



Generation B

*Grassroots movements that
drive sustainable culture change*

Innovations for a better world.

 **BÜHLER**

Agenda

01 Bühler introduction

02 Motivation

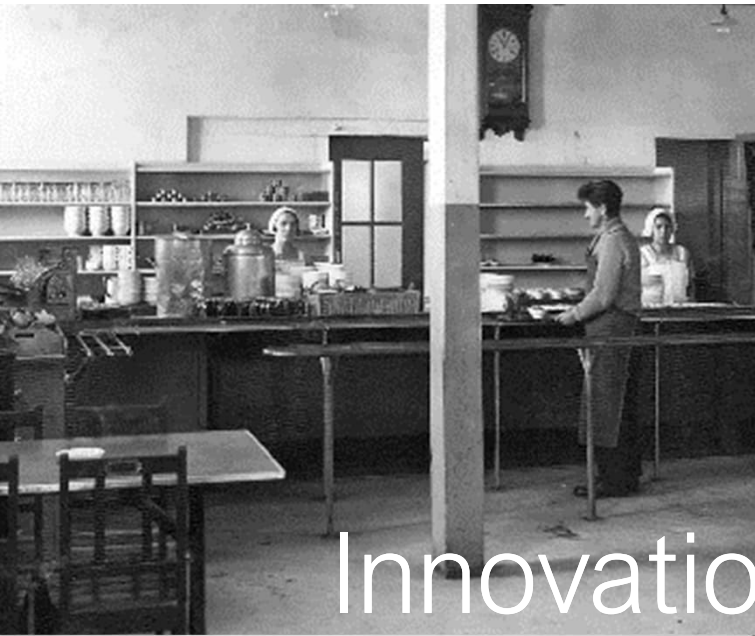
03 Actions

04 Procedures

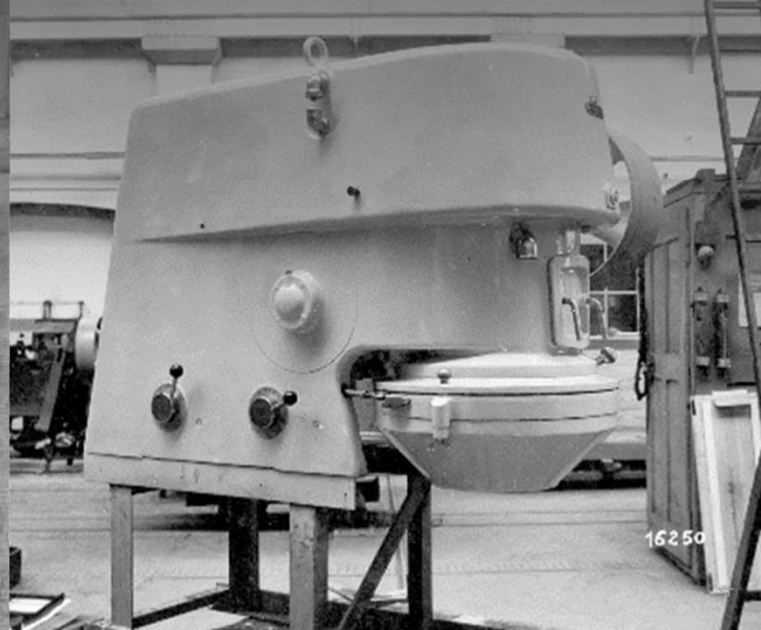
05 Outlook

1. Bühler introduction





Innovation, education, and values
since 1860





Our relevance

8 billion people
worldwide

2 billion

people each day enjoy food
produced on Bühler equipment

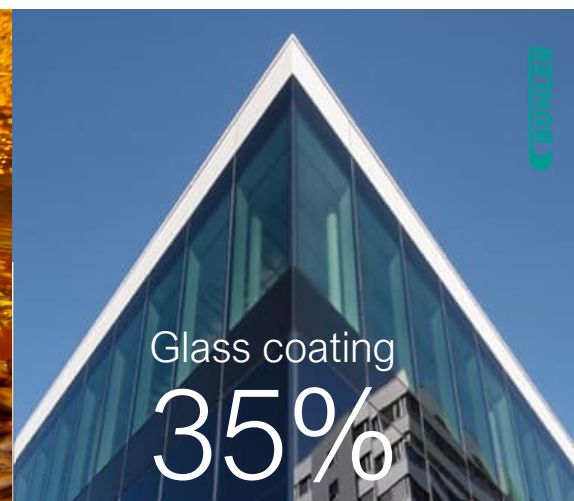
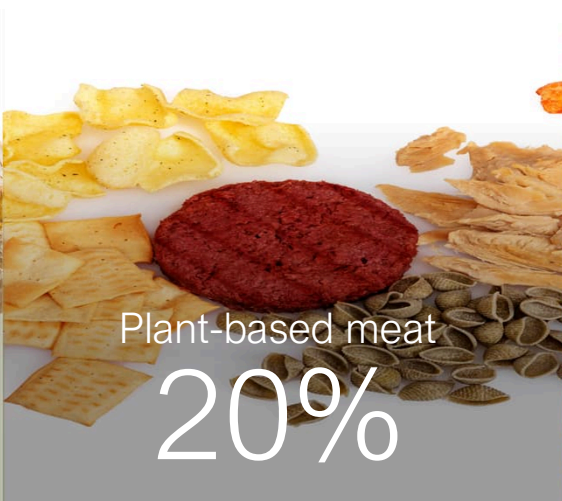
SLVCB0

1 billion

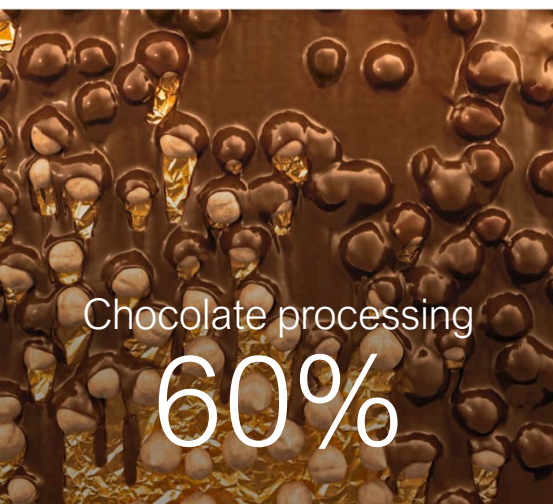
people travel in vehicles partly
produced with Bühler machinery

SLVCB0 The length of the bars is not fully right here. If the 9.34 cm long (white) bar represents 8 bn people, 1 bn people should be at 1.17 cm, and 2 bn at 2.34, respectively.

Simone Lorenzo Valerio, CTST, B, 2023-01-16T13:39:07.799



Market leadership in the industries we are active in



Close to customers

Global network

Family owned

Innovation and education



12,500
Employees



140
Countries



CHF 2.7 bn
Turnover



5%
of turnover for innovation



47.2%
Equity ratio

2. Motivation

Why a grassroots movement?



2. Motivation

Why a grassroots movement?

We require inclusive solutions to complex challenges



- [One McKinsey survey](#) found that less than one-third of respondents say their company's transformation has been successful at both improving organizational performance and sustaining those improvements over time. This failure to create sustainable behavior shifts often stems from a fundamental misunderstanding of how to effectively deliver capability-building programs, a crucial component of any change effort. (3)

Employees are more and more purpose driven



- 92% of leaders believe their employees are happy at work, but only 30% of workers feel the same way.(1)
- According to a talent [study](#) from Gartner, which found that the pandemic made 65% of respondents rethink the place work has in their lives and encouraged a further 56% to contribute more to society, the answer is complex. It's not as simple as competitive salary or benefits. Today's workers crave purpose-driven work. (2)

