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5th Anniversary
2011-2016

博世中国慈善中心
Bosch China Charity Center

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致辞

Congratulatory Messages



作为一家百年企业，博世的伟大不仅在于始终为公众提供创新的产品与服务，同时也愿意承担社会责任，以为人类创造更美好的明天为己任。公司每进入一个新的地区，并不仅仅将其看成新的市场，而是致力于当地社区的发展，与当地社区共繁荣。

博世从成立之初就不断践行企业社会责任，博世中国慈善中心则负责在中国开展各项慈善活动，切切实实地帮助中国偏远地区的人们改善了生活，使贫困的学生获得了更好的生活环境，并且授之以渔，帮助其掌握了重要的生存技能。期待博世中国慈善中心在未来能够创造更大的价值。

Bosch is committed to creating a better future. Throughout its long history, Bosch has not only provided innovative products and services, but also fulfilled its social responsibility. Wherever Bosch starts business in a new location, the company sees more than just a market: it cooperates with every local community to foster mutual prosperity.

Since its foundation, Bosch has never stopped practising its social responsibility. Bosch China Charity Center has organized various charity projects in China, which has effectively improved living standards in some remote areas. As an example, Bosch China Charity Center has changed the future of thousands of poor students by teaching them important living and professional skills. I look forward to seeing Bosch China Charity Center creating much bigger value in the coming future.

博世中国慈善中心已运营了五年有余，在这个过程中，我很高兴地看到，博世在为股东、社会不断创造价值的同时，积极致力于慈善事业，从实际需要出发，成功地在教育和扶贫等多个领域开展了诸多项目。中心的运营是规范有序的，投入的项目目标明确，并且具备可持续性。慈善中心与各方的合作也是积极双赢的。

我希望未来慈善中心能够以规范的运作、系统地规划以及有效的项目执行，去惠及更多的人。并且能够联合社会更多的力量，共同推进中国可持续发展。同时，也可以将一些本土的经验带到总部，与更多的人分享。

Bosch China Charity Center has been operating for more than five years and contributed to the success of many projects in fields such as education and poverty alleviation. I am happy to see the strong support provided by the Bosch legal entities in China to the initiatives driven by the Center.

In the future, Bosch China Charity Center will carry on its philanthropic approach, which will benefit more people. It should also seek a broader cooperation with the society in order to foster a more sustainable development in China.



博世（中国）投资有限公司总裁 陈玉东
Dr. Yudong Chen, President
Bosch (China) Investment Ltd.



博世（中国）投资有限公司执行副总裁 卡特诺
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罗伯特博世基金会美洲和亚洲国际关系部负责人
Christian Haenel, Deputy Head of America-Asia
Relations, Robert Bosch Stiftung

博世中国继承了博世集团的慈善DNA，成立了慈善中心，推动博世在中国开展公益项目。我深深认同公司所遵循的理念以及价值观，并见证了博世中国慈善中心五年来的发展，公司通过资助慈善项目履行企业社会责任，员工也能够作为志愿者去回馈社会，为我们国家的教育、扶贫事业出一份力，十分难能可贵。

慈善活动应该是透明阳光的，要把每一分钱都真正用到最具效益的慈善活动上。同时，企业慈善工作要懂得“坚守”，长期、持续地对慈善项目进行人、财、物的投入，坚守我们对社会的承诺，我希望未来慈善中心可以走得更远。

Bosch China inherited the charity genes from Bosch Group, which then prompted the starting of Bosch China Charity Center and its charity projects. I have a strong belief in the values and commitments that Bosch follows. And I have witnessed the development of the Center for the past five years. It is remarkable that our company can realize its social responsibility through every charity action and our employees can contribute their efforts to the cause of education and poverty alleviation.

Charity activities require financial transparency and good faith. Every cent of money should be spent on the most effective projects. Persistence is also essential in execution, especially the long-term input of people, funds, supplies. I hope that we can keep our promise to the society, and carry on the Center's works in future.

博世公司遵循的很多观念都可以追溯到创始人罗伯特·博世先生，博世先生去世后，按照他的遗愿，公司92%的股权被放入了慈善性质的博世基金会。如今，罗伯特·博世基金会是德国最大的与企业相关的基金会之一，主要致力于科学、健康、国际理解、教育、社会与文化领域。

博世中国慈善中心自2011年成立以来，已经发展成博世在中国践行企业社会责任的驱动者。衷心祝愿博世中国慈善中心在教育 and 扶贫领域能够做出更多贡献和改变，在未来有更辉煌的发展。

Many of Bosch's company values are originated from its founder, Robert Bosch. According to his last will, 92% of the company's shares were bequeathed to the Robert Bosch Stiftung, a charity foundation. Currently, it is among the largest company associated foundations in Germany. The foundation dedicates itself to the fields of natural science, health, international relations, education, community and culture.

Ever since its start in 2011, Bosch China Charity Center has grown into a real CSR power house. We congratulate Bosch China Charity Center for truly making a difference in the fields of poverty relief and education. We wish the Center all the best for the upcoming years!

博世中国慈善中心介绍

Introduction of Bosch China Charity Center

口号 / Slogan:
博爱天下 世行善举
Charity for A Better Life

指导委员会
Steering
Committee

博世中国慈善中心
Bosch China
Charity Center

博世中国
各事业部及志愿者团队
Business Divisions of
Bosch China and Volunteer Teams

使命 / Mission:
致力于支持中国教育发展和扶贫事业
整合博世在华企业慈善和志愿者活动
To devote ourselves to education development and poverty alleviation in China
To integrate and optimize charity activities of Bosch in China

宗旨 / Aim:
发展公益慈善事业 推进企业公民责任
改善人们的生活品质，与中国社会的发展实现长期共赢
To promote corporate citizenship and develop China's public welfare and charity activities
To improve quality of people's living and realize long-term win-win pattern with sustainable development of the Chinese society

愿景 / Vision :
使贫困地区的学生获得更好的学习环境 为贫困地区的人群创造更好的生活条件
To provide poverty stricken students with better learning environments and assist them to master living skills
To create better living conditions for the poverty and help them conquer poverty

在中国，博世不仅致力于提供全球领先的创新产品与技术，推动着社会进步；同时博世作为企业公民，也在全国各地积极开展公益事业，践行可持续发展承诺。

博世中国慈善中心是博世在华慈善项目运作的主体，从2011年成立至今已五年，始终秉承着“博爱天下、世行善举”核心理念，致力于支持中国教育发展和扶贫事业。

截止至2015年底，博世中国慈善中心已有超过50个慈善项目，包括中西部贫困地区校舍、食堂、太阳能供暖产品、安防广播系统等捐建，校园助学金、奖学金、奖教金计划，大学校园助学金项目，职教励志班及助奖学金项目，早期儿童发展试点项目及山村幼儿园项目，清华大学苏世民学者项目等。

博世中国慈善中心下属的志愿者团队遍布全国12个城市，注册志愿者超过1,700名。博世志愿者团队以各事业部所在地为中心，通过设立博世助奖学金、提供博世慈善项目、开展博世志愿者社区服务等方式，参与博世在中国业务所在地的社区公益事业。

In China, Bosch is not only committed to providing leading technologies to promote social progress, but also to public welfare throughout the country. As corporate citizens, Bosch aims to fulfill its commitment

of sustainable development.

Bosch China prompted the starting of Bosch China Charity Center and its charity projects. Since its establishment in 2011, Bosch China Charity Center has been dedicated itself to education development and poverty relief in China through long-term, sustainable charity projects.

Up till the end of 2015, Bosch China Charity Center has conducted over 50 charity projects, including donation of campus building, canteen, solar heating products, security and radio system, setting up projects of students' bursaries, teachers' grants, university bursaries, teachers' training, preschool education, village kindergarten, sponsoring Schwarzman Scholars etc.

Bosch China Charity Center has over 1,700 registered volunteers in 12 cities nationwide. By setting up scholarships, charitable projects, and contributing to community services, Bosch volunteer teams actively participate in community welfare around different divisions of Bosch China, with the guidance of Bosch China Charity Center.

陈玉东： 爱，蕴于慈善点滴中

Chen Yudong: Love, Delivered through Charity Actions



博世在中国的定位是做好的企业公民。博世中国总裁陈玉东认为，好的企业公民至少需要做到两点，一个是企业要经营好公司、为公司所在市场提供高质量产品、为公司员工支付相对高薪水的职位。二是通过慈善项目给企业所在社会以及社区带来实实在在帮助。

秉承这样的理念，在陈玉东博士等高层的积极推动下，博世于2011年成立了博世中国慈善中心，博世也由此开启了系统、持续做慈善项目的历程。从成立至今五年期间，博世中国慈善团队已经做了五十几个项目，受益人数超过两万两千人。“在选择慈善项目时，我希望我们持续创新，不断思考怎么将项目落实到实处，把慈善之心送达最需要的人群。”陈玉东博士表示。

How to be a good corporate citizen? Chen Yudong, President of Bosch China believes in two goals that

Bosch China should reach: first, to provide high quality products to its customers while paying good wages to its employees; second, to support the local community and society through charitable actions.

With the second goal in mind, Chen and others from the management team pushed forward the idea of Bosch China Charity Center in 2011. Since its establishment, Bosch started organizing charity projects methodically. In the last five years, Bosch China has completed more than 50 projects and benefited more than 22,000 people. “During the project selection process, I hope we can keep innovating and think about the right way to impact communities, fulfilling the most urgent needs,” said Chen.



► 陈玉东走访新疆阿勒泰地区山村的幼儿园项目
Chen Yudong visited the kindergarten in mountainous region of Altay in Xinjiang

系统高效做慈善项目始于汶川地震

与很多企业的治理结构不同，德国博世是一家由基金会所拥有的企业。作为血液里就流淌着慈善爱心的企业，博世在运作慈善项目上有先天优势。但是 2008年汶川地震之前，博世在中国做慈善则是分头行动，下属各个运营单位独立作慈善，博世在中国并没有一个协调的部门去统一协调博世各个作慈善的运营单位。

博世（中国）投资有限公司总裁陈玉东回忆起博世参与援助汶川地震印象深刻。“2008年5月5日，我从德国总部学习回来，上班一周后的5月12日，四川汶川就发生了大地震。时任博世亚太区总裁的孔陆德和中国区总裁彭德快速决策，2天内就向四川灾区捐出第一批价值250万元的设备和现金。但是我们认为，捐钱远远不够，我们希望把援助送达真正的人群。”

考虑到下一步捐助，陈玉东等高层决定亲自到灾区现场寻找受捐助学校。

5月底，陈玉东和孔陆德以及其他几个同事一行抵达地震震区，最先抵达受灾严重的地区--都江堰，得知都江堰不需要援助后，陈玉东一行继续前往更偏远的地区--彭州县。“到达彭州后，我们接触到彭州的一所学校需要援助。那所学校虽然没倒，但已成危楼，学校楼面被震得全部开裂，学校需要重建。经过我们评估，决定向这所学校捐助500多万元重建。”捐助彭州学校之后，博世慈善团队又在一位四川商务厅派驻黑水县干部的推荐下，向黑水县捐助600多万元重建成黑水木苏博世博爱中心学校。

博世在对2008年的汶川地震灾区的援助上，共捐助200多万欧元。结束对汶川地震灾区的捐赠后，陈玉东博士带领公司相关部门同事不断向总部反馈，博世需要在中国系统地做慈善，才能高效地帮助更多的人群。在陈玉东博士等高层的协调下，博世中国慈善中心于2011年4月成立，中心行使的职能就是统一负责博世中国各个运营单位的慈善活动的协调、指导和监督，引导博世各个运营单位一起运作慈善项目。

身体力行参与慈善项目

陈玉东博士不仅从管理层的角度关注公司的慈善项目，也多次以志愿者的身份和同事一起前往多个受捐助学校走访。通过走访来了解和思考慈善项目怎么才能有效地帮助受捐助人群。

在考察雅安地震后的四川学校，陈玉东博士亲自下球场和员工足球队一起踢球为贫困孩子们募集资金。2015年初冬还与同事

一起前往新疆阿勒泰地区走访山村的幼儿园项目。“人都需要别人的帮助，帮助别人是正常的举动。当你需要帮助的时候，如果有人伸出援助之手也是一件很好的事情。”陈玉东说。

不仅对外亲自参与公司的慈善项目的落地，陈玉东博士还关心员工的发展与福利。为给员工提供良好的工作环境，他正在酝酿设立员工子女幼儿园以及给员工子女办夏令营等项目计划。

博世中国慈善中心成立至今已有五年，在陈玉东看来，这五年来的成就渗透在每一个项目的点滴中。“我们的慈善之举多多少少会对他的公益心，对他的善心会有一点点启发，可能他自己也没有意识到会受到影响。像那些我们资助的小学生，或许他长大以后会想，我当年还拿过博世的奖学金。他可能连博世也记不得，这些也无所谓，我们只要把感恩的心埋下就好，这对他的一生都受用。”陈玉东博士表示，博世亦如此，无论以什么样的形式去做公益项目，始终不改的是做慈善的心，把爱蕴含于点滴的慈善中。

Where it all began

Unlike many other enterprises, Bosch group is owned by a foundation. As a group enterprise with deep roots in philanthropy, Bosch is always ready in carrying out charitable actions. Before the 2008 Wenchuan Earthquake, Bosch organized some philanthropic events by each of its individual subsidiary companies; there was not a department in Bosch China, to coordinate them as a whole.

Chen Yudong, President of Bosch China, recalled his experience during the Wenchuan Earthquake. “I had just come back from Germany on 8 May, 2008 and only a week later, on 12 May, a big earthquake hit Wenchuan, Sichuan Province. Mr. Colm, who was responsible for Bosch Asia-Pacific then, and Peter Peng, who was President of Bosch China at the time, quickly decided to take action. Within 2 days, equipment and donation worth 2.5 million CNY were sent as the first donation package. But, we felt that our money donation was not nearly enough. We wanted to assist the victims in person.” Chen and other executives decided to visit the disaster-stricken area to find schools in need.

By the end of that May, Chen, Colm and several colleagues arrived at Dujiangyan, which received the most damage by the disaster. Knowing that Dujiangyan had already received many aids and donations, they headed for a more remote place — Pengzhou County. “We found a school that needed help in Pengzhou. Although the school building was not completely damaged, it was too dangerous to be used anymore. The earthquake had completely destroyed the building's roof. After an assessment, we decided to donate more than 5 million CNY to rebuild the school.” After the donation, a governor from Heishui County, who worked for the Sichuan Business Department, recommended another school in need of help. Bosch then put 6 million CNY for the reconstruction of the school. Today, the school is named Heishui Musu Bosch Primary School.

Bosch had donated more than 2 million EUR accumulatively to aid the quake-stricken areas. Moreover, Chen suggested Chen suggested to the German headquarter that only by taking charitable actions systematically can people in need receive more effective help. With the effort of Chen and the management team, Bosch China Charity Center was founded in April 2011. The role set for Bosch China Charity Center is to guide, coordinate and supervise all the charity actions of each business division.

Plan It, and Do It

In the past few years, Chen has not merely acted as a supervisor: he has also visited several schools that benefited from Bosch charity, as one of the volunteers. At the same time, he has been trying to figure out a more effective way to help beneficiaries.

After visiting schools suffered from Ya'an Earthquake in Sichuan Province, Chen played in a fund raising football match with employees. In early winter 2015, he also went to Altay region in Xinjiang to visit schools which participate in the village kindergarten's program. As Chen describes, “Everyone has received help at some point in his or her life. There is not a better feeling than getting help when you really need it”.

Chen not only cares about the implementation of Bosch

China Charity Center's projects, but is also mindful of the staffs' development and welfare. To provide an enjoyable working environment, Chen is now proposing several projects for employees' children, including an exclusive kindergarten and summer camp.

Bosch China Charity Center has run for five years. From Chen's point of view, its success relies on efforts put in on every single project. As he began to tell, “Our projects will hopefully inspire the beneficiaries. Kids, such as those primary school students we subsidized, may not realize the benefits now. Hopefully, though, as the kids turn into adults, they will remember the scholarship they received then. They may not remember Bosch but they would remember someone helped when they needed most. Our job is to instill a sense of appreciation in their hearts, which will bring them life-long benefits”. Chen additionally mentioned that Bosch will always follow its spirit: the way we carry out the project may change, but our charity mission and every piece of love in it will not.

