Zukunft durch Industrie e.V.

mission, vision, action
Content

- Significance of industry in Germany
- Who we are
- Our goals
- What we do
- Membership
Significance of industry in Germany (1/2)

- 23% gross value added
- 48.4% export ratio
- 87% internal R&D
- 5.7m. employees

Source: BMWI
Significance of industry in Germany (2/2)

- Education and further education
- New professional fields
- Dual education
- International opportunities
- Work-life-balance
- Integration and diversity
- Attractive salary

- Backbone of economy
- Leader in exports
- Sustainability (products, production processes)
- Ethical standards
- High-quality jobs

- **digitalization**: industry 4.0, 3D-print, robotics, AI, new working environment, startup hub
- **mobility**: e-mobility, driving autonomously
- **sustainability / climate change**: measures for carbon dioxide reduction

mission, vision, action
Who we are (1/2)

- Independent social initiative
- Founded in 2010 – increase in number of members from 20 to 160
- **Diverse membership structure:** stock-listed companies, medium-sized companies, political and economic associations, trade unions and private persons
- Headquarters in Duesseldorf – activities far beyond / members and partners throughout the whole Rhineland and Ruhr area
Who we are (2/2)

Executive Board

Rolf A. Königs, CEO and Chairman AUNDE Group Chairman
Sabrina Herrmann, General Manager Smart infrastructure, Siemens AG Deputy Chairwoman
Fabian Zachel, Head of Public Affairs, Duesseldorf Airport, Deputy Chairman
Dr. Andreas Bruns, former Plant Manager Holthausen Henkel AG & Co. KGaA, Honorary Member
Jürgen Büssow, former President of the region Duesseldorf, Honorary Member
Prof. Dr. Henning Friege, N³ Sustainability Consultancy Dr. Friege & Partner

Marion Hönsken, Managing Director, Chamber of Industry and Commerce Duesseldorf
Nikolai Juchem, Board Member Industriekreis Duesseldorf e.V.
Britta Schweiger, Manager Corporate Communication, Demag Cranes & Components GmbH
Manuel Rendia, Regional Secretary IG BCE, district North Rhine
Nicole Riggers, Chairwoman of the Works Council, IKB Deutsche Industriebank AG
Dr. Armin Willy, Production and Plant Manager, Mercedes-Benz Duesseldorf

mission, vision, action
Our goal is to create understanding as well as longterm acceptance, appreciation, enthusiasm... for our industry.
Our goals? (2/4)

Our target groups

- Overall population
  - Young talents*
  - Pupils, apprentices, students
- Trade unions
- Start-ups and founders
- Schools and teachers
- Universities and teaching staff
- Companies
- Policy and politics
- Political, economic and social associations

* pupils, apprentices, students
Our goals (3/4)

- Our mission: to explain the importance of industry for our economy as a whole and the added value it generates for social prosperity to various target groups in an understandable way.

- "communication platform": constructive and continuous dialogue with the population (and further multipliers).

- In focus: the image of a modern, efficient and promising industry.

By increasingly addressing young people in education (pupils, apprentices, students) we want to ensure the future competitiveness of our industry.
Our goals (4/4)

We want to enlighten:

We demonstrate (young) talents,

- the relevance of industrial products and services in our daily lives and for our overall prosperity
- which research/development and manufacturing processes industrial products go through
- which attractive vocational trainings and development opportunities industrial companies offer („industry as a provider of personal development and education“)
- which scientific and technical correlations exist in industry
- how industry is committed to socially relevant issues and as an „innovation driver“:
  - Digitalization
  - Sustainability
  - Globalization
  - Mobility
What we do (1/9)

We connect:

- Start-ups
- Young talents*
- Medium-sized companies
- Political, economic and social associations
- Research institutes
- Technical schools
- Stock-listed companies
- Policy and politics
- Teachers
- Schools
- Overall Population
- Universities
- Chambers of Industry and Commerce
- Journalists
- Trade unions
- Stock-listed companies
- Young talents*
- Medium-sized companies
- Political, economic and social associations
- Research institutes
- Technical schools
- Stock-listed companies
- Policy and politics
- Teachers
- Schools
- Overall Population
- Universities
- Chambers of Industry and Commerce
- Journalists
- Trade unions

(pupils, apprentices, students)
What we do (2/9)

