



SIEMENS

CASE STUDY



Introducing Sustainability and Corporate Citizenship among the Siemen's stakeholders

Background



Siemens understands the value of sustainability. In all its sustainable activities it focuses on three areas: “Sustainable business practices,” “Contribution to its customers’ competitiveness,” and “Contribution to sustainable development of societies” in order to achieve sustainable progress for Siemens, its customers and societies. To make it successful it was critical that these were understood and valued by its internal stakeholders as well.

Communication Strategy:

In order to show case its true intent and value, a Sustainability Day Event was created where Siemens called on Ms. Saina Nehwal as the chief guest

Communication Channels:

Mascot, Viral and Entire Event branding Elements

Objective



To introduce Siemens new value
Sustainability and Corporate Citizenship
to the Siemens stakeholders

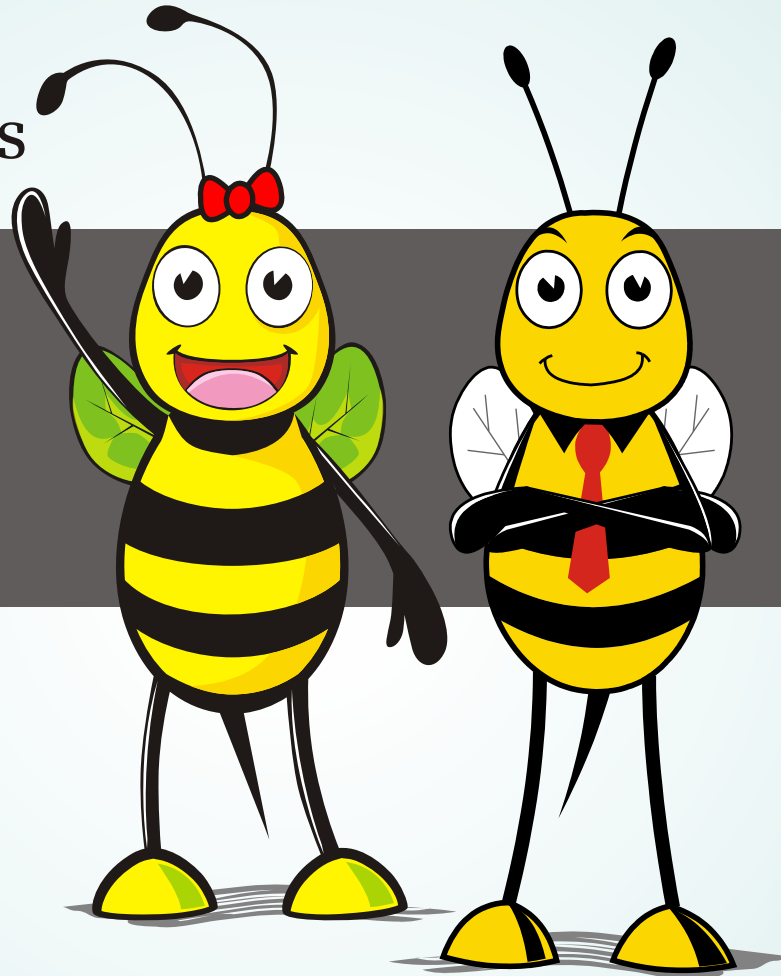
Communication Strategy:

Sustainability Day Event where Siemens called Ms. Saina Nehwal as a chief guest

Communication Channels:

Mascot, Viral and Entire Event branding Elements

Mascots



2D Viral



<http://www.greysell.in/siemens-mult.html>



Do your bit for a greener world.
Just show up

Dr. Armin Bruck cordially invites you to make the launch of the value sustainability and corporate citizenship a grand success. Come and watch the exciting event unfold.

- Listen to Saina Nehwal talk about Sustainability
- Get introduced to our endearing mascots
- Watch the much-awaited Badminton Match!

Dress Code: Smart casuals/
Sporting gear

Date: 3rd Dec. 2010

Time: 10.00 AM Onwards

Venue: CWG Badminton Court,
Cluster IV, Siri Fort Sports Complex,
CWG Stadium, Delhi

SIEMENS

Rally for
a bigger cause!
**Drive
Sustainability!**

Siemens proudly announces
the launch of the value
Sustainability & Corporate
Citizenship and warmly welcomes
Ms. Saina Nehwal to share
her green experiences with us.

SIEMENS

Rally for a bigger cause! Drive Sustainability!