Q: 博世中国作为企业参与公益，优势是什么？

陈玉东：与其它公司相比，博世最大的不同是博世为基金会所有，它血液里流淌的就是要服务于社会、贡献于公民的基因。博世血液里这个基因使得我们博世人更自豪地做公益。

Q: 博世中国慈善中心的使命是致力于支持中国教育发展和扶贫事业，为什么选择这两个慈善领域，这与公司的理念及战略有着怎样的关系？

陈玉东：在讨论项目方向时，我们也考虑了医疗援助等其他方向。但是我们应该侧重在扶贫与教育领域。教育非常重要。人生最重要的阶段就是求学时期，在这个阶段，你帮扶他人一把，让他拥有一技之长找到工作，他一生都会受用。这就是为什么博世中国一直把教育放在很重要的位置。与教育相关的就是扶贫，在贫困地区的人上不起学，所以需要扶贫。

Q: 博世中国慈善中心成立这五年来取得了哪些最大的成就？

陈玉东：没有惊天动地的大事情，这些成绩渗透在每个项目的点滴之中，我们用心做了五十几个项目，影响了上万人，这就是做慈善项目的成就吧。我相信，博世所做的事情对于受捐助人的善心，多多少少都会有一点启发。你只要把“感恩”的种子种到了他的心里，这对他一生都是非常好的事情。

Q: 博世中国慈善中心成立以后，对公司的企业文化或者是对员工的职业精神产生了哪些影响？

陈玉东：博世中国慈善中心传承了博世的文化。不管对内、对外，博世中国慈善中心都是一个非常重要的部门。慈善中心的定位就是传播慈善公益的文化。

Q: 博世未来在公益领域会有哪些侧重点？

陈玉东：我们做公益项目的定位是与政府做到有益补充。我们

希望所做的项目覆盖到国家资源覆盖不到的领域。比如我们起初做教育扶贫，是因为一些贫困山区孩子上学要交学费、交书报费等。目前国家在教育扶贫上的投入越来越多，我们就应该逐步撤出来，寻找一些新的公益项目；我们2015年开始进入学前教育领域，因为目前学前教育还不属于义务教育，我们的设想是能让少数民族地区的小朋友从三四岁开始就学一些知识和语言，学习整个中华民族的概念，这对国家的稳定、对这些孩子未来的发展都会有很多的好处。所以，未来，博世中国会继续资助国家的资源还覆盖不到的地方。

另外，我们也特别看重项目的可持续性，持续关注每一个受助学校的近况与发展，从援建学校教学楼，捐赠博世太阳能、安防及家电设备，食堂项目，到设立帮助孩子们的助学金和奖学金。将来，博世中国慈善中心会越来越多地关注受助孩子与老师们的“软性需求”，希望为中西部地区寻找到更多“树人”的启迪方案。

问与答 Q&A

Q: As an enterprise, what is the advantage for Bosch China carrying out charity projects?

Chen: Bosch group is different from most other companies as it is owned by a foundation – it is born with a gene caring for the society. We are proud of it and show it in our charity initiative actions.

Q: Bosch China Charity Center chooses education development and poverty alleviation as its two main fields of charities, what is the reason for that and is there any relation between this mission and the company strategy?

Chen: At the beginning, we considered areas such as medical assistance, too. But, we realized that we should focus on poverty alleviation and education development. Education is too important to ignore. Schooling is crucial in everyone's lifetime. If one can receive a good education in his or her school time, and learn skills that will help him or her to find a job; then a person's fate



will be entirely changed. This is why Bosch China is always considering education development as a priority. Alleviating poverty is directly related to education: in poor areas, people cannot afford education, and need help.

Q: What are the biggest achievements for Bosch China Charity Center so far?

Chen: We achieve by focusing on every detail in every project. We dedicate ourselves to our mission, and have finished more than 50 projects that influenced more than 22,000 people. I believe that Bosch has more or less inspired beneficiaries' heart of appreciation. Once you plant the seed of kindness into one's mind, it starts to give him or her benefits for their entire life.

Q: What influences has Bosch China Charity Center brought to the company or the staff?

Chen: Bosch China Charity Center inherited Bosch's company culture, and it is now a crucial department both for internal and external issues. Bosch China Charity Center's mission is to promote a philanthropic culture.

Q: What will Bosch's future focus on charity be like?

Chen: We hope that our projects can reach areas where government resources cannot cover. For example, when

we first started aiding the poor through education, we mainly helped under-funded village children with their tuition and book fees; but as the government is now putting more and more effort into these aids, we have decided to withdraw gradually and find new projects. From 2015, we have entered the field of preschool education as preschool is not included in Chinese compulsory education policy. We hope our project can provide an opportunity for children in ethnic minority areas to learn Mandarin and the concept of a unified China at the age of 3 or 4. This is good for both national stability and these children's future. Bosch is going to continue to help the areas that are still short of government's resources.

Even more, we think highly of the sustainability of projects. We keep in close touch with each school, caring about their development. We continued to donate campus rebuilding, solar heating equipment, security, home appliances, school canteens, and the grants and scholarships for students as well. In the future, Bosch China Charity Center will focus more on the “soft demand” of the children and the teachers. Hopefully, we can find some innovative education methods to benefit those regions in central and western China.

孩子们， 是你在鼓舞着我们继续前进

Dear Children:
It is You Who Encourage Us
to Move Forward



十年树木，百年树人。当博世中国慈善中心将自身使命之一定位为“致力于中国的教育发展和扶贫事业”，已经做好持续不断地投入心力的准备。过去五年，博世中国慈善中心在完成这个使命的道路上留下一个个的坚实脚印：捐助形式从校舍建设、设备捐赠、助/奖学金到教师培训，愈趋丰富；捐助范围从基础教育、职业教育到大学教育，甚至早期教育，愈趋全面……来自各个利益相关方的积极反馈，是鼓舞博世中国慈善中心在过去五年和未来不断前进的力量源泉。孩子们在这个过程中所感受到的那些变化，让我们更加坚信持续为中国教育事业贡献力量的决心。

“It takes ten years to grow trees but a hundred years to rear people.” This old Chinese saying

summarizes perfectly how education takes considerable time and efforts. When Bosch China Charity Center decided to devote themselves to education development and poverty alleviation in China, it had meant a continuous effort. During the last five years, the variety of donations have increased, which has covered school building constructions, a range of equipment and facility installing, scholarships and teacher training. In addition, beneficiaries have expanded to elementary, vocational, university, and early education. It is the feedback from stakeholders and the changes on children that have reinforced our dedication.



► 四川省彭州市太清博世九年制学校的孩子们
Students from Taiping Bosch Nine-year School, Pengzhou City, Sichuan Province



黑水木苏博世博爱中心学校
Heishui Musu Bosch Primary School

- ▶ 2008年 博世中国向“汶川地震”灾区捐资1100万人民币帮助重建两所学校——彭州太清博世九年制学校和黑水木苏博世博爱中心学校。
2008 Donated 11 million CNY to help rebuild two schools in Wenchuan earthquake stricken areas, namely, Taiqing Bosch School of Pengzhou township and Heishui Musu Bosch Primary School.
- ▶ 2011年 捐赠人民币108,000元，设立为期三年的助学金、奖学金、奖教金。
2011 Donated 108,000 CNY to Heishui Musu Bosch Primary School to set up Three-year Bosch Bursary.
- ▶ 2014年再次捐赠人民币108,000元，持续支持项目。
2014 Continued to donate 108,000 CNY to Heishui Musu Bosch Primary School for another three-year Bosch Bursary.

“五年前，我还辍学在家，当时家里五口人全靠阿爸一个人在山里打零工勉强维持生活。如果没有博世苏州的志愿者叔叔和阿姨们发起了个人捐赠，我和其他的贫困同学可能都没有机会上学了。所以，我真地很幸运，不仅重新上学了，而且学校还这么漂亮。我们学校也是博世在汶川地震后帮助我们修建的，还配备了太阳能的洗澡设备，洗澡间里还有帮我们取暖的机器。告诉你一个我的秘密，一周里面，我最期待的星期三，因为星期三是轮到我们班级洗澡的日子。要知道，以前在家里，只有逢年过节才能洗上一次澡，但现在，我每个星期能洗上一个舒服的热水澡！我深深地喜欢在学校度过的每一天。我们的老师每年都会有人被送到苏州、上海等城市进修，他们每次都带回来好多新鲜的事情，上课给我们讲的时候，所有人都听得津津有味。听说，博世今年要在我们学校推广“梦想教室”，这个教室里会有投影仪，平板电脑这些很现代化的东西，这些东西，我只有在电视上看到过，或者听说过，不过，很快我就会亲手触摸到它们啦。真的好期待啊！”

——黑水木苏博世博爱中心学校 拉小芳

"Five years ago, I dropped out of the school. All five family members relied on the petty wages my Papa earned as a short-term labour. Without the personal donations from uncles and aunts from Bosch Suzhou, other poor students and I would not have received the chance to go to school again. I am really lucky to be back in school, which is so beautifully built. And, it was also donated by Bosch. Inside the campus, we have solar powered shower equipment. There are also heaters in the shower rooms. Tell you a little secret: my favorite day of the week is Wednesday, because it is the day for our class to have shower. You may not know, in the past, we could have showers only during festive times. But now, I can do it once a week! I really love every one in my school days. Every year, some of our teachers are sent to training programs in cities such as Suzhou and Shanghai. They always bring back fantastic stories for us, which we really enjoy listening to. I heard that Bosch is going to introduce "Dream Classroom" to our school. It will be equipped with modern facilities such as a projector, and tablets. We have only seen these things on TV before; but soon we will be able to touch them. We really look forward to this day!"

——La Xiaofang, Heishui Musu Bosch Primary School



青海省化隆回族自治县阿什努乡尕加完小
Bosch Gajia Caring School, Ashinu
Village, Hualong Hui Autonomous
Region, Qinghai Province

“我的家乡灰扑扑的，没什么颜色。真的！因为我们这里特别缺水，家里喝的水都要到泉眼处运回来，学校也是一样，每隔几天，拖拉机就会突突突地带着我们后面几天喝的水开进学校，存到地窖里。我们大多数同学都住校，和老师在一起，有100多个人，水经常不够用，所以都特别珍惜。博世帮我们学校建的红色加白色的教学楼，在灰扑扑的环境里，特别漂亮，也很干净。感觉在这样的教学楼里学习，劲头都更足了，特别开心。而且，教学楼建起来后，学校的广播也变成新的了，我喜欢每天听广播，因为可以知道新的东西，还有其他地方发生了什么事情。”

——青海省化隆回族自治县阿什努乡尕加完小 康珠吉

"I am literally from a "grey" village. You can see no colors here other than grey! Water is so limited here that we have to get it from a spring far away from our homes and school. Once every few days, a tractor comes with enough water to last us until the next supply. Most of my schoolmates live in the school with their teachers. There are more than 100 people, and we treasure our water supply as we run out of it frequently. Bosch helped our school build a new, red and white teaching building. It looks stunning in contrast to the grey skyline. Studying in this building makes me feel motivated to work, and I am so happy. Besides, the radio system was also updated with the completion of this new building. I love listening to it every day, so I can learn new things and know what's going on in other places."

——Kang Zhuji, Gajia Charity Primary School, Ashinu Village, Hualong Hui Autonomous Region, Qinghai Province

- ▶ 2012年 捐赠300万元人民币，用于校舍重建及热水系统和广播系统安装工程
2012 Donated 3 million CNY to Gajia Primary School for the installment of heating equipment and radio system, and the rebuilding of a classroom.

- ▶ 2012年 捐赠100万元人民币，建设爱心食堂，博世博爱食堂在宁夏的试点项目建筑面积1,200平方米，可供约1,000名师生就餐。
2012 Donated 1 million CNY to Baimian Primary School for the construction of Caring Canteen.
- ▶ 2013年 捐赠一套价值约合30万元人民币的博世太阳能热水系统用于该小学食堂的热水供应。
2013 Donated Bosch solar heating equipment worth about 0.3 million CNY

宁夏泾源白面小学
Baimian Primary School, Jingyuan
County, Ningxia

“食堂没建起来以前，我们都是在户外吃饭的，大家都站着，或者蹲着，有些男同学还会一边打闹一边吃饭，下雨了，刮风了，都没有地方躲的。有一段时间，我们在教室里吃饭，所以，一到中午的时候，教室里全是饭菜的味道，大家又吵又闹，有些同学把吃不完的馍直接就塞到了课桌里面，我觉得这样很不卫生，而且在这样的环境里面，我觉得会不想学习。那时候，我和其他同学们最大的梦想就是有一个让我们安安静静地方。爱心食堂让我们的梦想真地实现了。我很开心。”

——宁夏固原市泾源县白面民族小学 马海瑞

"Before the canteen was built, we could only eat outdoors. Most people would either stand or squat, and some boys would even romp about with food in their mouth. It made no difference whether it was rainy or windy -- we had no shelter. Rarely, we ate in the classroom. And all you could smell and hear are greasy food and children's quarrels. Some would place their unfinished steamed bun in their desk drawers, which I think was really unsanitary. And, in this kind of classroom environment, I had no appetite to study. Therefore, our dream always was to have a quiet atmosphere. The school canteen solved the dining issue and fulfilled this dream, and I am so happy."

——Ma Hairui, Baimian Primary School, Jingyuan County, Guyuan, Ningxia

博爱校园计划： 成为贫困新生的“灯塔”

Bosch University Bursary Program: Lighthouse for Freshmen with Financial Difficulties



“博世中国慈善中心对于我们获得助学金的孩子们而言就像一座灯塔，让我们学会‘趋光’，学会把阴影放在身后朝着光明的地方走下去。”回忆起自己和博世中国慈善中心的情缘，重庆大学建筑工程专业的大四学生姚润生，难掩内心的激动和感激之情。

"Bosch China Charity Center is indeed a lighthouse in darkness, bringing us out of the

bleak memories, and guiding us towards a bright future", said a student who has received bursaries. When recalling the story with Bosch China Charity Center, Yao Runsheng, a senior architecture major student from Chongqing University, could not help expressing his gratefulness.



► 博世校园新生助学金计划受助学生访问博世中国总部大楼
Beneficiaries of Bosch Bursary University Program visited Bosch China Headquarter

2011年9月，博世中国慈善中心宣布投入近500万元人民币启动“博世校园助学金计划”，在三年内资助国内8所高校的900名大学贫困新生的首年学费。签署首批助学金合作协议的高校包括重庆大学、电子科技大学、哈尔滨工业大学、合肥工业大学、湖南大学、华中科技大学、吉林大学、西安交通大学。

作为博世中国慈善中心正式成立后的第一个项目，“博世校园助学金计划”的正式启动，意味着慈善中心在教育扶贫领域迈出了踏实的第一步。通过与国内八所高校的合作，项目惠及二三线城市的大学，甄选品学兼优的贫困新生，帮助他们解决经济困难，顺利适应大学生活。博世（中国）投资有限公司总裁陈玉东博士表示：“每年九月是新一届莘莘学子踏入大学校园的日子，而其中贫困新生的境况也最为社会所牵挂。正因为如此，博世中国慈善中心决定启动该助学金项目，缓解这些贫困新生的家庭经济压力，支持他们的学业，帮助他们更好地度过这一人生的关键阶段。”

“我觉得学生从博世助学金中获得最多的是信心，学生刚入学，来到陌生的环境，新的老师、新的同学、新的课程，加上本身就是家庭经济困难学生，对未来的不确定性与经济压力，使学生的适应期更长，但是，能够得到人民币5,000元的大额

资助，这充分缓解了学生的经济压力与后顾之忧，给学生以极大的鼓舞与信心。”电子科技大学学生资助管理中心的钱云飞说。钱云飞将自己比喻成一座桥梁，连接起学生与博世中国慈善中心，每年有序开展助学金项目。

即将在今年夏天毕业的姚润生，已经找到了满意的工作——中国建筑国际集团有限公司港澳地区的工程管理岗位。这对于一个来自重庆矿工工薪家庭的孩子来说，将会是一个全新的开始。“我的父亲是当地普通的煤矿工人，二十多年的矿井作业使得他换上了矽肺等职业病，母亲也因身体原因失业。我需要尽量为家庭减轻负担，我自己假期也做过家教等兼职补贴家用。”相比同龄人，姚润生更懂得体恤父母的艰辛，也更加地早熟，除了学习刻苦、他还积极地参加社会活动，担任学员社团联合会主席。这些闪光点，都是姚润生获得助学金资助的重要原因，在其他受助学生的身上，也都能看到他们努力学习、品学兼优的共同特点。

重庆大学教育发展基金会副秘书长何荣山参与基金会工作已有近6年的时间，全程参与了博世中国慈善中心助学金项目落地重庆大学的协议签订、项目立项、资金到账、资金划拨等过程。在何荣山看来，博世中国的助学金计划除了帮助受助学

In September 2011, Bosch China Charity Center announced the launch of Bosch University Bursary Program with a grant of 5 million CNY. This fund would be used to pay for the first-year tuition fees for 900 worse-off freshmen from 8 universities nationwide. The first partner institutions included Chongqing University, University of Electronic Science and Technology of China, Harbin Institute of Technology, Hefei University of Technology, Hunan University, Huazhong University of Science and Technology, Jilin University, and Xi'an Jiaotong University.