Events

| „LANGE NACHT DER INDUSTRIE“ | „Lighthouse project“ / nationwide biggest event  
|                            | 9. LANGE NACHT DER INDUSTRIE **September 19th, 2019**  
|                            | with 3,100 visitors and 77 companies  
|                            | Next event: October 29th, 2020  |

| Members excursions | Twice a year for members  
|                    | „from members for members“  
|                    | April 2019: Visit of Teekanne – focus on sustainability  
|                    | Next event: April 22nd, 2020 Hochschule Duesseldorf  |

| Familiarisation events for potential members | Invitation of potential new members to a get-together |
What we do (3/9)

Events

„LANGE NACHT DER INDUSTRIE“

- Lighthouse project
- 9. LANGE NACHT DER INDUSTRIE September 19th, 2019
  with 3,100 visitors and 77 companies
What we do (4/9)

Events

Members excursion to Teekanne (April 17th, 2019)
### What we do (5/9)

#### Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
</table>
| „Schülerakademie“ | - A group of approx. 30 students at the age of 16-18 visit an industrial company  
- Presentation of opportunities (e.g. as an employer and in the field of sustainability).  
- Information and interaction – „the importance of industry and sustainability in practice“  
- Mercedes Sprinter Factory (10/2018); Düsseldorf Airport (04/2019); Currenta (11/2019) |
| „Wege in den Job“ | - Cooperation with the career service of Heinrich-Heine-University  
- Company representatives present their career opportunities, answer questions and discuss openly with students.  
- Examples: düsseldorf festival (04/2019); Henkel (05/2019)  
- Continuation in summer semester 2020 (Henkel 05/2020) |
| „Up2date“      | - Dialogue events between company representatives and students at the Heinrich-Heine-University  
- Presentations followed by discussions between students and company representatives on relevant current issues for industry |
What we do (6/9)

Events

„Schülerakademie“

Schülerakademie at Duesseldorf Airport (3rd April 2019)
What we do (7/9)

Events

What we do (8/9)

Professional exchange, information and media relations

Networking on relevant industry events
- Meeting of the regional industrial alliances in Berlin (07/2019)
- Petersberger dialogue of industry (09/2019)
- Committees of the Chamber of Industry and Commerce (08 and 11/2019)

Media relations
- Presse releases
- Interviews
- Roundtables
- Supplements
### What we do (9/9)

**Digital communication**

<table>
<thead>
<tr>
<th>Website</th>
<th><a href="https://zukunft-durch-industrie.de/">https://zukunft-durch-industrie.de/</a></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Social media</th>
<th>Facebook</th>
<th>LinkedIn</th>
<th>Instagram</th>
</tr>
</thead>
</table>

mission, vision, action
Membership – your benefits

- Proximity to industrial practice and gain insights beyond the sciences
- Involvement in and contribution to the association’s activities
- Participation in interesting visits and presentations
- Benefit from the communication measures / PR of the association for your own company and reputation
- Visible socio-political commitment
- Creation of deeper understanding and enthusiasm for your own company activities
- Demonstrate young people the attractiveness and sustainability of jobs in industry and thus meet the skills shortage
- Networking and exchange with top decision-makers from all areas of business, politics and society
<table>
<thead>
<tr>
<th>Category</th>
<th>Membership Fees per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pupils</td>
<td>0.00 Euro</td>
</tr>
<tr>
<td>Apprentices / students</td>
<td>20.00 Euro</td>
</tr>
<tr>
<td>Pensioners</td>
<td>50.00 Euro</td>
</tr>
<tr>
<td>Freelancers / private persons</td>
<td>200.00 Euro</td>
</tr>
<tr>
<td>Nonprofit organizations</td>
<td>300.00 Euro</td>
</tr>
<tr>
<td>Companies &lt; 100 employees</td>
<td>500.00 Euro</td>
</tr>
<tr>
<td>Companies &gt; 100 employees</td>
<td>1000.00 Euro</td>
</tr>
</tbody>
</table>
Contact us:

Susan Krambo (managing director)
Moritz Rokahr (consultant/referent to the managing director)

Zukunft durch Industrie e.V.
Alliance for Industry & Sustainability

Ernst-Schneider-Platz 1
40212 Düsseldorf

Tel: (0211) 3557-235
E-Mail: susan.krambo@zukunft-durch-industrie.de
       moritz.rokahr@zukunft-durch-industrie.de
Zukunft durch Industrie e.V.