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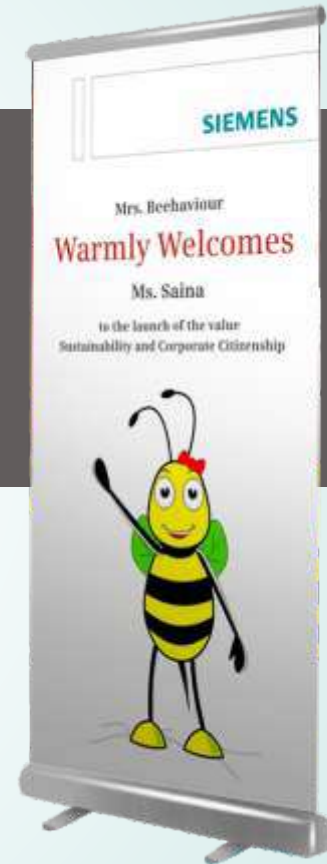
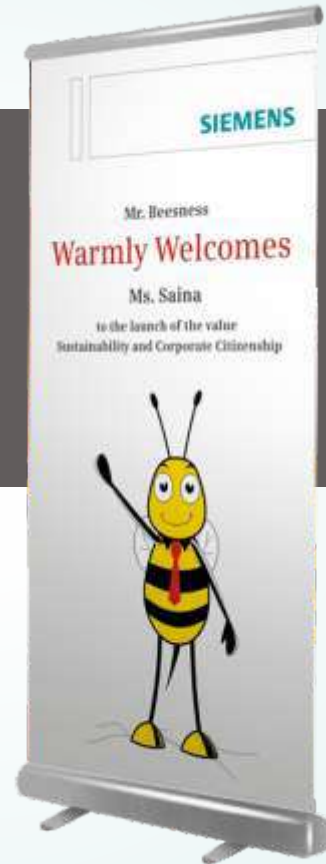
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Result



The Internal (employees) & External (investors) stakeholder understood the importance of sustainability and they cultivated the habit of living in harmony with nature in their day to day work

Campaign Extension:



The sustainability campaign were also extended in mass media for Siemens corporate communication

SIEMENS



Vasundhara is the shadow of your
continuous efforts towards environment

Thanking you for making it possible

We are overwhelmed to win the Vasundhara Award for our Environmental Initiatives. This is clearly the evidence of the sustainable measures undertaken by us towards protecting and managing the environment. All our Units at Kalyani location have implemented Environment Management System (EMS) in accordance with International Standard ISO 14001.

Answers for Infrastructure

SIEMENS



The glory of green is yours

Thanking you for making Vasundhara award possible

We are overwhelmed to win the Vasundhara Award for our Environmental Initiatives. This is clearly the evidence of the sustainable measures undertaken by us towards protecting and managing the environment. All our Units at Kalyani location have implemented Environment Management System (EMS) in accordance with International Standard ISO 14001.

Answers for Infrastructure

SIEMENS



The emergence of our success is through you

We are overwhelmed to win the Vatsandhara Award for Environmental Initiatives. This is clearly the evidence of the sustainable realizations undertaken by us towards protecting and managing the environment at many of its 21 locations. The sustainable undertakings form of were the Water Conservation Program, Energy

Conservation Program, Resource Conservation, use of environment friendly bagasse briquettes, Product-related Environment Protection etc. All our DREs in Kalyan location have implemented Environment Management System (EMS) in accordance with International Standard ISO 14001.

SIEMENS



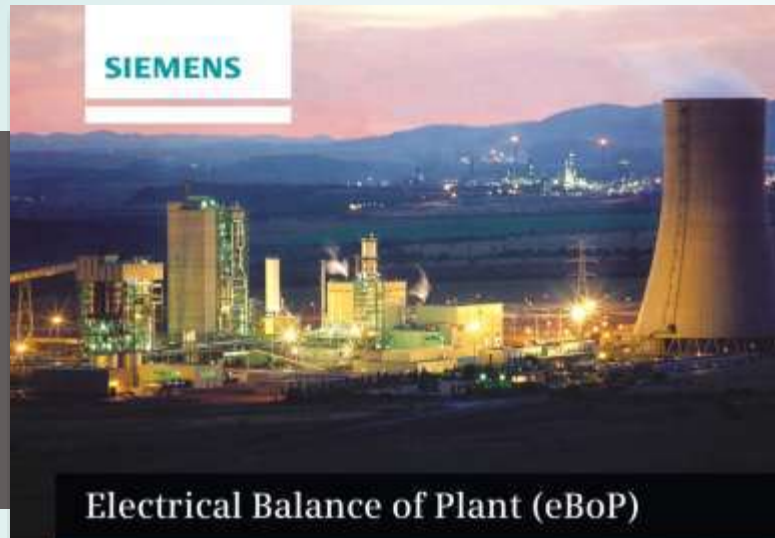
Conserve today. Utilize tomorrow.