The university bursary program marked the first step of Bosch China Charity Center in the field of education development and poverty alleviation. The program cooperated with 8 universities from second-tier and third-tier cities to fund students with excellent academic performance but encountering financial difficulties to get enrolled in universities smoothly and create more campus opportunities.

Chen Yudong, President of Bosch China, said, “Every September is the time freshmen stepping into universities, and, among them, the society cares most about those who are poor. For that exact reason, we decide to launch this bursary program. We want to help these families relieve their financial burden, to support their children’s studies, and give these students a better experience during this important life stage.”

“In my opinion, confidence is what students gain most from the bursary program,” said Qian Yunfei from Student Financial Support Centre, University of Electronic Science and Technology of China. “During the first year, students have to get used to a new environment like unfamiliar teachers, schoolmates and courses and for those freshmen from worse-off families, it takes longer. Now the situation has been changed. Receiving a 5,000 CNY bursary, students are more relieved and can focus more on their studies and integrate into campus with more confidence and courage,” Said by Qian.

Yao Runsheng is about to graduate this summer, and he has already found a satisfying job, project manager of a construction company, responsible for Hong Kong Macau region. This is a new start for a young man like Yao whose



parents worked in a coal mine in Chongqing.

“My father is just a miner, he has worked more than 20 years underground and his lungs have turned black. What's worse, my mother was unemployed due to health issue. Therefore, to mitigate financial pressure, I had to do part time job during vacation. Compared with his peers, Yao is rather mature, and shows more consideration for his parents. It is these experience that has sculptured Yao into a person of responsibility and patience and gained him much trust from his fellow schoolmates. Therefore, he was elected the president of the Students' Union.

Ho Runshan, Deputy Scretary-General of Education Development Foundation of Chongqing University, has been working in the university foundation for almost six years and fully participated in the execution of Bosch University Bursary Program at Chongqing University, including signing contract, setting up project, receiving and allocating funds, etc. From Ho’s point of view, the bursary program not only helps students improve their living condition; more importantly, it also teaches them to be grateful: “I believe that these students will pass on the help they received.” Sun Honghao, now working in Changchun FAWAY Automobile, was a freshmen studying Industrial Engineering in Jilin University. He received the bursary in 2011, the year this program was launched. Just as Ho said, bursary gives recipients both spiritual encouragement and a philanthropy spirit. “Before, I only knew what philanthropy means, but did not really understand it,” Sun said. “Now, I see philanthropy as a



生的物质生活得到相对改善外，更重要的是让他们学会了感恩，“我相信，这批受助学生会将慈爱的种子传播下去。”目前在一汽富维工作的孙洪浩，同样是在项目启动的第一年就通过选拔获得了助学金，那时的他还是吉林大学工业工程专业2011级的大学新生。正如何荣山所言，获得助学金对于受助学生而言，更重要的是精神上的鼓励和公益之心的传承。“以前只是知道慈善，对公益事业不是很了解，现在我对公益事业的理解就是以平等的姿态去帮助需要帮助的人。平时公司举办的公益活动我都会参加。”

2015年由博世中国慈善中心组织的公益之旅，对姚润生和孙洪浩都是一次难忘的美好记忆。“第一次坐飞机，第一次出远门，第一次跟全国的优秀的小伙伴在一起做活动，第一次看车展，第一次了解公益事业，第一次去世界500强企业总部参观，第一次参加‘黑暗对话’……”，太多的“第一次”让孙洪浩也重新认识了这个世界。

而在姚润生看来，公益之旅也为他打开了认识博世中国慈善中心的一扇窗户。在参观行程的间隙，慈善中心的工作人员主动询问学生们对于博世助学金的若干建议，比如助学金的金额、竞选的透明度、后期对于博世助学金获得者的交流和扶持以及俱乐部的运营等等的问题。“这让我十分真切地感受到他们是在‘动真格’地在做公益，真正地在履行‘博爱天下、世行善举’的承诺。在这样的交流沟通中，不由得让大家为这样一个具有强烈社会责任感并且有着细致入微工作作风的公司大大点赞！”

教育的发展需要长期的努力和投入，正因为坚信教育是社会实现长期和可持续发展的基石，博世中国慈善中心以“博爱校园计划”为起点，支持刚刚踏入大学的贫困新生完成学业，更重要的是，为他们建立起生活的信心，给予物质意外的精神鼓励。“博世助学金不仅仅是经济资助，对学生在大学期间的成长和发展也持续关注与支持，我认为这是博世助学金最大的亮点。”钱云飞说。



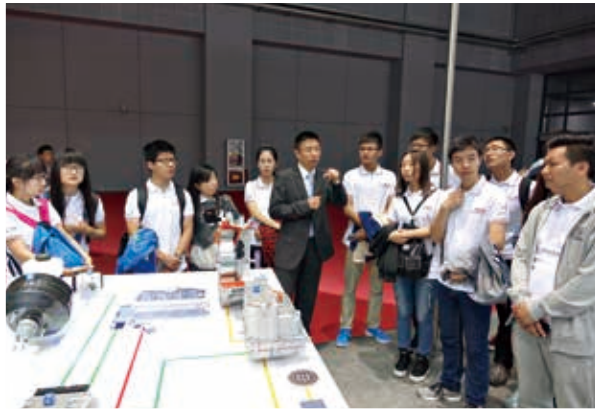
way to help others with equal treatment. I participate in every charity events in my company.”

In 2015, Bosch China Charity Center organized a trip, inviting the recipients of the bursary program to visit the headquarter of Bosch in Shanghai “That was my first far-away trip,” said Sun, “it included my first flight, my first time to meet so many excellent students from all over the country, my first car exhibition, my first anthropology lesson, my first visit to the headquarter of a Fortune 500 company, my first experience of a ‘dialogue in the

dark’...”. There were so many “first time” for Sun, and apparently this trip opened a new world for Sun to experience and explore.

For Yao, this trip also gave him a chance to know Bosch China Charity Center better. During the trip, Bosch China Charity Center's staffs kept asking for the students' feedback to the program, such as the amount of bursary, the transparency of selection, smooth communication, “I was really impressed by their rigorous work, earnest, and dedication.”

Indeed, education development requires long-term efforts. It is with this belief that Bosch China Charity Center strived to carry on with the university bursary program, paving the road to a bright future for students. In the meantime, Bosch China Charity Center tries to help them build confidence. “Bosch University Bursary Program provides not only financial aids to these students, but also care and support during their university years,” said Qian. “And I think this is the best part of the program.”



太和学校： 持续关注带来的改变

Bosch Taihe Nine-year School: Changes Brought by Continuous Care



2013年芦山4·20地震之后，博世（中国）投资有限公司捐赠了400万元用于四川省邛崃市太和乡一所乡村小学的重建上，包括学校的基础设施建设，设立奖助学金、奖教金以及组织志愿者活动等，博世在这个项目上实践着硬件加软件的全方位的慈善形式。而事实证明，这种方式比以前单纯的捐款更有效。它不仅改变了贫困山区学校师生的面貌，同时也让博世公司的同事对于“慈善”有了新的认识。

After “4·20” Lushan Earthquake, 2013, Bosch China donated a grant of 4 million CNY to Taihe Nine-year School in Qionglai City, Sichuan

Province, including rebuilding infrastructure, setting up bursaries, etc.

During this project, Bosch also used a comprehensive, hardware-plus-software philanthropy model. Evidently, this model was far more effective than pure fund donation. The project changed the lives of students and teachers in this impoverished mountainous area. It alternated Bosch's view towards charity as well.



► 博世CI部门志愿者回访四川省邛崃市太和博世九年制学校
Bosch CI department volunteers visited Taihe Bosch Nine-year School, Qionglai city, Sichuan Province

不只是一所学校

“地震以后，我们学校的教学楼就成了危房，学生们只能在临时搭建的板房里上课。2014年9月，博世给我们搭建的新教学楼建成了，这个楼好干净、好漂亮，跟城里的房子一样。学生们都好高兴。” 邛崃太和博世九年制学校的教师张晓霞说。

张晓霞老师早在1997年，她刚满20岁的时候，就成为了一名乡村教师。自那时起，她就一直是一名德育老师，和其他40位乡村教师共同教育学校里面的500个学生。像张老师这样的乡村教师还有千千万万，他们坚守在中国大约15万个偏僻闭塞的乡村学校。而乡村教师这一岗位并不具吸引力，并不仅是因为艰苦的生活环境，较低的工资以及社会地位。缺乏高升的机会也使得很多乡村教师不得不放弃这条道路。但可以看到，依然有像张晓霞老师这样的人愿意坚守着乡村教育。

据了解，学校里的很多老师就是因为毕业于这所学校的前身，考虑到要建设家乡，才愿意回到学校继续做老师。而对于这些老师们，博世所能做的，除了给他们资助，还为他们提供教师培训的机会。让他们有机会到城市，了解现代学校教育体系，跟当地学校交流。这些对于老师们来说，都是难能可贵的机

会，也是对他们实实在在的鼓励和致敬。

博世的资助给这所学校带来的改变是巨大的。据邛崃太和博世九年制学校杨明成校长介绍，学校2015年在邛崃市的综合评估中获得表彰，而中考成绩也由2014年全市32所中学的21名，上升到2015年的第8名。

不只是一天

博世的资助为学校带来了翻天覆地的变化；而与此同时，公司的员工通过参与志愿者活动，也丰富了自己的内心。

2015年3月13日，博世CI 部门的俞瑛和八十几位同事们作为志愿者，到邛崃太和博世九年制学校与师生们互动。他们根据所长为学生们讲授电脑课，还设计了丰富的室外活动，如迷你游乐场、跳绳、桌上足球等活动。虽然看似只有一天的活动，但是为了让这一天更有效率，他们部门足足准备了一个月。

“那天我们准备了丰富的活动，学生们都非常喜欢我们设计的游戏，我们还组织了学生烙画作品的拍卖会，是我们CI部门员

More than a School

Zhang Xiaoxia became a village teacher in 1997 at the age of 20 and has been teaching ethics since then, together with another 40 teachers for 500 students in the school.

Just like Zhang, there are thousands of teachers holding on to their jobs in remote and impoverished villages across China. Being a “village teacher” is not attractive work. Hard living condition, low wage and low social status are not the only reasons. Lack of promotion also forces many teachers to give up along the way. Of course, we can still find teachers, like Zhang, who are willing to dedicate themselves to village education.

Many teachers there are graduates from Taihe. They are willing to come back and teach because of their good will to develop hometown. For these teachers, Bosch provides grants, training opportunities, bringing them to big cities, visiting schools and studying modern education methods. Teachers valued this precious opportunity, and felt truly

encouraged.

The school, changed immensely by Bosch, was just awarded by the local government for its outstanding performance in 2015 and the high school enrollment rate of which was also increased from No.21 in 2014 to No.8 in 2015.

Longer than a Day

Aids from Bosch brought significant changes to the school. In the meantime, Bosch's staff also contributed their efforts to the school as volunteers.

On March 13, 2015, Yu Ying and her other 80 colleagues visited Taihe School, teaching students how to use computers. Besides, they also designed a series of outdoor activities, such as rope skipping, table football, etc. The visit only lasted one day, though, in order to make it more meaningful and efficient, they prepared for



工自己掏腰包去购买。总共拍出了人民币20,000元的金额，最高作品拍出了人民币4,000元，这笔钱会用于学校的烙画教育上。作为拍卖会的主持人，我特别开心。”俞瑛说到。

这是俞瑛第一次作为志愿者参加类似的活动，让她印象最深的，是孩子们真的很喜欢他们的活动，这—次的经历，也深深改变了她对于慈善的想法。“以前总觉得慈善离自己很遥远，而做慈善好像也很复杂、很困难，有很多的步骤，但当自己实际去参与了之后，发现自己能够给孩子们帮助，就觉得做慈善其实也很简单。而我的同事们也都觉得，与孩子近距离的互动、用我们的知识给他们上课、给他们带来快乐，远比捐钱所带来的成就感要大得多。”俞瑛说。

而俞瑛所说的感受，也恰恰是博世做慈善的一个原则和初衷——持续的项目远比单次的捐款更有意义。据俞瑛说，太和学校一位老师对她说，希望他们能够经常来学校跟孩子们互动，让孩子们开阔眼界，这些比硬件的改善给他们带来的改变更大，也是老师们希望看到的。而改变是双向的，孩子们的真诚也同样给了员工们难忘的体会，让他们也“受益匪浅”。



邛崃太和博世九年制学校奖教助学金发放情况：
从2014年秋起—共四届，获奖学生共288人次，60名低保学生、204名贫困学生得到资助；获得奖教金的教师有87人次。

学校成绩

中考2014年居全市32所中学21名，15年上升为第8名；小考连续两年六年级数学获得全市第2名、第1名，语文也进入全市前10

Grants Allocation at Taihe

4 sessions of grants were allocated since the autumn of 2014 to a quota of 288 students, among which included 60 students who applied for minimum living allowance from government and 204 students from worse-off families. Besides, 87 teachers received teachers' grant.

Academic Achievement

School ranking of Taihe elevated from 21st place in 2014 to 8th in 2015 regarding the student performance in high school entrance exam. The grades of maths maintained top 1 and 2 in primary school graduation exam in two consecutive years. Meanwhile, the scores of Chinese were rated among top 10.

an entire month.

“We designed various activities that day, and students really had fun,” said Yu Ying. “We also organized an auction for student's pyrography paintings. The auction received 20,000 CNY in total, among which the highest bidding was 4,000 CNY. This money will be used in teaching pyrography in school. As the hostess for this auction, I was very happy to see this result.”



This was the first volunteer experience for Yu Ying and has deeply changed Yu's attitude towards charity. Just as she said, “Before, I thought that charity was not for me, and it would be too complex to get involved. However, after the visit to Taihe, I realized that I could do something for the children and it was not hard at all. My colleagues felt more rewarded by interacting with children instead of donating money only.”

What Yu said reflects the principle and initial reason of Bosch to start its charity actions in China, that is, continuous support counts more than one-time donation. As Yu recalled, a teacher in Taihe School hope that Bosch can visit more, keep in touch with the pupils and open up their eyes, which will bring more impacts than facility installation. Besides, the effects of change are mutual. The sincerity of children also gave an unforgettable memory to volunteers.

博世中国与苏世民学者： 共同前进

Bosch x Schwarzman Scholars: Forward Together



2014年，博世中国与清华大学正式签署合作协议，捐赠500万美元赞助苏世民学者项目，支持培养未来全球领袖。在此之前，博世中国在教育领域所开展的慈善行动，大都和扶贫工作联合开展。参与苏世民学者项目，意味着博世中国的教育慈善版图的再次扩大和更加丰富。

In 2014, Bosch China and Tsinghua University signed an official agreement, donating 5 million USD to Schwarzman Scholars Program to cultivate the future global leaders. This move indicated an expansion of project scope of Bosch China Charity Center, other than education development projects with poverty-relief purpose.



