

# Siemens in Africa: Business to Society “Making real what matters”

[Siemens](#) was founded by an entrepreneur who believed that technology is a tool to advance the common good.

Siemens takes its responsibility towards the community very seriously and looks for a variety of ways to measure the role they play and the benefit they create.

Business to Society (B2S) is about generating lasting value for the societies in which they operate. It's not just about investing but measuring the economic, societal and environmental impact of that investment. This helps Siemens to understand the influence they have in a country: in terms of economic growth, skills development and the creation of local jobs; in relation to innovation, environmental protection and the quality of life as a whole.

## The Challenge

The continuously changing international business environment is leading to new thinking about growth and business success. Companies have to take a broader view of growth beyond traditional parameters like increased output and short-term financial returns. They are also taking account of their impact on social and environmental issues.

Government and customers expect Siemens to be a partner in development and in advancing society. Companies that demonstrate how their business interests are aligned with the national development agenda and how citizens will benefit from business operations are the ones that achieve long-term success.

Siemens' Business to Society (B2S) platform is the embodiment of that goal. Siemens asked GREENFORCE to develop market analysis for the regions Morocco, Algeria, Ivory Coast and Belgium, and to create Business to Society reports for all these markets.

## The Process

Together with Siemens, GREENFORCE implemented a well-defined process, including definition of geographical scope, the complexity of the outside-in analysis, data needs, nomination of the core and expert team, the project plan and timelines

Impact measurement initiatives can easily mushroom to complex and resource-intensive tasks. To mitigate this risk it was decisive to define at the beginning of the B2S project the targeted benefits jointly with the local management team. Based on these objectives, project imperatives and resource allocation was determined

GREENFORCE developed the four projects within budget and within time.

## The Result

While developing the Global value maps, the factbooks, the reports and the communication materials for these countries, we looked beyond the business at a wide variety of data – such as development and infrastructure plans of a country, region or area; the economic and social deprivation indexes; education indexes and much more.

The reports helped Siemens to understand the influence they have in a country (especially in developing African regions), in terms of economic growth, skills development and the creation of local jobs; in relation to innovation, environmental protection and the quality of life as a whole.

This tells Siemens what's important, where they can play a role, how they can influence their stakeholders and how they can help (in close collaboration with the local governments), to develop the country and guide it into a next phase.

**“Siemens in Africa, with Africa and for Africa”.**