Celebrate environment day, everyday.

Saving energy is today's need. This environment day, we request you to start practicing the habit of saving electricity when not in use. For e.g. Computers,

lights, fans, etc. Please lead to switch and it is your duty to save it. Support the environment as it needs you.

www.siemens.co.in



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Electrical Balance of Plant (eBoP)

Answers for energy.



Complete EPC solution

Complete eBoP solution comprising of Switchyards (AIS/GIS), Medium Voltage, Low Voltage Switchgear, Transformers, Generator Circuit Breakers, Generator Excitation Systems, Protection Systems, Plant Lighting, Communication Systems, Distributed Control Systems, Inverters, DG Sets, VFDs, Motors, Bus Ducts, etc.



Strong domain expertise and engineering capabilities in India

Dedicated engineering team comprising of competent engineers that are exposed to designing world class power plants, electrical and control systems for India and rest of the world. With strong engineering know-how and tools to ensure highly optimized and technically best solution for power plants.



Expert Project Management

Qualified and experienced personnel to manage concerns, smoothen numerous interfaces and simplify coordination, to ensure best-in-class solution while adhering to deadlines.

Wide Project References across India

Be it Coal, Gas, Hydro, Wind or Solar – Siemens delivers turnkey solutions of key components with a high degree of customization for power plants. With over 45 GW of installed TG Capacity (own and licensed) and over 400 high-voltage bays under operation, Siemens has been empowering India for over 50 years.

For any further enquiries on eBoP Solutions, please write to efia.in@siemens.com

www.siemens.com/energy



SIEMENS

Use electricity wisely

Celebrate environment day, everyday.

Saving energy is today's need. This environment day we request you to start practicing the habit of saving electricity when not in use. For e.g. Computers,

teleprints, bulbs, etc. Minimize lead to wastage and it is your duty to save it. Support the environment as it needs you.

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Innovative technology that delivers efficiency

Answers for energy

www.siemens.com/energy




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Technology that delivers energy efficiency

Answers for energy

www.siemens.com/energy



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We follow energy saving like a habit

Answers for energy

www.siemens.com/energy



SIEMENS

An energy efficient tomorrow, today.

Our comprehensive portfolio of energy saving solutions exhibits the significance of our gears that work together to deliver innovative and cost effective solutions that leads to energy efficiency. Our solutions reduce CO2 emissions that help the environment to be clean and reduce power wastage in power transmission significantly. Today, the Real Smart Grid solutions from Siemens get you closer to the future of energy & help to strike a viable balance between climate protection, supply security and cost-efficiency in power generation.

Answers that last.



SIEMENS


Innovating Tomorrow, Today.

We are the gears that represent tomorrow's technology, today that enable robust business. Our technology has resulted into products & solutions, which builds your business and provides a cutting edge. We show our significance through creating innovative technology for the future today that helps our customers to strengthen their competitiveness by enhancing productivity and flexibility through innovation and competence. The challenge is to keep inventing technologies that uses fewer resources and provide solutions for a full-bodied business.

Answers that last.



SIEMENS




**Believe in Responsibility.
Act for Siemens.
Live the Culture.**

Believe. Act. Live.

I create an environment of mutual trust within my organisation by living up to my role and commitment.

intranet.siemens.co.in

SIEMENS




**Believe in Sustainability.
Act for Siemens.
Live the Culture.**

Believe. Act. Live.

I endeavour to meet my business and personal needs without compromising on the future of the planet and the society.

intranet.siemens.co.in

SIEMENS



**Believe in Innovation.
Act for Siemens.
Live the Culture.**

Believe. Act. Live.

I constructively challenge norms and strive for continuous innovation of portfolio and processes.

intranet.siemens.co.in



Innovation Campaign - 2011

Objective

Siemens constantly monitors innovations from around the globe. The company keeps up with innovations through research partnerships with universities, institutes, and other firms. Siemens also has its own specialized units that focus on cooperation with startups, including the proverbial garage operations. It encourages its employees to come up with innovative ideas which could be beneficial for the Company. This is driven internally through a contest.