► 清华大学苏世民学者项目签约仪式
Signing ceremony of Schwarzman Scholars Program at Tsinghua University

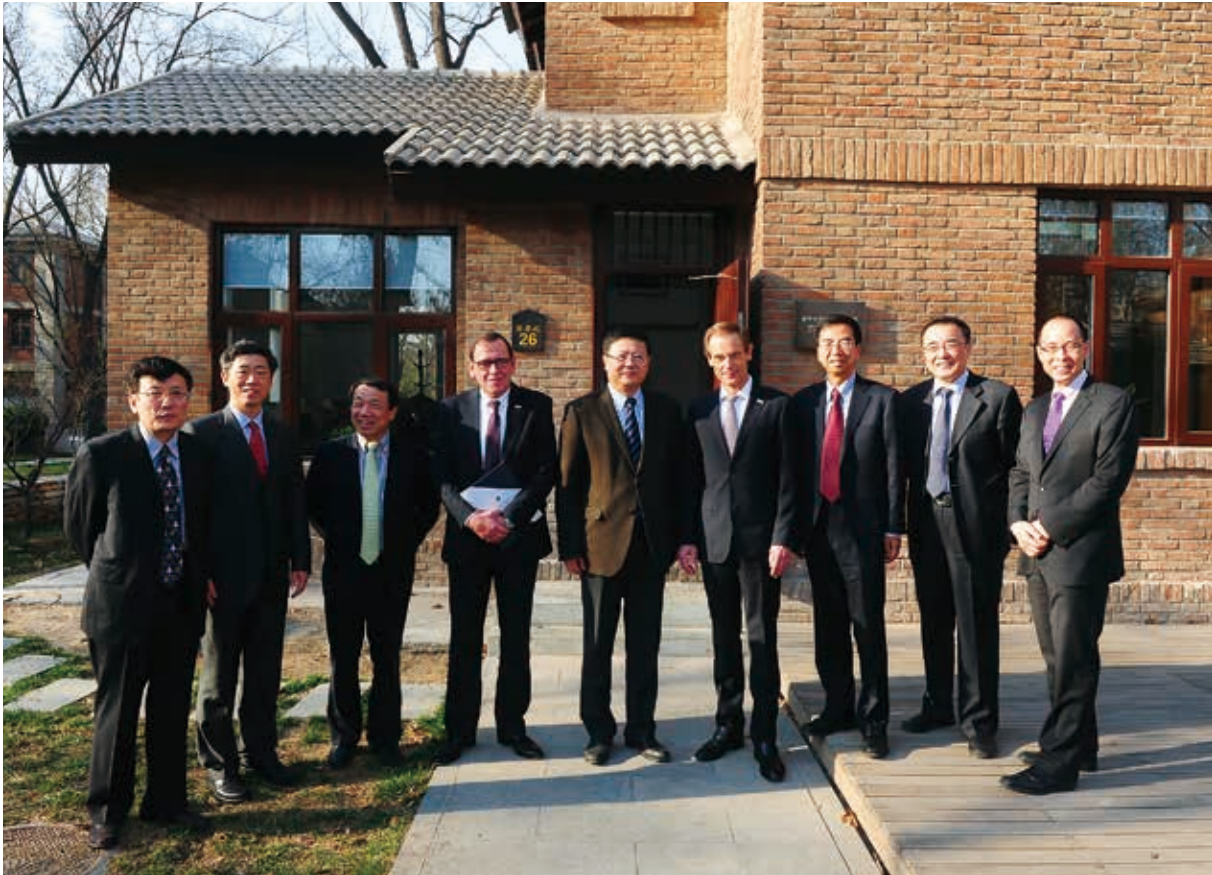
清华大学的苏世民学者项目，每年在全球范围内遴选200名优秀的本科毕业生在中国最高学府之一的清华大学进行为期一年的硕士课程学习。当今世界，在经济全球化深入发展的同时，国与国之间的关系日益密切，也共同面临着能源、环境、安全、经济等一系列复杂问题，教育正扮演着越来越重要的角色。苏世民学者项目是清华大学为适应中国走向世界、迎接全球化的挑战而开设的全球学者项目，并且以培养出兼具全球视野、合作精神、创新精神的未来领导者为目标，立足清华、了解中国、面向世界。

作为苏世民学者项目的重要的新增企业伙伴，博世中国在参与资助的15年内，每年将会有2名苏世民学者获得由博世支持的奖学金完成这为期一年的硕士课程。而且，在一年的学习时间里，双方将通过导师制的关系，借助各种方式保持互动和沟

通，博世中国也能通过这样的沟通方式，更好地洞悉和影响未来的领导者。

200名从世界各地汇聚而来的优秀人才必须经过一番严格的挑选，才能获得“苏世民学者”的称谓。一位准苏世民学者，来自清华大学经济管理学院의九零后张弛，今年九月将在历史悠久清华园里展开全新的求学体验和自我充实的旅程。他分享了自己半年多的申请经验。

张弛坦言，申请过程中，最难的是思考自己未来的方向，这个过程是个不断拷问自己、认清自己的过程。“苏世民项目的申请材料包含很多问答，这些问题的核心就是自己对未来的设计。想要凭借自己目前的人生阅历构建一个未来长远的发展路径并不容易。在这个过程中，重要的是说服自己，逼着自己回



Every year, Schwarzman Scholars Program selects 200 excellent graduates worldwide to take one-year postgraduate study at Tsinghua University, one of the top academic institutions in China. In globalization, countries face complex situations concerning energy, environment, security, economy, etc. The international relations become crucial and are closely bound up. The initiative of Schwarzman Scholars Program is to prepare China with young leaders of international vision, spirit of cooperation, entrepreneurship to confront future challenges in globalization.

Bosch is a new corporate partner for Schwarzman Scholars. In each of the next 15 years, 2 scholars will receive scholarship from Bosch within the one-year master course. Moreover, a mentorship program will be designed between scholars and Bosch executives, ensuring timely communication and close relationships.

In order to become a Schwarzman Scholar, candidates have to pass a strict selection process. Zhang Chi, a “90s generation” student in the School of Eco-nomics and Management at Tsinghua University, is now a pre-Schwarzman Scholar. He will start his journey of academic study and self-fulfillment at Tsinghua this coming September.

Zhang Chi shared his application process which lasted half a year. According to him, the most difficult part was to design his future plan: It was a process of continuous self-interrogation and self-evaluation. “There is a lot of Q&A in the application forms. The key to these questions is to have a good future plan. Of course, it is hard to design your long-term future with the limited life experience you have now, but you have to find what you want to do and what you care about. ”

As a “90s generation”, Zhang Chi is very different from the stereotype of his generation in the eyes of the public. He has a perfect resume: He received a double bachelor degree in Economics and Statistics from Peking University. He participated in a research program organized by National Natural Science Foundation of China. He was the academic representative of “New-Era” China Economics Forum. He is the joint founder of student association rating team of Peking University. He



performed an original musical at his university.

When being asked the reason to apply for Schwarzman Scholars, this amazing young man said, “As a Chinese, I want to know what China looks like from a foreigner's perspective, and be able to tell Chinese stories in their language. Only in this way can we truly foster mutual understanding and enhance cooperation globally. This is what Schwarzman attracted me most.” There are many academic programs worldwide which bring excellent students and teachers together. But, in Zhang's opinion, Schwarzman concerns China most, which makes the program unique.

Indeed, Schwarzman Scholars focuses on China with the exact hope to make the world better understand China, and vice versa. Professor Li Daokui, director of Schwarzman Scholars Program, said, “We want to equip young leaders with broad international perspectives and cross-cultural leadership. On their shoulders are the mission of sustainable development, and the mission to solve the most complex issues in modern society.”

That was also the reason that Bosch China supported this program. “Schwarzman Scholars Program provides a chance for global leaders to gain a deeper understanding of China's economics, society and culture,” said Volkmar Denner, chairman of Bosch Group. “Bosch has run business in China for more than a hundred years and this donation reflects the increasing importance of China in Bosch's global operation.” The 2015 annual report shows

答自己到底喜欢做什么，到底关心的是什么。”

作为九零后，张驰与众人眼中的“九零后”完全不一样，他有一张漂亮的人生成绩单：在中国最高学府之一的北京大学获得经济学、统计学学士双学位，并在本科期间参与“国家自然科学基金”研究项目一项，担任“新时代中国经济论坛”学术负责人，北京大学社团评级研究会的联合创始人，也在北大校园原创音乐剧的舞台上绽放光芒……

当谈到为什么要申请成为苏世民学者时，这位九零后的佼佼者表示：“作为一个中国人，应当了解‘世界人’眼中的中国，用他们能听懂的语言讲述中国故事，这样才能够真正意义上地增进彼此理解，增强合作。这是最吸引我的地方。”在他看来，尽管全球范围内有许多项目聚集了优秀的人才与教师，但是对中国的关注是其他项目所缺乏的，而这一点，正是苏世民学者项目的独特之处与对世界未来发展的贡献所在。

的确，苏世民学者这个聚焦中国的国际化项目，其意义就是让世界了解中国，让中国走向世界。项目主任李稻葵教授表示：“我们希望培养出具有广阔国际视野和跨文化领导力的青年领袖，他们将承担起未来可持续发展的使命，并有能力解决当今社会中最复杂的问题。”而这也正是博世中国支持该项目的重要原因。“苏世民学者这个项目可以让未来的全球领袖们深入了解中国经济、认识中国社会并体验中国文化。博世在华的发展已逾百年，而此次的资助也体现了中国在博世全球业务中不断提升的重要性。”博世集团董事长沃尔克马尔·邓纳尔博士表示。2015年报中显示，中国首次成为博世集团在其本土市场德国之外的最大市场，也是除德国以外拥有员工数最多的国家。

五年前，博世中国慈善中心的成立预示着，已有130年历史的博世集团，在全球化背景下，将履行企业社会责任的行动从德国带入了中国。资助苏世民学者项目，不仅支持了年轻一代的教育发展，更是表明了博世中国致力于将中国声音带向世界的雄心。“作为项目重要的资金捐赠方，博世付出的不仅是资金的支持，更是对项目及项目参与者的信任。十年树木百年树人，对教育的捐赠是对未来的捐赠，其贡献是全人类共享的。”张驰说。



博大慈世

贺博世中国慈善中心
成立五周年！

清华大学苏世民书院
院长
李稻葵
2016.3.22



group with a history of 130 years, brought its actions of corporate social responsibility from Germany into China. Funding Schwarzman Scholars Program not only supports the education of younger generation, but also shows Bosch China's ambition of bringing China to the world.

“As an important donor, Bosch contributes not only money, but also has much faith in the program and its participants,” said Zhang Chi. “Education is a long-term investment. The donation for education is an investment for the future, the achievements of which will be shared globally.

that China has first become the biggest overseas market of Bosch Group and also has the largest number of its employees out of Germany.

Five years ago, the establishment of Bosch China Charity Centre indicated that Bosch, the German company

双语幼儿园： 为“起跑线”添砖加瓦

Bilingual Kindergarten: Providing Support from the Starting Point



从奖助学金到优教金，从硬件设施到软件建设……博世中国的教育扶贫之路，在过去5年里，越走越宽，越走越深。2015年，博世中国慈善中心启动了“双语幼儿园计划”，捐助161万元人民币，携手中国发展研究基金会，帮助新疆阿勒泰地区建立偏远山村及教学点。这意味着博世中国慈善中心的教育扶贫对象范围的扩大。

2012年起，中国发展研究基金会发起“山村幼儿园”计划，目标是在中西部省区选择贫困偏远的县，联合政府与社会的共同力量为山村幼儿普及学前教育、提高学前教育质量，从根源消除贫困。这和博世中国慈善中心的使命、愿景是完全一致的，也是慈善中心选择进入学前教育领域，加入“山村幼儿园”计划的根本原因。

By the end of 2015, Bosch China Charity Center launched the Bilingual Kindergarten Project with China's Development Research Foundation (CDRF), and donated 1.61 million CNY to help schools in remote villages of Altay Pre-lecture, Xinjiang.

Together with the efforts from government and society, the initiative is to help develop preschool education in villages and to improve the quality of education. If preschool can be guaranteed for every child, poverty will be decreased and society will then have less income inequality. This goal is in line with Bosch China Charity Center's philosophy, which prompted the Bilingual Kindergarten Project.



► 新疆阿勒泰地区山村幼儿园的孩子们
Children from village kindergarten in Altay, Xinjiang Province

加娜尔园长和她的幼教梦

山村幼儿园计划的第一站便是新疆阿勒泰地区。依据阿勒泰市发展规划，结合牧民定居点，充分利用现有资源，通过闲置校舍、村委会办公室、以及租用民房等，以“走读”形式为3~6岁幼儿提供免费学前教育。投入的资金主要用于山村幼儿园幼教志愿者的生活和交通补助，购置幼儿用书、户内外玩具，幼儿加餐等。截至2015年底，阿勒泰地区内的54所山村幼儿园和1429名学龄前幼儿被惠及。

“博世中国慈善中心的加入，加快了山村幼儿入园发展的脚步。现在，我可以很骄傲地向家长们保证，我们的山村快要盖新的幼儿园了。”加娜尔园长踌躇满志，摩拳擦掌。她的眉梢眼角、言谈举止中满满都是对幼儿教育的热爱，以及对未来的期待，谁也看不出，这位全名叫加娜尔·哈特然的美丽哈萨克族姑娘的幼教梦想曾一度中断。

2000年7月，当加娜尔从当时新疆唯一一所培养幼儿园教师的

基地——新疆幼儿师范学校学成归来时，满腔热情却被现实泼了一盆冷水。那时别提乡镇，就连阿勒泰市只有两三所幼儿园。加娜尔只好暂时压抑梦想，转为小学教师，直到6年后，阿勒泰市教育局在各个乡镇创办了小学里面的学前班，她才迎来了梦想的重新启程。

“2006年9月，第一批孩子来到了我的面前，当年就一个学前混合班，只有我一个老师，带73名5-6岁少数民族幼儿。那么多孩子在一起，教室坐不下，学校就给我腾出一个大活动室，给孩子们做学前班。”加娜尔回忆说。2010年，新疆维吾尔自治区开始实行农村学前教育，当年自治区在喀拉希力克乡盖建了一所中心双语幼儿园，加娜尔开始负责该幼儿园的管理工作，真正回到自己最热爱的领域。“当时别提我有多高兴了。”

如今，加娜尔不仅是阿勒泰市喀拉希力克乡中心幼儿园的园长，同时还管理着三个“山村幼儿园”。其中之一的比铁吾铁列克山村双语幼儿园正是博世中国慈善中心捐助的幼儿园之



Janar and her dream

The Bilingual Kindergarten Project took its first step in Altay Prefecture, Xinjiang. The project considered Altay City's development plan and the location of herdsmen's settlements. Then, it utilized existing resources such as unused school buildings, village committee offices, rented domestic houses, etc., to provide free daytime preschool education for children 3 to 6 years old.

Investment was mainly used in providing volunteer teachers with living and transportation subsidies, and in purchasing books, toys and food for children. Up till the end of 2015, more than 1429 preschool children in 54 village kindergartens were benefited in the project.

Bosch China Charity Center's involvement has sped up the development of village kindergartens. “Now I can proudly guarantee to parents that a new Kindergarten will be built in our village.” Headmistress Janar was filled with ambition and eagerness. Passion to preschool education and the expectations for future improvement can be seen everywhere on her face. It may be hard to believe that Janar, this beautiful Kazakh lady, was once facing a bleak future.

In July 2000, Janar had graduated from Xinjiang's only preschool educational school, Xinjiang Infant Normal School. Her enthusiasm had diminished after she returned home. At that time, there were only 2 to 3 kindergartens in Altay City, not to mention a few villages and counties. Janar had no choice but to work in primary school, putting her dream aside. Her ambition would not be picked up again until six years later, when Altay Education Bureau started to open preschool classes in various primary schools.

“In September,2006, the first group of children came to

me ,” said Janar. “I was the only preschool teacher, and I had to face 73 infants from ethnic minorities. There were so many kids, and the classrooms could not fit all of them. The school cleared out a large activity room for me as the new classroom.” In 2010, Xinjiang Uyghur Autonomous Region started to implement preschool education. In the same year, Kalaxilike County built a central bilingual kindergarten, and Janar started to do management work there. By this time, she finally returned to what she was passionate about: “I couldn't tell you how happy I was.”



Currently, Janar is not only the Headmistress of the Central Kindergarten in Kalaxilike County, Altay City, but also the manager of three other “village Kindergartens”. One of them is the Bitiewutielieke Village Bilingual Kindergarten, which Bosch China Charity Center donated. This kindergarten covered 697 villagers, with 107 of them at preschool age, 44 of them are already studying in the kindergarten.

Pursuing a dream will always involve challenges. “Many parents still don't know that infant education is about learning in

games. Every parent complains, ‘why are you playing games all the time without teaching anything, not even how to write?’ We prepare food following nutriology, even including food that children and parents have never eaten before. Some parents have asked us to change the recipe.” Janar feels challenged by parents not understanding infant education. She understands their difficulty, because most of these parents are farmers or herdsmen, who haven't received much education. Janar takes every opportunity to teach parents about infant education.

