

Press release

10 January 2012
Page 1 of 2

Bundesministerium
für Familie, Senioren, Frauen
und Jugend
Glinkastraße 24
10117 Berlin

State Secretary Josef Hecken: "Companies strengthen civic involvement"

Federal Ministry for Family Affairs and the WIE corporate initiative join forces to promote voluntary activities

In cooperation with the private sector, the **Federal Ministry for Family Affairs, Senior Citizens, Women and Youth** is seeking to promote a greater level of civic involvement in Germany. The **State Secretary at this Ministry, Josef Hecken**, has signed a joint declaration with WIE - *Wirtschaft. Initiative. Engagement.*, a group of 19 companies dedicated to promoting voluntary social activities.

The Ministry and the companies in WIE see the further development of corporate volunteering at private and public employers as a focal point of their work.

"If companies support their staff in pursuing their voluntary activities, then everyone benefits: society, the volunteers and the companies themselves", explained **Josef Hecken, State Secretary at the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth**. "We work together with companies to promote a healthy work/life/volunteering balance. The important thing is that others follow the example of the WIE initiative and that more and more companies – but also public-sector employers – become aware of their role as promoters of voluntary activities. In doing this, they not only benefit society as a whole but also further develop their own organisation."

"The cooperation with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth enables us to combine the strengths of the WIE partners, learn with and from one another and increase the impact of our efforts in the field of civic involvement", explained **Peter Kusterer (IBM Deutschland)**, member of the WIE steering group. "Many socially engaged companies successfully cooperate with civil society organisations in order to create added value for society and instigate lasting change. We are now able to welcome the public sector on board thanks to the Ministry's involvement."

The joint declaration by the Ministry for Family Affairs and WIE also looks at ways of measuring the impact of social engagement. In order to optimise their programmes and to promote them more effectively, companies, public sponsors and third sector organisations need to know and be able to showcase the impact their corporate volunteering activities are having.

About WIE - *Wirtschaft. Initiative. Engagement.*

WIE is an initiative comprised of 19 companies taking an active role in society in order to support civic involvement. Civic involvement is a key resource for a so-

Tel.: 03018/555-1061/-1062
Fax: 03018/555-1111
presse@bmf.sj.bund.de
www.bmf.sj.de

cially integrated society and for a thriving democracy. The companies contribute their strengths and core competence in social endeavours and cooperate with stakeholders from the state as well as civil society in order to meet the social challenges and duties together.

The objectives of the WIE members are:

- to further develop their own role as a partner of civil society and politics
- to increase the impact of their civic involvement
- to improve and strategically organise the cross-sector interaction of all stakeholders
- to make the social engagement of companies more visible in the context of the political agenda regarding civic engagement, and
- to strengthen the principles of corporate social responsibility within the company by bringing decision-makers in politics and civil society together, and to further the exchange of ideas among experts and peer-learning among the member companies.

WIE members

Accenture Stiftung

adidas AG

Beiersdorf AG

BMW Group

BP Europa SE

Coca-Cola GmbH

Deutsche Bank AG

Deutsche Börse AG

Deutsche Telekom AG

E.ON AG

Generali Deutschland Holding AG - Generali Zukunftsfonds

IBM Deutschland GmbH

KfW Bankengruppe

KPMG Deutsche Treuhand-Gesellschaft Aktiengesellschaft Wirtschaftsprüfungsgesellschaft

Munich Re

Randstad Deutschland GmbH

RWE AG

Telefónica Germany GmbH & Co. OHG

UPS - United Parcel Service

Contact:

WIE – Wirtschaft. Initiative. Engagement.

c/o CCCD

Dr. Susanne Lang

Tel. +49 (0)30/34 72 44 24

susanne.lang@cccdeutschland.org

Further information can be found at www.bmfsfj.de and

www.cccdeutschland.org/wie