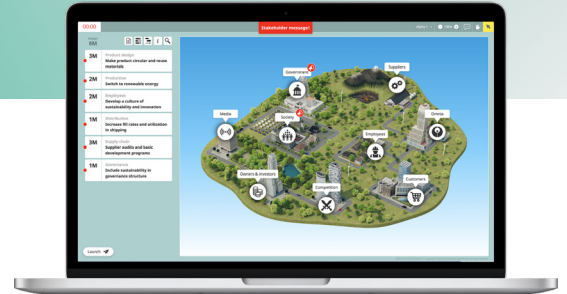


Siemens

Interview with Siemens about CELEMI Sustainability™

About Celemi Sustainability™

During Celemi Sustainability™, participants get to experience the greatest challenge in business today by stepping into the driver's seat of a sustainability transformation.



Interviewees: Christina Hees & Vincent Lohner (Siemens)

Facilitators of the simulation: Michael Björne & Diane Van den Berge (Celemi / peppermind)

Interviewers: Angela Wüthrich & Diane Van den Berge (Celemi / peppermind)

Celemi and its partner peppermind have collaborated with sustainability experts at Siemens in the development of the CELEMI Sustainability™ simulation to ensure its relevance to Siemens and other companies. Test sessions were conducted to improve the simulation's concept and content. In this interview, we will learn about Siemens' sustainability efforts and a pilot session that took place in Berlin with a group of international tech talents.

ANGELA: Christina, why did you plan the workshop for this group of International Tech Talents?

CHRISTINA: These young international tech talents are undergoing a 12-month personal development and technical training that covers important future topics as AI and sustainability. Since we introduced sustainability in their training last year, we wanted to continue doing so this year as well. In January, I attended a workshop featuring the CELEMI Sustainability™ simulation with managers from our Sustainability and Learning Development Departments. We thought it would be a good opportunity to test it with this target group since they already have a master's degree and are integrated into professional life. The Celemi simulation offers more management perspectives compared to our own game.

ANGELA: Vincent, how did you become involved in this?

VINCENT: Christina reached out to our Sustainability Team to assist with the training. We aim to reach as

many people as possible through various platforms and sessions.

The seminar in Berlin was one such opportunity, and I was happy to support it.

DIANE: Can you describe the setup of the seminar and the benefits you experienced?

VINCENT: I found the setup very helpful, with the simulation on the first day and the connection to Siemens' internal sustainability content on the second day.

As the participants were interested in and committed to sustainability in their personal lives, they personally engaged with the topic during the workshop. Sustainability is a vast and complex field, so the simulation effectively conveyed the interconnectedness between social, environmental, and economic sustainability.

CHRISTINA: We designed this training to showcase Siemens' approach to sustainability. This helped establish connections, understand interdependencies and impacts. It enabled participants to address the challenges and questions related to sustainability.

It led to great discussions on the second day, exceeding our planned time for debriefing.

VINCENT: The whole process was very positive and the participants were able to make connections between the simulation and Siemens' real-world initiatives.

We had diverse groups from different countries and cultures, which sparked additional enriching discussions.

DIANE: Why is sustainability relevant to the target audience?

CHRISTINA: Strong internal communication is crucial to foster interest within our organization. We want to engage young talents who have had positive experiences during their traineeships and encourage them to stay at Siemens. Our interest is to raise awareness among our learners so that they behave in a sustainable way, both on a business and personal level.

VINCENT: As said before, we aim to reach as many people as possible through various platforms and sessions.

Siemens has ethical standards to guide our business decisions and align with our sustainability goals.

In the simulation, the discussions about risks and the impact on key performance indicators (KPIs) related to the planet, people, and profit were exciting, especially regarding sales opportunities. It raised important ethical questions, such as whether we should pursue highly profitable projects that conflict with our values. As a company, we have a responsibility to conduct business in an ethical and sustainable manner. It was fascinating to witness these ethical questions being discussed among the participants.

One of the eye-opening moments for the participants during the simulation was realizing that as a B2B company, we are a part of our customers' supply chain. This means that our sustainability performance directly affects their environmental, social, and governance (ESG) measurements. Our customers choose suppliers based on their sustainability performance, which emphasizes the importance of our own sustainability efforts. This realization was a strong "AHA" moment for the group as they had not fully grasped the extent of our influence on our customers' ESG performance before the simulation.

The discussion during and after the simulation reaffirmed the belief that we all have a moral compass when it comes to conducting business, and integrating sustainability into our decision-making processes is essential.

DIANE: What are your goals for sustainability at Siemens?

CHRISTINA: We are highly interested in integrating sustainability into our work to advance the organization. Our focus is on enablement and aligning our workforce. We want to build capacity in the areas that matter and understand how we should position ourselves in the coming years.

VINCENT: DEGREE is our overarching sustainability framework that we introduced in June 2021. It represents six important areas: Decarbonization, Ethics, Governance, Resource Efficiency, Equity, and Employability. Within DEGREE, we have set 14 Ambitions and Key Performance Indicators to guide our sustainability efforts. These ambitions include

goals like achieving net zero emissions, providing comprehensive training on ethical business practices, implementing eco-friendly designs, increasing diversity in top management, and promoting employee learning.

We regularly review our ambitions to assess our progress and identify areas where we need to make adjustments or add new goals. Currently, our main focus is on achieving net zero emissions, aiming for a 90% reduction by 2030.



Vincent Lohner



Christina Hees

ANGELA: Do you see the simulation as helpful in your role in the Sustainability Team, specifically for strategic goals?

VINCENT: Absolutely! One of the impressive aspects of the simulation is its broad target audience. It is suitable for everyone, from junior positions like students and tech talents to senior top management. The simulation offers significant advantages, such as sharpening thoughts and initiating discussions about which sustainability initiatives to prioritize. As a member of the Sustainability Team, I primarily focus on environmental and social risks in our customer-facing activities. Therefore, gaining knowledge about issues unrelated to my daily work is advantageous. While reducing emissions is not directly under my responsibility, the simulation covered all aspects of sustainability, which added value for me. It's remarkable that an entire company can be trained in sustainability through participation in the simulation, regardless of their specific areas of focus.

DIANE: Can you share any interesting anecdotes from the simulation?

VINCENT: During the discussion with the developer, Michael Björne from Celemi, I found it fascinating to learn about the interdependencies within the choices made during the simulation. For example, the order in which activities are performed can have a significant impact on the results. Additionally, it was intriguing to observe the reactions of different groups once the results were revealed and see how the press releases demonstrated the impact of their decisions. The facilitators handled this aspect excellently. The gaming aspect of the simulation also made it enjoyable.

ANGELA: Christina, do you have a highlight from the seminar that stands out?

CHRISTINA: One notable highlight was realizing how the simulation addressed various situations that we might not have initially considered. It demonstrated that sustainability is omnipresent, whether within the company, with customers, or in our personal lives. It affects everything we do. Overall, as facilitators, you responded excellently to the participants and provided great support. The feedback has been overwhelmingly positive, so thank you very much for that!

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Discover how Celemi Sustainability™ can support your people

To discover how the simulation could help your teams build an understanding of sustainability, contact Peppermind, a Celemi solution provider, to arrange an exploration call and a demo. Our teams work with companies in various industries to build knowledge, create buy-in for ongoing initiatives, and inspire action. You can also visit the Peppermind website for more information on Celemi Sustainability™, including videos and case studies.