The huge contribution Janar made to infant education has also brought her big returns. “At the beginning, we went door by door to promote infant education. After a few years, most parents now know the improvements

一，这所幼儿园辐射的地区有697位村民，共有107名学龄前儿童，其中44位小朋友已入园。

然而，梦想之路从来不是坦途。“很多家长不懂幼儿教育是通过游戏来教育孩子，让幼儿在游戏中感知所学内容，所以每批家长们都在说‘你们怎么天天除了玩还是玩呀，什么都没教，也没教孩子们写字’。还有，我们给幼儿加餐时用的是营养搭配的食物，有些是孩子和家長也没吃过的东西，他们就会要求我们换食谱。”家长们对幼教的不理解，让加娜尔感到极大的挑战。但是她明白这种不理解，因为这些家長都是农牧民，知识水平不高，因此，加娜尔会抓紧每次机会给家长们做思想工作，宣传幼儿教育。

加娜尔对幼儿教育事业的巨大付出也得到了回报。“最初我们是挨家挨户去做工作，这几年下来，乡村家长们都知道了上过幼儿园和没上过幼儿园孩子的区别，每年9月份新生入园时，可以看到幼儿园院子站满了家長。另一方面，来山村幼儿园报考岗位的老教师们越来越多，越来越专业。相信我们山村幼儿园将来会越办越好的。”加娜尔的信心愈来愈足，而博世中国的加入，更是让她的幼教梦注入了加速度，“博世参与这个项目，给我的工作带来了很大的效率。”

为什么要在“阳光起点”下功夫

“我是阿雅斯别克，今年6岁了，我会说哈萨克语，也会说汉语，老师教的！”阿雅斯别克是阿勒泰市喀拉希力克乡比铁吾铁列克山村幼儿园大班的孩子，自信地用汉语向博世中国（投资）有限公司总裁陈玉东做起了自我介绍。2015年底，陈玉东博士来到了新疆，亲自进行山村幼儿园项目的考察。当比铁吾

铁列克山村幼儿园孩子们第一次见到了千里之外的客人，却一点也不害羞胆怯。

这份不害羞、不胆怯并不是全来自天性。山村幼儿园的建立，在这里起到了很重要的作用，它让孩子们能够用双语沟通，充分地表达自己。研究报告显示，上过幼儿园的山村幼儿在动作、语言、认知、情绪和社会性发展等各方面的表现，均显著优于未入园的幼儿。



同样的结论也出现在华东师范大学学前教育系教授周念丽对“山村幼儿园”项目的评估中，在她看来，孩子的社会性发展得到的重要培养是这个项目的最大的产出。“一个孩子他如果通过我们早期的

这个山村幼儿园，他能够很自信地看到陌生人打招呼，很自信地在这个小小的教室里面来表达表现自己，那这些都是对他自信的一种培养。那么这种自信和自尊，我觉得也是一个人得以社会发展的一个基石。”周念丽谈到，“你再去观察那些散居的儿童，见到我们来了，‘哗’地一下散了，因为他们没有见过生人。散居儿童在实验过程中很不配合，在要求表演时几乎百分之百拒绝。”

所以，“任何一个孩子能够去探索世界，都跟自信心的建立有关，而自我的表现和表达，就是自我能力的一种认可。”周念丽总结道。学前教育的重要性可见。而在目前国家还没有办法将学前教育推行到每一个山村的情况下，周念丽觉得，企业参与“山村幼儿园”项目中将起到十分重要的作用，有了像博世中国这样的企业支持，项目就可以把幼儿园设置在村内，让更多原本没有条件去中心幼儿园的孩子有了上幼儿园的机会。而这个机会对孩子们未来的发展所起到的“蝴蝶效应”将是不可估量的。

一言以蔽之，孩子们的改变以及这种改变之重要，也正是博世中国选择加入“山村幼儿园”计划朴素但重要的理由。“慈善



kindergarten can bring to their children. During enrollment day in September, there will be a long queue in the garden yard. The number of teachers applying to village kindergartens is also increasing, and they are becoming more professional. I truly believe in a good future for village kindergartens.” Nowadays, Janar is getting closer to her dream. And help from Bosch China further accelerates this process: “Bosch's involvement in this project has significantly increased my work efficiency.”

Effort from the Starting Point

“I'm Aya Sibieke. I'm 6 years old. I can speak Kazakh, and also Mandarin. My teacher teaches me Mandarin!” Aya Sibieke is a kid in the senior class of his kindergarten in Bitiewutieliieke Village, Kela Xilike County, Altay City. He was introducing himself confidently in Mandarin to Chen Yudong, President of Bosch China Investment Ltd. In late 2015, Chen went to Xinjiang to inspect the process of Village Kindergarten Project. Children in Bitiewutieliieke Kindergarten were not shy at all when communicating with this guest from faraway.

Their braveness towards strangers was not just inherent. The village kindergarten played an important role in building this characteristic, thanks to the bilingual



environment which helps children better express their ideas. There are studies suggesting that village infants who attend kindergarten outperform those who do not in aspects such as behaviour, language, cognition, sentiment, and social skill.

Same conclusion was reached by Zhou Nianli, professor of infant school education in East China Normal University, from her evaluation of the Village Kindergarten Project. From her point of view, the highest achievement this project has accomplished is the development of children's social ability.

“A child studying in village kindergarten will learn how to greet strangers, and express himself in class confidently,” said Zhou. “All these contribute to the construction of his or her confidence and self-esteem. These two characteristics are the basic tools for one to survive in our society.” Comparing with these kids, Zhou said, “But if you look at those children living in a more private environment, they will run away once they see you coming, because they haven't met any strangers before. Children from this background have hardly participated in our experiments, because most of them refused to perform anything when we asked for it.”

Therefore, “confidence is essential for any child to be able to explore the world. And they confirm their abilities



by self-expressions,” summarized Zhou. Overall, we can see the importance of preschool education. However, China still lacks the ability to bring preschool education to every village. Zhou suggested that under this situation participation from corporate world will bring important influences. With support from enterprises such as Bosch China, the project can then build kindergartens in villages, providing opportunities for those children who are not able to study in a central kindergarten. The “butterfly effects” this opportunity brings to children's future are indeed immeasurable.

Bosch China chose to take part in Village Kindergarten Project for a simple but critical reason: in a few words, Bosch wants to bring important changes to these children. “Philanthropy should be realized by actions that bring true benefits to people,” said Chen Yudong. “We are delighted to see that Bosch is working hard towards this way.”

Village Kindergarten Project is a breakthrough from the government only model: it gathers resources from governmental education departments, social organizations, schools, village committees, volunteers, etc. The project constitutes separable modules and can be easily replicated. Making it highly possible to be continued in other places.

Village Kindergarten Project not only aims at providing preschool education opportunities, but also hopes to provide examples for the ongoing education experiments. In the meantime, the project plans to provide policy recommendations to the government, therefore stimulating the creation of relevant policies and implementation of relevant infrastructure,” said Lu Mai, the chief secretary of CDRF, who pointed out the more important goal of the “Village Kindergarten Project”.

The importance of all these goals have been recognized since Bosch China Charity Center launched the Bilingual Kindergarten Project with CDRF. Currently, the project is developing at a steady pace. It is believed that this new branch will grow quickly. Its shade will protect children in Central Western area, and it will offer them unconditional help right from the starting point.

就应该落在实处，真正让一部分人受益。”陈玉东表示，“我们很高兴博世正不断往这个方向努力。”

“山村幼儿园”项目突破了政府包办的模式，聚集教育行政部门、社会组织、学校、村委会、志愿者等多方力量参与，很大程度上发挥了公益项目的杠杆效应。而项目本身的模块化和可复制属性，也使得项目在辐射范围上拥有很大的可持续性。“山村幼儿园”计划帮助这些孩子获得了学前教育的机会，也希望能够为试点地区学前教育模式提供示范，同时，期望在项目推进过程中为中央提供政策建议，推动国家相关具体政策的出台，相关配套的落实。”中国发展研究基金会秘书长卢迈道出了“山村幼儿园”项目的另一个更重要的目标。

这些内容，都是博世中国慈善中心携手中国发展研究基金会启动“双语幼儿园计划”时，所看重的。目前，项目正有条不紊地进行着。可以预见，“双语幼儿园”这株新枝，很快就会茁壮成长，迅速成荫，为中西部的孩子们的“阳光起点”保驾护航。



从“博世励志班” 到“希望的希望” From "Bosch Endeavour Class" to "Hope for Hope"



2012年，博世中国慈善中心宣布与国家发改委西部开发司合作，投入500万元人民币在河池市职业教育中心学校和广西现代职业技术学院设立“博世励志班”。通过提供助学金、奖学金和优秀教师培训费以及捐助汽车维修教学设备等方式，帮助广西河池市贫困和生态脆弱地区的学生接受职业教育，鼓励优秀教师提高教学技能，同时也为在全国推广实施教育扶贫工程积累并提供经验。

In 2012, Bosch China Charity Center announced the cooperation with the Department of Western Region Development of the National Development and Reform Commission (NDRC) to establish

the "Bosch Endeavour Class" program. A total of 5 million CNY was donated to Hechi Vocational Education Central School and Guangxi Modern Vocational College. This program offers bursaries, scholarships, training fees as well as automotive maintenance equipment and teaching devices to both schools. The aim is to support students in gaining vocational skills while encouraging the improvement of teaching skills in poverty-stricken areas of Guangxi province. The program is also expected to be the best way to further the promotion of educational poverty alleviation throughout China.



► “希望的希望” 博世教师培训计划，教师访问博世中国总部
Teachers from Hope for Hope Program visited Bosch China Headquarter



从一场隆重的接待说起

2013年入夏前，河池市职业教育中心学校的校长谭冠著和几名教师，跋山涉水，来到了河池巴马边远山区陈荣坤的家中。“他家很困难，也没有什么好的可以招待我们，但是他们把所有的亲戚，包括外嫁的女儿、女婿等等全部喊了回来，用一种非常隆重的方式，对待这个家访。”谭冠著至今仍记得当时自己的难以想象和无以言说的感动。

河池市职业教育中心学校这所全国职校明星——2015年年底荣获“国家中等职业教育改革发展示范学校”广西第二名，在2008年以前，还不存在，它的前身——四所河池当地的职校甚至一度面临倒闭的窘境。同样面临窘境的还有这个老、少、边、穷地区的职校教师和学生。然而，在过去的7年里，这所学校完成了它从“无”到有，从初创到喊出“以扶贫助学为首善”这个响亮口号的华丽转身。而博世中国，作为河池市职业教育中心“校企合一”办学新模式中的重要企业伙伴，深度参与，见证了这所学校的“破茧化蝶”。

谭冠著这次的家访正缘于“博世励志班”，陈荣坤的博世励志班的学生，因为父亲残疾，无劳动能力，维持全家人（家中还

有一个弟弟）的生活仅有母亲一个人从事农活的收入。

“加入博世励志班之前，陈荣坤比较消极，很少跟老师沟通，但是那次家访之后，他开始用功学习，主动和老师沟通，整个人也变得越来越开朗。2014年，陈荣坤代表学校参加广西地区汽车运用与维修专业技能大赛，获得了二等奖，还将代表广西参加全国赛。”谭冠著谈到，博世的助学金在帮助贫困学生家庭减轻压力上，是毋庸置疑的，更难能可贵的是，项目背后的企业文化精神、公益精神对学生行为、观念潜移默化的影响。“当学校需要学生开展一些公益志愿活动时，博世励志班的同学都非常积极。我也发现，很多小孩做这样的事情过后变得更自信了。”

除了针对贫困生的助学金，博世励志班项目还包括针对普通优秀学生的奖学金，帮助教师群体提升的优教经费和汽修教学设备的捐助。“博世励志班最创新之处体现在它全方位的精准扶贫上。”谭冠著表示，这也是他在河池地区所看到的第一个这样的慈善项目。

随着博世励志班在河池市职业教育中心学校的顺利推进，项目本身所蕴含的博世企业文化精神、管理理念、优教理念，也逐渐对学校管理产生了积极正面的影响。以教师培训为例，谭冠

It all began with a grand welcome

Tan Guanzhu is the headmaster of Hechi Vocational Education Central School. Just before summer in 2013, he and his fellow teachers travelled a long distance to the remote area of Bama County. Once there, they visited Chen Rongkun's family. “They were very indigent, and had nothing to treat their guests, but they asked all their relatives to come back home, including their daughter and her husband living in other places. Their hospitality made us feel honored.” Tan still remembers how he was surprised and moved by this home visit.

Hechi Vocational Education Central School is a famous vocational school in China, which won a second place award in Guangxi province named, “Model School for National Secondary Professional Education Reform”. The school did not exist until 2008. Its predecessors, four local vocational schools, were once on the edge of closing. Not only were the schools struggling, but the teachers and students also lived in “Lao Shao Bian Qiong” area (a combination of a former revolutionary base, minority-folk dominated, near-border, and impoverished situations). The last seven years witnessed how Hechi Vocational Education Central School was created from nothing, and how it became confident enough to “make poverty-relief and education aid the first priority”. As an important corporate partner in “school-corporate union” model, Bosch China witnessed directly how Hechi Vocational Education Central School became successful like a butterfly break out of its cocoon.

“Bosch Endeavour Class” was the reason behind Tan's home visit. Chen was a student in Bosch's third class. His father was disabled, and the whole family (including Chen's little brother) relied on the income from the mother's farm work.

“Before joining Bosch Endeavor class, Chen was pessimistic and seldom communicated with teachers. After that home visit, Chen became increasingly outgoing. In 2014, Chen represented the school to compete in

the provincial competition of automobile application and maintenance skills. He won the second prize, and will represent Guangxi province to join the national competition.” Tan said it is no doubt that Bosch has relieved financial pressure on poor students and their families. What he found more valuable and crucial was the subtle influences from Bosch's corporate culture and philanthropy mission on students' behaviors and values. “Whenever the school wants to organize charity events, students from the Bosch classes will be actively involved. I, also, find that students become more confident after these experiences.”

Besides bursaries for poor students, Bosch Endeavor Class Program provides scholarships to normal and well-performing students, training bursaries to teachers, and donations to automobile-repair education equipment. Tan said “The most innovative feature of Bosch Endeavor Class Program is its comprehensive and accurate poverty-relief actions.” He also mentioned that he “had never seen such a philanthropic project before in Hechi area”.

Following the smooth development of Bosch Endeavor Class in Hechi Vocational Education Central School, Bosch's corporate culture, management philosophy and education-first belief gradually inserted positive impacts on the school's management. Take teachers' training as an example, Tan said that teachers made improvements in various aspects after taking Bosch's teacher training program, and can also apply new skills into practice very quickly. Therefore, in the last two years, Hechi Vocational Education Central School gradually increases the training contents to further improve teachers' abilities, using resource from the national exemplary school training fund and other training programs.

Besides, due to the direct exposure to Bosch's corporate culture and its positive impacts on students in Endeavour Classes, Hechi Vocational Education Central School is now trying to infuse this sense of responsibility into the style of teaching and management for other classes.



著谈到，通过博世优教培训的老师在各方面确实提升了很多，并迅速把所学运用到了实际教学中，因此，这两年，河池市职业教育中心学校也开始逐渐丰富对老师的培训，通过国家示范学校项目的培训经费和其他社会培训，积极提升自身师资水平。

此外，因为实际地感受到企业文化精神对博世励志班同学的正面影响，河池市职业教育中心学校也开始尝试将这样一种责任精神教育融入到学校其他班级的教育管理当中。

吴杰和他的成长梦

“平时更换汽车零件时，博世的配件最好销，质量很好，口碑也不错，在维修大众汽车时，很多零件上都标注着Bosch。”上世纪末，当刚刚大学毕业的吴杰进入河池一家汽车修理厂，当一名汽车修理工时，他绝对想不到自己在十几年后，会和配件上的那五个英文字母“Bosch”建立另外一种关系，并且愈趋紧密。

故事要从2005年说起，这一年，吴杰加入了一家中职学校，他在一线实践中积累的经验和知识，使他在缺乏实际生产经验的职校教师群体中脱颖而出，于2010年进入高职学校广西现代职业技术学院任教。“不管是中职还是高职，都是以就业为目的，兼顾终身教育为一体的综合性职业教育。从中职到高职，最大的区别是学生的要求高了”认识到

这点的吴杰开始更积极地投入到自己教书育人的工作中，但是学校软硬件跟不上、职校教师群体的教学方法陈旧、理论与实践脱节、学生学习热情不足等现实问题又让他渐渐感受压力。“我好像已进入教师倦怠期，对教育的进取心不足了。”

2014年8月，吴杰作为“博世励志班”优教经费的受助者之一，到北京参加了“博世中国慈善中心教师夏令营活动”。这也是博世中国慈善中心第一次尝试举办针对教师群体的培训项目，旨在以寓教于乐的方式帮助来自贫困地区学校的教师开阔视野并且优化教学技能，提升贫困地区教育教学的“软实力”。所以，除了安排丰富的讲座、教学方法训练以及资深教育专家授课之外，博世中国慈善中心还带领学员们还参观博世工厂及北京的历史文化名胜。

“我至今还能感受到主办方的真心实意，所做的一切都是为我们而备的，工作人员很细心，感觉很亲切，我曾多次参加其他的培训包括国家级的培训，但都没有这次感受来得深，少了一份浮躁多了一份真情，培训内容针对性很强，对我启发也很大，特别是教学名家的一些教学理念，让我受益匪浅啊！”吴杰表示，北京之行之后，他开始在教学中实践所学，比如像那些教学名家一样把一个复杂问题以更简单更形象化的方式进行表达，改变照本宣科且乏味的授课方式，让课堂变得更实际，更贴近职业。“最后，学生有更大的收获，我的信心也更强了。”

吴杰是整个中国职业教育教师群体的一个缩影。他的困惑实质上也代表着他所代表的群体之困惑。博世中国慈善中心开始意识到，教师群体将是博世中国实现其公益目标绝绕不开的一个重要利益相关方。于是，博世中国慈善中心很快行动起来，联合了中国青少年发展基金会，开始着手调研职教教师的培训需求，然后在此基础上，在2015年10月共同发起了以“希望的希望”为主题的教师培训项目。项目计划通过一至三年分期分批的持续培训，为博世所资助的职业院校和九年制义务教育乡村学校培养一批具有较强学习发展能力的校长和骨干教师。

“孩子是未来的希望，教师则是希望的希望，我们希望培训能提高教师的职业认同感和幸福感，通过这些接受培训的教师，引领并带动周边地区学校发展，从而改善当地学校的管理和教学水平，让更多的孩子受益，托起他们创造未来美好人生的希望。” 博世中国慈善中心主任郑莉惠表示。

Wu Jie and his dream

“When it comes to automobile parts, Bosch is always the best seller. Its products have high quality, good reputation, and I've noticed that many Volkswagen parts have 'Bosch' label on them.” By the end of the last century, Wu Jie just graduated from university and started his career in Hechi as a garage mechanic. He could not possibly imagine that, a decade later, he would establish another relationship with the word “Bosch”, which would bring him and the brand closer and closer.

