renders their work as volunteers. This ensures that every donation is used reliably and directly for the benefit of children and young people.

30 years of partnership between the Stuttgart Chamber Orchestra and Robert Bosch GmbH

The partnership between Bosch and the Stuttgart Chamber Orchestra began 30 years ago with a donation from the former chairman of the board of management (1993-2003) and current honorary chairman of the Bosch Group, Hermann Scholl. The scope of cooperation covers a num-

ber of areas, among them leadership training and cultural exchange. Founded in 1945, the Stuttgart Chamber Orchestra has 17 regular members, all of whom are string players.



Stuttgart Chamber Orchestra (Photo: Wolfgang Schmidt)



CALENDAR

2024

SALES START FOR THE 2025 PRIMAVERA CALENDAR

New year, new projects, new calendar design: as in previous years, Bosch trainees have once again designed a Primavera calendar for the coming year 2025. New in this edition: a unique blend of creative design and social commitment in action, the 2025 calendar features a postcard design. Each of the high-quality postcards, which can be re-used as greeting cards or miniature works of art at the end of each month, contains an inspiring phrase you can send to a loved one over the course of the year.

A limited edition, the calendar can be purchased for 15 euros. Last year's wooden stand is available separately. As usual, by purchasing the Primavera 2025 calendar you are supporting education and health projects for children and young people in more than 20 countries. All proceeds from calendar sales go directly to Primavera's social projects, making a valuable contribution to affording people in difficult circumstances new opportunities. Visit us at our sales stands at Bosch company sites or simply order the calendar online from the Primavera webshop at <https://www.primavera-ev-shop.de>.

The calendar will be sent directly to your home address. You can pay by bank transfer or using PayPal. We would be delighted if you would support this initiative, and we wish you and your loved ones **a wonderful festive season and a joyful 2025.**



EVENTS 2024/2025

2024

December
6

Benefit concert with the Bosch Jazz Orchestra

 **Bosch
Schwieberdingen**

December
11

Traditional Quempas singing of the Bosch music groups

 **Stadtkirche Stuttgart
Bad Cannstatt**

2025

March
20

First BoJO Spring Concert

 **Bosch Haus Heidehof
Stuttgart**

March
21

Second BoJO Spring Concert

 **Bosch Haus Heidehof
Stuttgart**

March
29

Benefit concert with the Bosch String Soloists and the Stuttgart Chamber Orchestra

 **Liederhalle
Stuttgart**

December
10

Traditional Quempas singing of the Bosch music groups

 **Stiftskirche
Stuttgart**

All information is subject to change.

Members attract members
Please email:
Roland Fuchs, RF74@outlook.de

Bank account:
Primavera Hilfe für Kinder in Not e.V.
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Primavera Hilfe für Kinder in Not e.V.
Nanetteweg 34
70839 Gerlingen,
Germany
www.primavera-ev.de

Stefan Grosch
(Chairman)
Stefan.Grosch@bosch.com

Christoph Kübel
(Deputy chairman)
external.christoph.kuebel@de.bosch.com

Wolfram Anders
(Executive committee member)
wa@wolfram-anders-consulting.de

Ann-Kathrin Scholl
(Executive committee member)
Ann-Kathrin.Scholl@de.bosch.com

Sebastian Krieger
(Treasurer)
Sebastian.krieger@de.bosch.com

Roland Fuchs
(Secretary)
RF74@outlook.de

Editorial office:
Ortrun von Hochmeister
ortrun.hochmeister@gmail.com

Design:
Eva-Maria Waas
DIE WERBER, Stuttgart
waas@die-werber-gmbh.de

Translation:
Sergio Laguna
sergio.laguna@laguna.eu.com

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