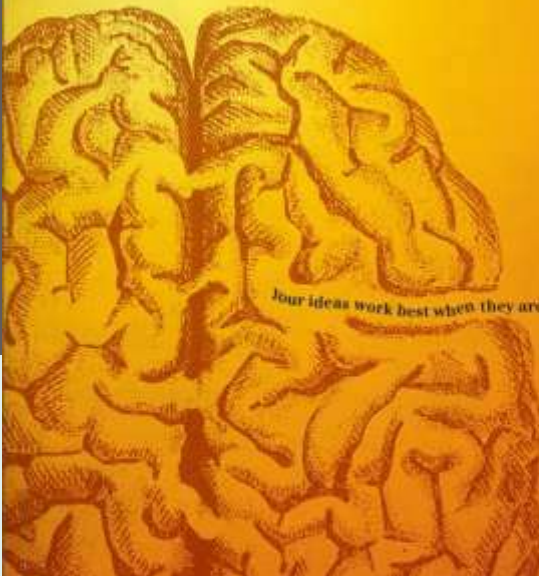
Key Message

Your ideas could change the Urban India


Task

Posters, Wallpapers, E-mailers in Languages like English, Marathi etc.


INDIA
INNOVATION
CONTEST



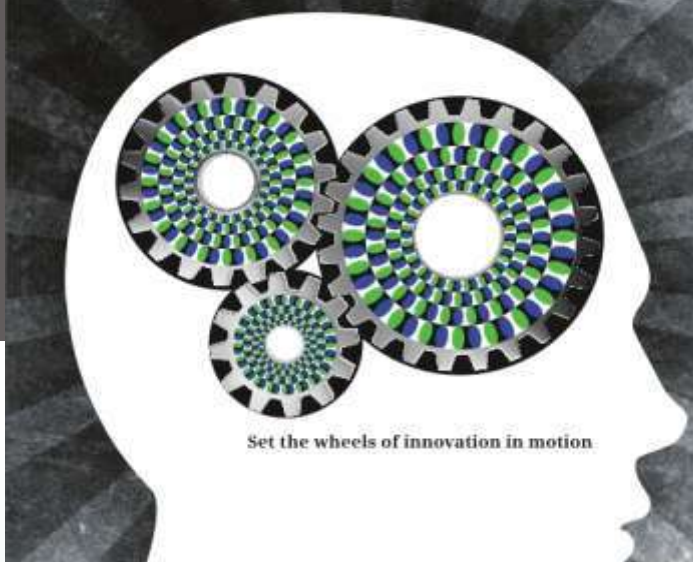
Your ideas work best when they aren't lost in your head.

 Siemens presents "India Innovation Contest" where you can unleash your creativity, listen to your inner voice and stimulate your power of imagination. Share innovative ideas on "Products & Solutions for Urban Markets and City Development". Become the flag bearer of your thoughts. Shape your own ideas and help others. Take the initiative!


If you are not able to access the innovation platform, you could also download the application form from <https://intranet.siemens.co.in/main/siemensinnovation.aspx>. Fill it and mail it to innovation.in@siemens.com.

intranet.siemens.co.in/innovation 


INDIA
INNOVATION
CONTEST



Set the wheels of innovation in motion.

 Siemens presents "India Innovation Contest" where you can unleash your creativity, listen to your inner voice and stimulate your power of imagination. Share innovative ideas on "Products & Solutions for Urban Markets and City Development". Become the flag bearer of your thoughts. Shape your own ideas and help others. Take the initiative!

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intranet.siemens.co.in/innovation 



Let the limelight shine on your spark



Siemens presents "India Innovation Contest" where you can unleash your creativity, listen to your inner voice and stimulate your power of imagination. Share innovative ideas on "Products & Solutions for Urban Markets and City Development". Become the flag bearer of your thoughts. Shape your own ideas and help others. Take the initiative!

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intranet.siemens.co.in/innovation

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INDIA
INNOVATION
CONTEST



Get. Set. Innovate.



intranet.siemens.co.in/innovation

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All it takes is **one idea**
to solve an impossible problem.



intranet.siemens.co.in/innovation

SIEMENS



Awaiting
your
contribution

It's nearing. **31st December, 2010**, is when Innovation India opens. It's time to gather momentum. Be amongst the privilege ones to use your power of imagination for something meaningful. And if your idea holds promise, it might find its way in our new products and solutions. That's not all, along with the fame, the winner will also end up richer by **INR 50,000**. The first runner-up will get **INR 30,000** while the second runner-up will take home **INR 20,000**.