The story began in 2005. In that year, Wu started teaching in a secondary vocational school. The knowledge and skills he gained from forefront experience helped him stand out from those white-handed teachers. In 2010, he got a leap in his teaching career and became a teacher of Guangxi Modern Vocational College which is a graduate-level vocational school. “No matter whether it is secondary or tertiary, vocational education should aim at providing both career-essential skills and the desire for lifelong education. The most significant difference between secondary and tertiary is that the latter demands more on students.” Upon realizing this, Wu decided to dedicate himself to teaching. However, pressure gradually built up as he found that facilities in the school were outdated, teaching methods his colleagues used were old-fashioned, theories and practices were unmatched, and students were not enthusiastic in learning. “It seems that I was tired of teaching, and getting stale in my job.”

In August 2014, Wu participated in “Bosch China Charity Center Teacher Summer Camp” as one of the beneficiaries of “Bosch Endeavor Class”. This summer camp was Bosch China Charity Center's first endeavor in organizing teacher training program. It aimed at using edutainment ways to help teachers from poor areas to broaden their views and improve their teaching skills in order to enhance the “soft power” for education in poor areas. Therefore, besides a wide range of speeches, teaching method sessions and experts classes, Bosch China Charity Center also brought trainees to Bosch factory and tourist attractions.

“I can still feel the organizer's passion and sincerity. Everything they did was for us. The staff cared about

every detail, and welcomed me like a close friend. I have attended many other training programs including national ones, but none gave me a deep impression. Only Bosch China Charity Center's summer camp showed genuine care for their participants. The training contents were really specific, and gave me much inspiration, especially the concepts from the experts. They are really invaluable!” Wu said that after the trip to Beijing, he started to practice what he learned during teaching. For example, he tried to use experts' methods to simplify complex questions, and thus transformed the tedious textbook-reading style into one that is more related to the profession and the real world. “After all, students can get more of it, and my confidence boost, too.”

Wu is one example of the entire group of teachers working for vocational education. His confusions represent those of the entire group. Bosch China Charity Center now realizes that teachers will become important stakeholders in Bosch China's philanthropy plan. Therefore, Bosch China Charity Center has reacted quickly to cooperate with China Youth Development Foundation to conduct researches on teachers' demands in training. Based on this, on October 2015, the two parties founded together a teacher training project called “Hope for Hope”. The project plans to organize continuous training sessions in the period of one to three years. Its goal is to bring headmasters and senior teachers with strong study ability to those Bosch-funded vocational schools and public primary schools.

“Children are the hopes of future, and teachers are the hope for hope,” said Christina Zheng, Head of Bosch China Charity Center. “Through trainings, we hope to increase teacher's self-identity and happiness. And we want these teachers to stimulate development of schools in the vicinity so that these schools' management and teaching quality will also be improved. This will eventually bring benefits to more kids, and thus give them more hope to create a better future.”

扬起前行的风帆

Executive Insights: Put Up The Sail



任何一家企业的战略，无论是商业战略还是公益战略，其圆满执行，离不开企业管理层释放的强烈信号，这种信号不仅包括口头上、书面上的重点强调，更包括行动上的实际支持和积极参与。博世中国慈善中心的创办，并在过去5年里一步一步朝着创办之初设定的目标迈进，离不开博世中国管理层的支持，是他们为慈善中心的前行扬起了最坚定的风帆。

To implement a strategy successfully, strong leadership from the management team is essential.

No matter which company this strategy is for, nor whether it is about business or philanthropy. The kind of leadership comprises not only an oral and written statements, but also interpersonal support and active participation. Indeed, without support from Bosch's executives, Bosch China Charity Center would not have been started, nor moving steadily towards its goal. It is the executives who set up a firm sail for Bosch China Charity Center's voyage.



► 博世（中国）投资有限公司执行副总裁 卡特诺 参加开学第一课志愿者活动
Henri Catenos, Executive Vice President Bosch (China) Investment Ltd. attended 1st class volunteer activity

持续投入教育，培养中国未来的希望

博世柴油系统中国区总裁、博世汽车柴油系统有限公司总经理
王伟良

关心教育、支持教育是企业承担社会责任的重要组成部分，也是公司立足本地实现长远发展的需要。在无锡当地持续地开展更多本土公益项目，是缘于“博世人”对责任的深刻理解，同时也是出自我们的满腔热忱，希望回馈社会。无锡博世在这几年不断地思索、实践，逐渐走出了一条扎实的公益道路，发展出了形式多样的社区项目，我们关注大学生教育、环保、外来务工人员子女、残疾人等等，其中一些项目我们还处于探索阶段，也有一些项目是已经趋于成熟了，如江南大学的助奖学金项目。

在我们的理解里，公益慈善不是一次性简单的捐助，更多的是能不能影响和改变一些人的命运，去点亮希望，这也是我们连续三年与江南大学物联网工程学院开展奖助学金项目的原因。每一年我们都去思考还能去做些什么，我们希望不仅仅是提供资金支持，更多地是落实企业实习岗位，提供创造交流的机会，为学生们提供一个平台，让优秀的学生不会因为经济拮据而失去交流学习的机会，让莘莘学子们开拓视野，让有创新精神的学生能够获得更多的鼓励与肯定。正是这样年复一年的投入，让我们欣喜地看到中国的“明日之星”不断成长，为中国的未来注入更多力量。

慈善不作秀，公益贵坚持

博世底盘控制系统中国区总裁
陈黎明博士

自从1995年加入博世，我切身感受到了这家公司对于社会责任的深入思考和切身实践。2008年汶川地震后，公司援助灾区捐资重建了黑水县木苏乡博世中心小学，并且一直持续地为学校提供奖学金和生活物资，每年都会对学校 and 资助的孩子们进行回访，就这样协手学校一起走进了第八个年头。2016年5月，我带领公司的志愿者团队前往黑水县走访，此行于我而言是一次心灵的震撼与洗礼。该校地处阿坝藏羌自治州，四面环山，当地条件极其艰苦，而那里的孩子们却阳光而有礼貌。由于交通不便，学生们长期住校，老师们既要做老师又要做保姆，在与校长交谈中他说：“我们是在做良心工程”，我想的确如此。在走访学生家庭时得知，这里98%的孩子是留守儿童，而他们大多居住在海拔1-3千米的山上，父母为了养家糊口长期在外打工赚钱，孩子则由爷爷奶奶抚养。听说我们要来，很多被资助孩子的家长下山来看望，不辞辛苦地前来表达他们最朴素的感谢，我及同行的志愿者们都被这短暂的充满温情的团聚深

深感染。

做慈善不应只是一时的感动、捐一次款、造访一下，而要去找出问题的根源，给与可持续的帮助，公益事业贵在坚持。而转眼即是博世中国慈善中心成立5周年，在所有利益相关方的共同支持下，博世中国慈善中心一边摸索，一边成长，愈加明确自身的使命。而未来之路，也已经在博世慈善中心的脚下铺开。

做公益行动背后的支持者

博世电动工具（中国）有限公司总经理
赵红

从事慈善或公益，应该没有任何压力、完全发自内心，这是博世杭州开展公益活动遵循的第一原则。博世杭州的志愿者队伍就是员工自愿报名组成的一支公益团队。志愿者队伍成立之后，我们依托这个团队，在杭州当地开展了形式丰富的公益慈善活动。比如，2014年云南鲁甸地震之后的员工义卖活动；再如，我们在威坪县叶家小学开展的一系列公益活动，从资金、物资的捐赠到各部门员工利用所长，帮助学校修缮阅览室、校舍等，叶家小学作为博世杭州的长期帮扶对象，最初也是志愿者发掘的。目前，我们的志愿者队伍又在策划一个新的项目——公益英语慈善课堂，希望为公司附近小学的孩子们营造一个轻松的英语学习环境。

除了丰富的社区项目，博世杭州同时通过奖助学金项目，积极支持职业教育的发展。我本人也会作为志愿者参与公益活动。去年9月，博世中国慈善中心号召博世管理层参与“开学第一课”活动，我为了给孩子们上好课，备课时还特意把同龄的女儿当做“目标客户”进行“用户调查”。不过，在博世杭州开展公益活动的过程中，我认为，自己最重要的身份既不是决策者，也不是参与者，而是在背后鼓励和推动的支持者。通常，同事们提交的符合博世企业价值、积极向上的公益方案，我都会鼓励他们去执行，如果他们需要经费或人力上的支持，我也非常愿意帮助协调解决。

身体力行，参加“开学第一课”

博世（珠海）安保系统有限公司技术及生产厂长
陈维达

2005年初加入博世，我已经深刻感受到博世对社会责任的强调。在这种企业文化熏陶下，博世珠海在过去5年里，无论是思想还是行动上都大力配合博世中国慈善中心的行动。去年9月，

Foster China's Future with Continuous Investments in Education

Wang Weiliang
President, Bosch Diesel System China
General Manager, Bosch Diesel System Ltd

Supporting education is a crucial part of corporate social responsibility, and a prerequisite for any company to realize its long-term local development plan. We specified our deep understanding of “We are Bosch” by continually organizing philanthropy projects in Wuxi. We are passionate about what we do and hope it can bring good to the society.

During these years, Bosch Wuxi has kept researching and experimenting, and has gradually built a mature philanthropy model. We have developed a variety of community projects focusing on university education, environmental protection, children of emigrant workers, disabled people, and so on. Some of our projects are still under experiments, while others are mature, such as the Jiangnan University Bursary Program.

In our understanding, philanthropy is more than a one-time donation: we should aim at bringing hopes and real changes to people who need them. And this is why we continue to support the bursary program in the Internet of Things School, Jiangnan University, for three years. We are rethinking what we can improve every year. We not only provide financial support, but internships as well. We try to build a communication platform so those excellent but financially difficult students will have the opportunities to experience and learn, to widen their views, and to receive encouragements and compliments.

After years of efforts, we can now see these students are gradually growing and achieving. We are happy to see our contribution to the future of China.

Charity, Actions Out of Genuineness And Persistence

Dr. Liming Chen
President, Bosch Chassis Systems Control China

Ever since I joined Bosch in 1995, I have observed in person how serious this company takes on social responsibility and how active it is on fulfilling its commitment.

After the 2008 Wenchuan earthquake, the company donated to Heishui Musu Bosch Primary School to rebuild its campus. Since then, we have been providing the school with scholarships and life supplies. Every year we pay a return visit to the campus. This year, it is the 8th year.

In May 2016, as one of the company volunteers, I led the volunteer team to visit the school, which left me an interior shock and a purified heart. The school is located in Ngawa Tibetan and Qiang Autonomous Prefecture, a mountainous area. Although the living conditions were poor, children there were optimistic and polite. Without proper ways of transport, these students had no choice but living in the school, which meant that their teachers also had to do the parental jobs. During a conversation with the headmaster he said, “Bosch is really thinking for us and doing good things for us.” And I think the same. From the students' families we visited, we knew that 98% of them are “left-behinds”: Their parents spent most of time working in other places to support their families, leaving these children to their grandparents to raise. Having heard that we were visiting, many of the children's parents came from their mountain homes to meet us. They thanked us with simple but touching words. We were all deeply moved by this short reunion.

Charity should not be just about an emtional move, a money donation, a visit, but rather to identify the problems and provide sustainable assistance. Time flies by, and here comes the fifth anniversary of Bosch China Charity Center. With supports from all subsidiary companies, Bosch China Charity Center finds its way to success by trials and errors. During this process, it has set its missions clear and a roadmap is drawn for its coming future.

我参加了“开学第一课”公益项目，亲自给珠海市广昌小学六年级的孩子们上了一堂关于“塑料袋”的环保公开课。

广昌小学是一所公立小学，大部分学生的家长都是工业区里的外来务工人员。为了与孩子们更好互动，我提前做了功课，准备了很多跟塑料袋有关的内容和游戏，并且带上了小礼物。上课前，我以为孩子们会害羞或害怕，毕竟我跟他们别的老师不一样，但随后发现，孩子们眼中只是多了一丝好奇，他们非常主动地提问，而且不仅是关于塑料袋的问题，还有其他的环保问题，甚至有孩子问我个人对环保的理解。在和广昌小学的校长、老师和孩子们的沟通中，我发现，现在人们愈来愈关注孩子们的发展。课后，一个老师表示，希望孩子们可以有机会参观博世珠海的工厂，让他们对工厂有更直观的印象。这次经历，让我对国内教育的印象有了很大改观。

和最优秀的团队不断探索，不断进阶

博世中国慈善中心主任

郑莉惠

博世中国慈善中心包括两层架构：上层是指导委员会，主要职责是把握BCCC的发展方向 and 策略；下层是管理团队和办公

室，根据章程和指导委员会的指导，更好地维护和拓展BCCC的愿景。2014年，我正式加入博世中国慈善中心的团队，作为博世员工时从外观望这个部门，只觉慈善是件美好之事，但真正自己去实践时方知其中诸多艰辛。

过去5年里，博世中国慈善中心走过了从萌芽、成长到现在继续蓬勃发展的过程，其核心团队也经历了从无到有。公益慈善组织的最大资产是什么？是人，公益本身是服务性产品，而提供服务的正是团队中的人。所以，博世中国慈善中心最初的团队建设就考虑筛选来自不同职能部门、不同背景的人。不过，不管团队中每个人的职能定位或项目领域的区分如何，但在目标和价值观上，我们非常强调一致，因为只有这样，团队才能够互动合作，高效地推动项目的执行。

除了核心团队，我们还有很多强力外援，除了博世中国总部各职能部门的同事，还有博世中国各子公司的协调人，他们都是博世中国慈善中心这个大团队的重要成员。每年，我们都要聚在一起，彼此互通有无，让他们了解慈善中心在这一年里开展了哪些工作，需要什么支持，同时收集大家的积极反馈。和优秀的团队一起探索才能不断进阶，期待下一个五年，将会成为博世中国慈善事业的又一个精彩的五年。

English Class”，which hopes to create a relaxing English learning environment for students of primary schools in the community nearby.

Besides the community projects, Bosch Hangzhou also supports the development of vocational education through bursary programs. I, as a volunteer, also take part in these activities. Last September, Bosch China Charity Center called on Bosch's management team to participate in a project called “First Class”. To deliver a quality class, I even asked a “targeted beneficiary”, my teenage daughter, to do a beneficiary survey for my preparation. I believe that my most important role in these charity events is not being the decision maker,

nor the participant, but the supporter behind the scene who encourages and promotes. Usually, I encourage all charity plans proposed by colleagues as long as they fit to Bosch's values and have positive impacts on the community. If they need any financial or man power support, I am more than happy to coordinate.

Being a Volunteer in “First Class”

Chan Chester

Head of Technology and Production, Bosch (Zhuhai) Security System Co., Ltd.

When I first joined Bosch in early 2005, I had already sensed its strong emphasis on social responsibility. Being influenced by this culture, I have been active in participating in Bosch China Charity Center's events for the last 5 years. Last September, I took part in “First Class” volunteer activity, and delivered a special class about plastic bags and environmental protection to sixth grade students in Guangchang Primary School, Zhuhai.

Guangchang Primary School is a public school and most parents of the students are immigrants working in the industrial zone. I prepared a lot before the class in order to better interact with the children: I designed many games about plastic bags, and brought little gifts. I thought children would be as shy as I was being a new teacher; surprisingly, they were very curious, asking questions actively about not only plastic bags but also other environmental issues; some even asked for my own understanding of environmental protection. From the conversations with the headmaster, teachers and students in this school, I realized that nowadays much attention are given to adolescent education by parents and schools. After the class, a teacher proposed to let students visit Bosch Zhuhai's factory, so they could get a face-to-face impression. This experience changed my perception on Chinese education.

Explore and Improve in the Most Excellent Team

Zheng Christina

Head of Bosch China Charity Center

The structure of Bosch China Charity Center can be divided into two parts: the steering committee, which is responsible for Bosch China Charity Center's vision and strategy, and the operation team and office, which maintain and expand Bosch China Charity Center's vision, following the Charter and steering committee's guidance.

I joined Bosch China Charity Center in 2014. Before that, I only thought of philanthropy as something honorable and it was only after practicing it myself that I realized the difficulties in it.