**Everyone is blessed with the power to imagine.
But only a few use it.**

Please visit <https://intranet.siemens.co.in/innovation> for more details.

SIEMENS




Healthcare Learning Academy Campaign 2010

Objective

Siemens Healthcare develops innovations that support better patient outcomes with greater efficiencies, giving providers the confidence they need to meet the clinical, operational and financial challenges of a changing healthcare landscape. This would facilitate selling and servicing clients effectively

Communication Channels

Posters and Logo



**HEALTHCARE
LEARNING
ACADEMY**
LEADERSHIP PIPELINE

**Change the way
you respond to stress**

Learn how to manage stress to maintain work-life balance and recharge to meet new challenges

At HLA, you will also learn about:

- Product knowledge
- Sales and service skills
- Presentation skills
- Handling tough situations
- Crisis management
- Grooming

SIEMENS

**HEALTHCARE
LEARNING
ACADEMY**
LEADERSHIP PIPELINE



HEALTHCARE
LEARNING
ACADEMY
LEADERSHIP PIPELINE

Every crisis
is an opportunity

HLA teaches you how to handle a crisis
like an opportunity to showcase your leadership abilities.
At HLA, you will also learn about:

- Product knowledge
- Sales and service skills
- Presentation skills
- Handling tough situations
- Perseverance
- Grooming

SIEMENS



HEALTHCARE
LEARNING
ACADEMY
LEADERSHIP PIPELINE

Shape yourself
into a future leader

Benefit from the Healthcare Learning Academy
and emerge as a natural leader

- Product knowledge
- Sales and service skills
- Presentation skills
- Perseverance
- Handling tough situations
- Crisis management
- Grooming

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Siemens Culture Campaign

Objective

The campaign was to create awareness of Siemens Corporate Values among the employees, making them realize their importance and why they should be actively inculcated.

Key Message

"I follow these values; they in return will help me to achieve my goals."

Communication Channels

Posters, Logo

SIEMENS



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Act for Siemens.
Live the Culture.

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I constructively challenge norms and strive for continuous innovation of portfolio and processes.

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Act for Siemens.
Live the Culture.

Believe. Act. Live.

I create an environment of mutual trust within my organisation by living up to my role and commitment.

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SIEMENS



Believe in Excellence.
Act for Siemens.
Live the Culture.

Believe, Act, Live.

I imbibe a culture of no compromise in the quality of my deliverables as expected by my customer and society.

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Believe in Ethics.
Act for Siemens.
Live the Culture.

Believe, Act, Live.

I conduct all business and personal transactions within the realm of moral values and ethical business guidelines.

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SIEMENS



Believe in Sustainability.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I endeavour to meet my business and personal needs without compromising on the future of the planet and the society.

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SIEMENS



Believe in Diversity.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I foster globally diverse professional and social environment to leverage on the collective strengths.

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Believe in Employee Orientation.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I strive for creating a conducive culture within my organization to provide me with holistic growth in both my personal and professional life.

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SIEMENS



Believe in Customer Orientation.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I strive for continuous creation of delight for my customers.

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SIEMENS

Believe in Walk the Talk.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I practice with discipline on what I promote and am consistent with my words and actions.

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SIEMENS

Believe in being Proactive.
Act for Siemens.
Live the Culture.

Believe. Act. Live.

I always plan and act with foresight in anticipation of future needs and implications.

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Siemens Health Management Policy Campaign



Objective

Generating awareness about the health/medical policies of the company among the employees

Key Message

"Committed to ensure the highest standards of medical, counseling and occupational health services"

Communication Channels

E-mailers



SIEMENS

Complete healthcare for you

Because we care

Siemens is committed to provide a threefold Health Management Policy for its employees. This includes health protection, health promotion and implementation of the highest medical standards.

Thank you!



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Andheri - Kurla Link Rd, Andheri East,
Mumbai, Maharashtra - 400093.

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Email: info@greysell.in

Website: www.greysell.in

News: Greysell applies uncommonsense and wins the STAR NEWS - SMART IDEA AWARD 2011 with Siemens India.
To view: <http://www.greysell.in/multimedia.html>