In the past five years, Bosch China Charity Center has gone through the start-up and development phases, and became a lively department. Some would ask what the most valuable asset of charity is. The answer is people. Charities do not usually produce products, but services, which are provided by people in organizations. Bosch China Charity Center had taken this into account since its establishment and selected employees from different departments and backgrounds. Regardless the diversity, we share the same goal and value. We keep emphasizing this as it is the only way to make a cohesive team and to execute projects effectively.

Besides the core team, we also have external resources, colleagues from every department in Bosch China's headquarter, and from the coordinators within all subsidiary companies. They are crucial members in this big group. Every year, we hold a meeting for members to meet each other. They talk, share, and become familiar with what Bosch China Charity Center has done in the past year, what support Bosch China Charity Center needs, what feedback they have. Working with such an excellent team, I am looking forward to another brilliant 5 years.

员工力量： 共载慈善之舟

Power of Staff: Propelling the Philanthropy Vessel



博世中国慈善中心的使命之一是“整合扩大博世在华的慈善活动”，回顾过去5年，是来自博世中国各个子公司的支持，帮助博世中国慈善中心在完成这项使命的道路上迈出了坚实稳固的步伐。事实上，早在慈善中心成立之前，博世中国各个子公司已经有序推进着各自的慈善公益之举，慈善中心的成立正是为了给这些子公司在公益基础知识、资源整合、能力建设等方面提供源源不断的专业支持，帮助它们在这条道路上走得更稳更远。同样，各个子公司扎根于当地社区的慈善行动，也是慈善中心不断校正发展脚步的反馈来源，这是一个良性的双向沟通。

One of Bosch China Charity Center's missions is "to integrate and optimize charity activities of Bosch in China". Looking back into the past

5 years, we noticed the supports from Bosch China's subsidiary companies have enabled us to move steadily towards the mission goals. In fact, long before Bosch China Charity Center was established, Bosch China's subsidiaries have been promoting their own philanthropy plans. Ever since Bosch China Charity Center was established, it is to help Bosch China's subsidiary companies by providing charity knowledge, resource consolidation, building professional skill sets, and other services. Each local charity project would provide feedback, which helps Bosch China Charity Center to correct its development path along the way.



“法务老炮儿” 陈刚

2012年中，我开始为博世中国慈善中心提供法务支持，包括部门章程、人员任命、部门决议、日常合同的审核，以及运营管理中的日常法务咨询。守法和规范运营，无论是对博世中国，还是作为博世中国的一个职能部门，代表博世中国开展慈善工作的博世中国慈善中心，都至关重要。我认为，博世中国慈善中心在开展慈善公益工作时，值得注意的有三点。

首先，在开展捐赠活动的时候，要尽量从本质上以及形式上避免给第三方造成误解，换句话说，博世中国慈善中心不是代表公司来做商业推广的，而是真真切切地为了慈善公益。其次，对于参加活动的志愿者，慈善中心要保障他们的人身安全。再者就是要注意保护相关人员或者主体的个人隐私，包括商业秘密等。因为有时为了宣传，我们可能会对项目及受捐赠人的一些信息进行披露，在这个过程中，需要注意到个人隐私和商业秘密保护的问题，必须是合理披露。

“快乐志愿者” 胡玉瑛

博世92%的股份由罗伯特·博世基金会所有，用于回馈社会。公益文化和志愿文化是博世企业文化中不可或缺的部分。3年前的一次经历，让我亲身体会到了这种公益文化对员工的熏陶。2013年，博世中国慈善中心发起成立博世中国志愿者组织，作为联络人，我负责博世（中国）投资有限公司和博世贸易（上海）有限公司的志愿者招募。招募前，我心里有些打鼓，但一天之内，我就收到很多同事写来的邮件，表示愿意贡献自己的时间和精力。

我的经验告诉我，愿意做志愿者的人通常都很友善，懂得换位思考。这样一群相处融洽的人聚在一起，去做一件对他人友善的事情，于我而言首先是一个非常快乐的体验。其次，更重要的是，在参与过程中，志愿者会有意想不到的收获。比如，2014年，我们组织了一次养老院联欢活动。刚开始，我感觉自己是去帮助那些老人的，但在和他们互动之后，老人们快乐享受生活的状态，让我印象深刻。九十多岁的老人唱歌跳舞，这样的场面非常具有感染力。

“博世苏州公益行动协调者” 张晓华

2008年，我开始以工会主席的身份，协调博世苏州的公益工作。这五年来，我们见证了博世中国慈善中心的从无到有，同时也作为重要的参与者，走在这条通向慈善的道路上。博世苏州的志愿者队伍有500多名同事，分为四大项目组，推进助学、环保、社企合作、校企合作等领域的公益行动，每年，我们都有很多志愿者活动，比如志愿者一对一的资助四川黑水木苏博世博爱中心学校的贫困学生、助老、科技夏令营、慈善足球赛、公益毅行环金鸡湖徒步活动等等。

这些年，在协调慈善工作的过程中，我们的经验总结是：在启动一个公益行动前，一定要事先把方方面面规划好，更重要的是持续地推进，并且思考未来如何做得更好。博世中国的每个子公司都有像我这样的协调人，我认为，我们需要吸收更多的现代公益理念。我比较关心公益领域中实际案例的探讨，所以，我会自己到网上去搜索一些相关的文章，然后推荐给其他同事。我期待未来博世中国慈善中心可以给到协调人提供更多这方面的培训，帮助武装我们的头脑。

“把家人也变成志愿者的博世人” 朱彤

2010年夏天，在开始黑水木苏博世博爱中心小学助学金项目前，我们一行六人实地去考察待资助孩子的情况。这次黑水之行的所见所闻之震撼，让我难受也享受。难受是目睹那些孩子们生存条件的低下和环境的恶劣，比如，到一个孩子的家需要走过一条满是牛粪马粪的狭小巷子，屋无长物、家徒四壁；享受的是，我深刻体会到我们所做的慈善工作之重要。至今，我们在黑水小学的项目依旧在持续，每年学校会提供新入学的贫困家庭孩子名单，然后，我们在公司的志愿者中发布信息，让大家自愿认领，每次都一抢而空。一些早年认捐的孩子如今已经上高中，博世苏州的同事还在继续资助他们。此外，我们的资助形式也愈来愈丰富，除了助学金，也开始设置奖学金和奖教金。

看到贫困地区的孩子，如果我能帮助他，我的心里会有一种满足感，自我价值的实现感，这就是我投入公益活动的原动力。我的家人也非常支持我，我丈夫同样觉得做这样的事情很有意义，在我念高中的女儿眼里，这些事情也是棒棒的，所以，他们如果有时间，比如周末，也会过来当博世苏州的临时志愿者，在这个过程中，他们也非常享受。

Chen Gang, the "Legal Ironman"

In mid 2012, I started to provide legal support for Bosch China Charity Center. My services include the supervision of the Department of Constitution, labour contracts, department decisions and common contracts as well as legal consulting for management issues. In my opinion, operating within the legal framework is crucial for Bosch China Charity Center. Three points require attention as follow.

First, in terms of donation, Bosch China Charity Center needs to avoid misunderstandings from partners; in other words, Bosch China Charity Center should not have any commercial purposes. Second, Bosch China Charity Center has to protect the safety of its volunteers. Third, Bosch China Charity Center should not breach the conduct of privacy of every stakeholder. This is important, because sometimes Bosch China Charity Center needs to disclose certain personal or company information for the purpose of publication. During this process, Bosch China Charity Center needs to be mindful of the privacy concerns, and disclose responsibly.

Hu Yuying, the "Happy Volunteer"

Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. Philanthropy and volunteering are important parts of Bosch's company culture. Hu Yuying recalled that three years ago, she witnessed the impact of this culture on employees. “In 2013, Bosch China Charity Center founded the Bosch China Volunteer Network. As a coordinator, I was responsible for recruiting volunteers for Bosch (China) Investment Ltd., and Bosch Trading (Shanghai) Co., Ltd. Before I started, I was not sure about whether employees would participate in the volunteer program. However, within a day, I received E-mails from many colleagues expressing their willingness to contribute time and effort.”

From my experience, people who are willing to volunteer are often friendly and know the importance of having empathy how to stand in other's shoes. Just imagine a

group of nice people working together to help others. for me, this is a really enjoyable experience. Volunteers can, also, receive unexpected rewards and lessons from charity work. For example, in 2014, my group organized an event in a senior nursing home. At first I thought I was just to help care for the elderly. After some interactions with them I felt that their optimism and passion toward life left a deep impression on me. It was unforgettable to see a group of 90-year-old people singing and dancing.

Zhang Xiaohua, the "Promoter of Bosch Suzhou Charity Actions"

In 2008, I started to promote Bosch Suzhou's charity works as the chairman of the Workers' Union. In the last five years, the employees have witnessed the tremendous growth of Bosch China Charity Center. We have been working side-by-side as important stakeholders. In Bosch Suzhou, there are more than 500 employee volunteers which are divided into 4 project groups in education development, environmental protection and others. Every year we organize several events such as one-to-one student funding with Heishui Musu Bosch Primary School, seniors caring, summer science camps, charity football match, and charity walk around Jinji lake.

From our experiences during these years, we have learned a number of important lessons: Before starting a charity event, you need a comprehensive plan; what is even more important is to keep promoting, while always thinking about future improvements. Every subsidiary of Bosch China has a coordinator, like me. In my viewpoints, we need to learn more from modern philanthropy models. I am interested in discussing real cases. I often read related articles on the Internet, and share them with my colleagues. To look forward, I hope that Bosch China Charity Center can provide more philanthropy training for coordinators so that we can be more equipped to accomplish more work.

“博世无锡慈善执行团队的组队人” 丁异

2013年4月，我在博世开始真正着手公益慈善工作，我自己也是一个公益新兵，在接触了很多具体的项目后，我对公益的理解也从表面开始逐步深入。最开始我们只是去找一个困难对象，给他一些经济上的援助，后来随着项目越来越多，慢慢发觉其实公益不仅仅是给到一个对象物质上的帮助，更多的是不能够长远地帮助他。

博世无锡会比较专注在无锡本地和公司周边社区、政府、公益组织一起去挖掘一些好的本地慈善项目。我们在社会责任领域一直都在投入，在周边社区也享有好声誉，但这项工作真正系统开始推进要到2013年。我们做了两件事：一是把工厂主要业务领域的代表召集起来，成立了执行委员会，每个季度开一次会，收集大家对本年度博世无锡开展企业社会责任的建议和期待；二是在建起了志愿者团队，并以业务领域划分成志愿者小队，小队长会从我本身的经验或者汇集志愿者的想法，丰富我们的活动内容，这是博世无锡目前开展公益活动比较成型的团队架构。

“志愿者工作项目化的畅想者” 虞舜辉

志愿服务是出于个人自愿，无法强制，但我们也会通过一些激励手段，增加大家对志愿者工作参与的积极性。去年年底，我们根据志愿者们在这一年的参与度，评出了10名博世无锡的志愿者之星，在公司里面进行了宣传，让他们有一种被认可的荣誉感。可以看到，博世无锡的志愿者队伍这些年来也比较稳定。我们现在还有许多年轻的志愿者，让博世无锡的公益行动愈来愈丰富、活泼。比如，去年的植树节活动，大家种完树，该解散时，突然组织这次活动的队长说，大家先不要走，有彩蛋节目，然后他变出了一个小音箱，在我们刚刚种树的小森林里放起了动感音乐，大家一起开始跳舞。一下子，这场公益活动变得特别活力和时尚。

我最大的愿望是，把博世无锡的志愿者工作本身变成一个项目，这样可以更好地去评估志愿者工作的成果。另外，我也希望未来博世中国慈善中心可以让博世无锡的志愿者有机会可以实地参与博世资助过的、无锡之外的一些公益项目，让他们知道我们的钱花在了哪里，这很重要。

Zhu Tong, who makes family members volunteers

In the summer of 2010, before we started one-to-one student funding with Heishui Musu Bosch Primary School program, a group of six people and I did an investigation there in Heishui County. I was shocked by what I heard and saw. One child's home was only reachable by walking through a narrow corridor full of domestic animal excrement and the house barely has any furniture. After the investigation, I felt it of much importance that we could make some changes for them.

Today the Musu program is thriving. The school announces a list of enrolled poor students every year. We then post this list in the volunteer group, and let each person choose the child he or she wants to sponsor. The sponsorships are taken very quickly. Now some of the first beneficiaries are in high schools, and our colleagues at Bosch Suzhou are still assisting them. Besides, we also have an increasing variety of aids: we give out scholarships and teacher grant as well as bursary.

I am passionate about my charity work. I am thankful that my family has given me tremendous support by always encouraging me to continue my charity work. When my husband and daughter have time at weekends they would join our volunteer and they always have a great time.

Ding Yi, the "Team Leader of Bosch Wuxi Philanthropy Execution Team"

In April 2013, I started my charity work in Bosch Wuxi with limited knowledge about ways to help the underprivileged. After many projects, I have now gained a better understanding about philanthropy. At the beginning, our job was to find a person in need and help him or her financially. Now, as the number of projects increased, I have realized that philanthropy is not only about providing short-term help, but long-term assistance, too.

At first, Bosch Wuxi focused on discovering local charity projects with the help of local government and NGOs.

We put a lot of efforts into CSR, which won us a good reputation in local areas. After 2013, our entire company became more involved in charity projects and two steps were taken to turn our charity work more systematic. First, we brought together representatives from each of our business units and founded an execution committee. Now, we hold meeting quarterly, collecting suggestions and expectations from everyone about the CSR strategy for the year. Second, we founded a volunteer group, and divided group members into teams by their business units. Each team leader collects and summarizes his or her's own thoughts and the ideas of other members, and then they carry out the plan. It is the diversity of volunteer activities that enriches the structure and fields of our charity work.

Yu Shunhui, the "Advocator of Volunteer Project Management"

In our company a person cannot be forced to volunteer, so we use some incentives to encourage active participation. At the end of last year, we selected 10 "volunteer stars" from employees based on their performance. We publicized the nominees in the company, which made them feel honored.

Bosch Wuxi's volunteer group has been growing steadily these years. Young members are introducing more diversity and vigor into the group. For example, last Arbor Day, after tree planting the leader surprised us with a speaker playing hit music in the “forest” we just planted and we started to dance instead of leaving. It just turned our event so fun and full of surprises.

My biggest wish is to turn Bosch Wuxi's volunteer work into a project. In this way our outcomes can be better evaluated. I also hope that Bosch China Charity Center can provide opportunities for us to participate in charity projects outside Wuxi, so they can learn more about Bosch China's charity projects.



送给博世中国慈善中心 五岁生日的祝福 Best Wishes for the 5th Anniversary



精准扶贫，博世真的走在最前面了。未来，希望博世做得越来越好，让更多的人了解博世，让博世的精神发扬光大。
——河池市职业教育中心学校的管理者 谭冠著

我希望在农村精准扶贫、教育扶贫及更多领域都能见到我们博世中国慈善中心的身影，成为国内企业慈善的先驱者，学习的榜样。
——广西现代职业技术学院教师 吴杰

希望博世中国慈善中心能够一如既往地支持关心山村幼儿园项目，未来也能更加关注农村的特殊儿童教育领域。
——华东师范大学学前教育系教授 周念丽

博世中国慈善中心通过扶贫和教育两大项目走向世界，走向未来。相信在今后的道路上博世会更加辉煌，更加强大。
——阿勒泰山村幼儿园园长 加娜尔·哈特然

值此中心成立五周年之际，谨祝博士中国慈善中心继续扶危济困的事业，为需要帮助的人带去人间温暖，建设一个更美好的世界。
——清华大学“苏世民学者”项目学生 张弛

我希望未来博世中国慈善中心能够对高校学生创业创新活动给予更多的关注。
——重庆大学教育发展基金会副秘书长 何荣山

我希望博世中国慈善中心能有更好的发展，我也希望我能成为博世中国慈善中心的小小志愿者，不管在何时何地都能做好公益。
——吉林大学工业工程专业2011级学生 孙洪浩

博世中国慈善中心对于我们受助的孩子们而言会像一个灯塔那样，让我们学会“趋光”，学会把阴影放在身后朝着光明的地方走下去。我真心地祝愿这样一座灯塔能够长长久久地明亮着，能够驱散更多不够光明的地方的阴霾，能够将善举持续下去。
——重庆大学土木工程学院建筑工程专业2012级学生 姚润生

希望博世中国慈善中心可以加大助学金的投入力度，在经济资助的基础上，能够有更多的针对学生成长的培养方案。
——电子科技大学学生资助管理中心 钱云飞

Bosch is the vanguard of poverty alleviation. I wish a better future for Bosch, and hope its spirit can influence more people.
—Tan Guanzhu, the headmaster of Hechi Vocational Education Central School

I hope Bosch China Charity Center can put more efforts in the field of poverty alleviation and education development in rural areas. I believe Bosch China Charity Center will become a pioneer and role model in the practise of corporate social responsibility.
— Wu Jie, professor of Guangxi Modern Vocational College

I hope Bosch China Charity Center can keep supporting village kindergarten development programs and focus more on special education in village areas.
—Zhou Nianli, professor of preprimary education, East China Normal University

Poverty alleviation and education development have defined the success of Bosch China Charity Center and its future path. I believe that Bosch China Charity Center is going to make more achievements and greater influences.
—Janar, Headmistress of Altay Village Kindergarten

I sincerely hope that Bosch China Charity Center can continue its philanthropy mission, bring love and hope to more people in need, and make the world better place.
—Zhang Chi, student enrolled in Tsinghua Schwarzman Scholar Programme

I hope Bosch China Charity Center will inspire entrepreneurship among university students.
—He Rongshan, Vice Secretary General, Education Development Foundation of Chongqing University

I wish a continued success for Bosch China Charity Center. Additionally, I want to become a volunteer to carry out its philanthropy mission.
—Sun Honghao, Year 2011, student of Industrial Engineering Major, Jilin University

Bosch China Charity Center is a blessing to us: it brings us out of the bleak memories, and guides us towards a bright future. I sincerely hope Bosch China Charity Center can bring hope and love to more people.
—Yao Runsheng, Year 2012, student of Architecture Engineering Major, Civil Engineering College, Chongqing University

I hope Bosch China Charity Center can expand the scholarship programme, and design more development plans for students.
—Qian Yunfei, Student Aids Management Centre, University of Electronic Science and Technology of China

大事记/Milestone

2011

2011.4

博世中国慈善中心正式成立
Bosch China Charity Center
officially established

2011.9

博世大一新生助学金计划启动
Bosch University Bursary Program
launched

2012.1

第一次指导委员会会议在京举行
The 1st Steering Committee
Meeting held in Beijing

2012

启动博世博爱学校项目、博世职校励
志班项目和博世社区项目
Bosch Caring School Program,
Bosch Endeavour Class Program
and Bosch Community Program
launched

2012

2013

2013.1

博世中国慈善中心三年计划发布会在
京召开，博世中国志愿者组织成立
“Bosch China Charity Center
3-year plan release” Press
Conference held in Beijing, Bosch
volunteer association established

2013.10

博世博爱食堂试点项目-白面小学博爱
食堂落成典礼在宁夏泾源举行
Opening of Bosch School Caring
Canteen at Baimian Primary
School, Ningxia Hui Autonomous
Region

2014.3

发布对清华大学苏世民学者项目的资助
Bosch “Schwarzman Scholars
Program at Tsinghua University”
funding released

2014.9

四川芦山地震援建学校-邛崃博世九年制学
校落成暨开学典礼
Opening of Bosch Taihe Nine-year
School of Qionglai City at earthquake-
stricken area of Lushan, Sichuan
Province

2014

2015

2015.6

启动希望的希望博世教师三年培训计划
“Hope for Hope”, 3-year teacher
training project launched

2015.11

探访新疆阿勒泰地区山村幼儿园
Village kindergarten development
project at Xinjiang Altay Prefecture
launched

2016

博世中国慈善中心成立五周年及开展
公益项目公开征集活动
5th anniversary of Bosch China
Charity Center
Charity project collection opened
to public

项目地图/Project Map

博世中国慈善中心累计开展50个公益项目，捐赠超过5995万元人民币，资助2.2万受益人

Bosch China Charity Center has conducted 50 charity projects with donations of over 59.95 million CNY and 22 thousand beneficiaries.

1. 能力建设项目 Capacity Building Projects



博世共为 **8** 个地区提供能力建设项目
累计人民币500万元
直接受益人数达 **5884** 人
Covered 8 locations
Amounted to **5** million CNY
5884 beneficiaries

2. 博世高校奖、助学金项目 Bosch University Bursary, Scholar-Funding Projects



博世共为 **13** 所高校提供
奖励、助学金累计人民 币1395万元
直接受益人数达 **1490** 人
Provided bursary in 13 universities
Amounted to **13.95** million CNY
1490 beneficiaries

3. 博世爱心食堂项目 Bosch Canteen Projects



博世共为 **5** 所学校提供爱心食堂建设项目
累计人民币350万元
直接受益人数达 **4160** 人
Built canteens in 5 schools
Amounted to **3.5** million CNY
4160 beneficiaries

4. 博爱校园、助学金项目 Bosch Caring School & Bursary Projects



博世资助了 **11** 所中小学
捐赠资金累计超过人民币2519万元
直接受益人数达 **6571** 人
Covered 11 primary and secondary schools
Amounted to over **25.19** million CNY
6571 beneficiaries

5. 博世社区、职校项目 Bosch Community Projects, Vocational School Projects



博世共为 **9** 个地区提供资助资金
累计人民币1230万元
直接受益人数达 **4023** 人
Covered 9 locations
Amounted to **12.3** million CNY
4023 beneficiaries

数据统计截止至2015年12月31日
All the figures counted up to end of 2015.

附录:项目列表/Project List

时间 Time	合作（受损）单位 Partners	项目内容 Project Outlines
2008年	四川省黑水县木苏乡博世博爱中心小学 Heishui Musu Bosch Primary School	2008年汶川地震灾后校园重建 Campus reinfrastructure construction after 2008 Wenchau earthquake
	太清博世九年制学校 Taiqing Bosch Nine-year School	2008年汶川地震灾后校园重建 Campus reinfrastructure construction after 2008 Wenchau earthquake
2011年	电子科技大学、湖南大学、重庆大学、哈尔滨工业大学、西安交通大学、吉林大学、华中科技大学、合肥工业大学 University of Electronic Science and Technology of China, Hunan University, Chongqing University, Harbin Institute of Technology, Xi'an Jiaotong University, Jilin University, Huazhong University of Science and Technology, Hefei University of Technology	博世高校新生助学金计划 Bosch Bursary University Program 资助家庭困难的大学新生首年学费，激励在校生勤奋学习。 Paid the first year tuition fee for the university freshmen with financial difficulty and encourage them to study hard.
	上海市教育发展基金会 Shanghai Educacion Development Foundation	爱心育苗助学金 Bosch Bursary in Changning District
	青海省玉树县教育局 Yushu Education Bureau	青海玉树隆宝镇寄宿制小学 博世太阳能生活热水设备捐赠 Bosch water heating system donation for Yushu Baozhen Primary School
	中美非营利组织的合作服务 Sino-American Nonprofit Cooperative Services	河南新密慈善之家孤儿助学金 Bursary for Henan Orphan House
	中华少年儿童慈善救助基金会 China Charities Aid Foundation for Children	北京太阳村儿童教育助学金 Bursary for children in Beijing Sun Village
	太清博世九年制学校 Taiqing Bosch schools	学生宿舍柜子捐赠 Closet donation for Taiqing Bosch School
	四川省黑水县木苏乡博世博爱中心小学 四川省彭州市太清博世九年制学校 Heishui Musu Bosch Primary School Taiqing Bosch School Nine-year	奖助学金、奖教金 Bursary Scholarship & Teaching award
	牙克石市教育局 Yakeshi Education Bureau	博世牙克石助学金 Bosch Yakeshi Bursary
2012年	电子科技大学、湖南大学、重庆大学、哈尔滨工业大学、西安交通大学、吉林大学、华中科技大学、合肥工业大学 University of Electronic Science and Technology of China, Hunan University, Chongqing University, Harbin Institute of Technology, Xi'an Jiaotong University, Jilin University, Huazhong University of Science and Technology, Hefei University of Technology	博世高校新生助学金计划 Bosch Bursary University Program 资助家庭困难的大学新生首年学费，激励在校生勤奋学习。 Paid the first year tuition fee for the university freshmen with financial difficulty and encourage them to study hard.
	上海市教育发展基金会 Shanghai Educacion Development Foundation	爱心育苗助学金 Bosch Bursary in Changning District
	四川省黑水县木苏乡博世博爱中心小学 四川省彭州市太清博世九年制学校 Heishui Musu Bosch Primary School Taiqing Bosch School	奖助学金、奖教金 Bursary Scholarship & Teaching award
	宁夏泾源县教育局 Jingyuan County Education Bureau	博世爱心食堂试点项目（宁夏泾源白面小学） Bosch Caring Canteen (Ningxia Jingyuan Baimian School)
	贵州省青少年发展基金会 Guizhou Youth Development Foundation	博世丹寨励志班 Bosch Danzhai Inspiration Class
	广西河池教育局 Hechi Education Bureau	博世河池励志班 Bosch Hechi Inspiration Class
	长沙市慈善基金会 Changsha Charity Association	博世长沙助学金 Bosch Changsha Bursary
	苏州工业园基金慈善总会 Suzhou Industrial Park Charity Foundation	博世苏州助学金 Bosch Suzhou Bursary

2012年	青海省化隆县教育局 Hualong Education Bureau	博世尕加博爱小学重建 Bosch Gajia Caring School Reconstruction
	甘肃省永靖县教育局 Yongjing Educatioin Bureau	博世白川博爱小学重建 Bosch Baichuan Caring School Reconstruction
	牙克石市教育局 Yakeshi Education Bureau	博世牙克石助学金 Bosch Yakeshi Bursary
	中国发展研究基金会 China Development Research Foundation	《贫困地区早期儿童发展》项目 CDRF “Children Early Development"
	北京光彩公益基金会 Beijing Guangcai Charity Foundation	博世北京助学金 Bosch Beijing Bursary
	上海公益事业发展基金会 Shanghai United Foudation	河南新密慈善之家孤儿助学金 Bursary for Henan Orphan House
2013年	上海公益事业发展基金会 Shanghai United Foudation	河北南皮小学食堂设施改进 Hebei Nanpi School Canteen Facility Improvement
	电子科技大学、湖南大学、重庆大学、哈尔滨工业大学、西安交通大学、吉林大学、华中科技大学、合肥工业大学 University of Electronic Science and Technology of China, Hunan University, Chongqing University, Harbin Institute of Technology, Xi'an Jiaotong University, Jilin University, Huazhong University of Science and Technology, Hefei University of Technology	博世高校新生助学金计划 Bosch Bursary University Program 资助家庭困难的大学新生首年学费，激励在校生勤奋学习。 Paid the first year tuition fee for the university freshmen with financial difficulty and encourage them to study hard.
	上海市教育发展基金会 Shanghai Educacion Development Foundation	爱心育苗助学金 Bosch Bursary in Changning District
	宁夏泾源县教育局 Jingyuan County Education Bureau	博世爱心食堂试点项目（宁夏泾源白面小学） Bosch Caring Canteen (Ningxia Jingyuan Baimian School)
	广西河池教育局 Hechi Education Bureau	博世河池励志班 Bosch Hechi Inspiration Class
	长沙市慈善基金会 Changsha Charity Foundation	博世长沙助学金 Bosch Changsha Bursary
	苏州工业园基金慈善总会 Suzhou Industrial Park Charity Association	博世苏州助学金 Bosch Suzhou Bursary
	青海省化隆县教育局 Hualong Education Bureau	博世尕加博爱小学重建 Bosch Gajia Caring School Reconstruction
	甘肃省永靖县教育局 Yongjing Education Bureau	博世白川博爱小学重建 Bosch Baichuan Caring School Reconstruction
	杭州市慈善总会 Hangzhou Charity Association	博世杭州助学金 Bosch Hangzhou Bursary
2014年	四川省邛崃教育局 Qionglai Educationin Bureau	邛崃博世九年制学校灾后重建 Qionglai Bosch School Reconstruction
	电子科技大学、湖南大学、重庆大学、哈尔滨工业大学、西安交通大学、吉林大学、华中科技大学、合肥工业大学 University of Electronic Science and Technology of China, Hunan University, Chongqing University, Harbin Institute of Technology, Xi'an Jiaotong University, Jilin University, Huazhong University of Science and Technology, Hefei University of Technology	博世校园助学金计划第二期 Bosch Bursary University Program 2nd Phase 资助家庭困难的大学新生首年学费，激励在校生勤奋学习。 Paid the first year tuition fee for the university freshmen with financial difficulty and encourage them to study hard.
	西藏青少年发展基金会 Tibet Youth Development Foudation	西藏羊达乡小学太阳能项目 Bosch Solar Aid Yang Da village, Tibet
	上海公益事业发展基金会 Shanghai United Foudation	博世涟水助学金 Bosch Nanjing Bursary
	上海公益事业发展基金会 Shanghai United Foudation	黑水县木苏乡博世博爱中心小学奖助学金、奖教金 Bursary Scholarship & Teaching Award
	江南大学教育发展基金会 Jiangnan University Education Development Foundation	博世无锡助学金 Bosch Wuxi Bursary
	宁夏平罗县教育体育局 Pingluo Education and Sports Bureau	博世爱心食堂（宁夏平罗庙庙湖小学） Bosch Caring Canteen (Ningxia Pingluo Miaomiaohu School)
	广西河池教育局 Hechi Education Bureau	博世河池励志班 Bosch Hechi Inspiration Class

附录:项目列表/Project List

2014年	长沙市慈善基金会 Changsha Charity Foundation	博世长沙助学金 Bosch Changsha Bursary
	宁夏永宁县教育体育局 Yongning Education and Sports Bureau	博世爱心食堂（宁夏永宁胜利小学） Bosch Caring Canteen (Ningxia Yongning Shengli Primary School)
	青海省化隆县教育局 Hualong Education Bureau	博世尕加博爱小学重建 Bosch Gajia Caring School Reconstruction
	电子科技大学 University of Electronic Science and Technology of China	电子科技大学博世俱乐部公益项目 UESTC Bosch Charity Club
	杭州市慈善总会 Hangzhou Charity Federation	博世杭州助学金 Bosch Hangzhou Bursary
	四川省邛崃教育局 Qionglai Educatioin Bureau	邛崃博世九年制学校奖助学金、奖教金 Qionglai Bosch Nine-year school Bursary Scholarship & Teaching Award
	中国青少年发展基金会 China Youth Development Foundation	博世教师夏令营 Bosch Teacher's Summer Camp
	上海真爱梦想基金会 Shanghai Adream Charitable Foundation	真爱梦想中心-西藏 Adream Center-Tibet
2015年	电子科技大学、湖南大学、重庆大学、哈尔滨工业大学、西安交通大学、吉林大学、华中科技大学、合肥工业大学 University of Electronic Science and Technology of China, Hunan University, Chongqing University, Harbin Institute of Technology, Xi'an Jiaotong University, Jilin University, Huazhong University of Science and Technology, Hefei University of Technology	博世校园助学金计划第二期 Bosch Bursary University Program 2nd Phase 资助家庭困难的大学新生首年学费，激励在校生勤奋学习。 Paid the first year tuition fee for the university freshmen with financial difficulty and encourage them to study hard.
	西藏青少年发展基金会 Tibet Youth Development Foundation	西藏羊达乡小学太阳能设备捐赠 Solar water heating system donation for Tibet Yangda Primary school
	上海联劝公益基金会 Shanghai United Foundation	舒耳艺 Solar Ear
	上海联劝公益基金会 Shanghai United Foundation	黑水县木苏乡博世博爱中心小学奖助学金、奖教金 Bursary Scholarship & Teaching award
	江南大学教育发展基金会 Jiangnan University Education Development Foundation	博世无锡助学金 Bosch Wuxi Bursary
	宁夏泾源县教育体育局 Jingyuan Education and Sports Bureau	宁夏白面小学太阳能热水系统捐赠 Solar water heating system donation for Niangxia Baimian Primary School
	广西河池教育局 Hechi Education Bureau	博世河池励志班 Bosch Hechi Inspirational Class
	清华大学 Tsinghua University	清华大学苏世民奖学金 Schwarzman Scholars Program at Tsinghua University
	宁夏海原县教育体育局 Haiyuan Education and Sports Bureau	博世爱心食堂（宁夏海原贾塘小学） Bosch Caring Canteen (Ningxia Haiyuan Jiatang School)
	中国发展研究基金会 China Development Research Foundation (CDRF)	新疆阿勒泰地区山村幼儿园拓展项目 Village Kindergarten in Altay Prefecture, Xinjiang
	电子科技大学 University of Electronic Science and Technology of China	电子科技大学博世俱乐部公益项目 UESTC Bosch Charity Club
	杭州市慈善总会 Hangzhou Charity Federation	博世杭州助学金 Bosch Hangzhou Bursary
	四川省邛崃教育局 Qionglai Educatioin Bureau	邛崃博世九年制学校奖助学金、奖教金 Qionglai Bosch Nine-year school Bursary Scholarship & Teaching Award
	中国青少年发展基金会 China Youth Development Foundation	希望的希望•博世教师培训计划 Bosch teacher training program