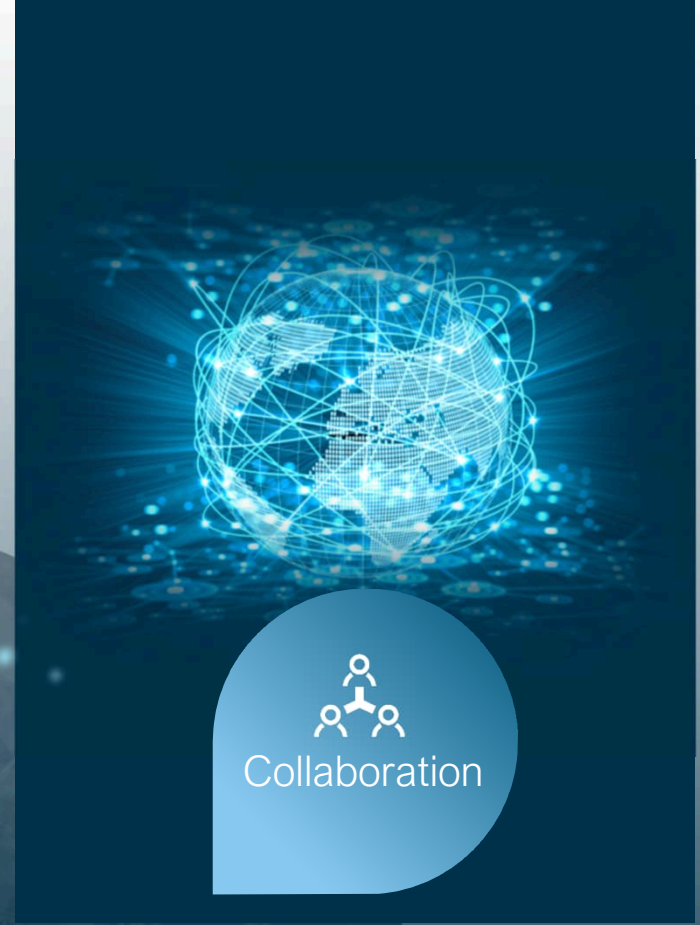
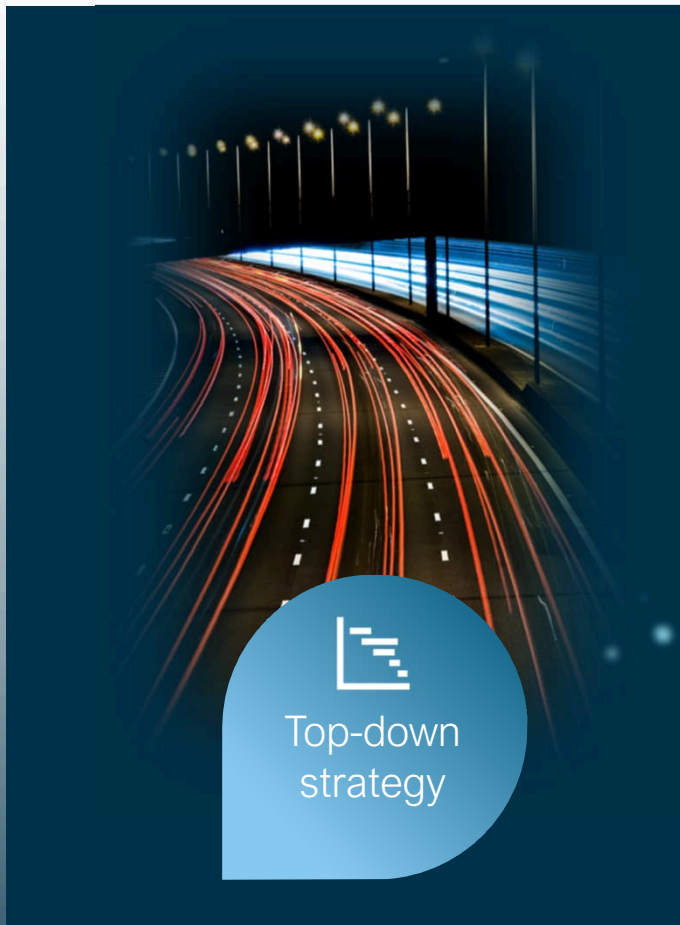
Creating a *true* inclusive culture – not just a seat at the table



- We all know the data about importance of Diverse teams in solving complex challenges
- The Center for Talent Innovation found that employees at companies under inclusive leadership were [39% more likely](#) to be engaged. (4)

2. Motivation

Culture change



3. Actions

What is Generation B?



3. Actions

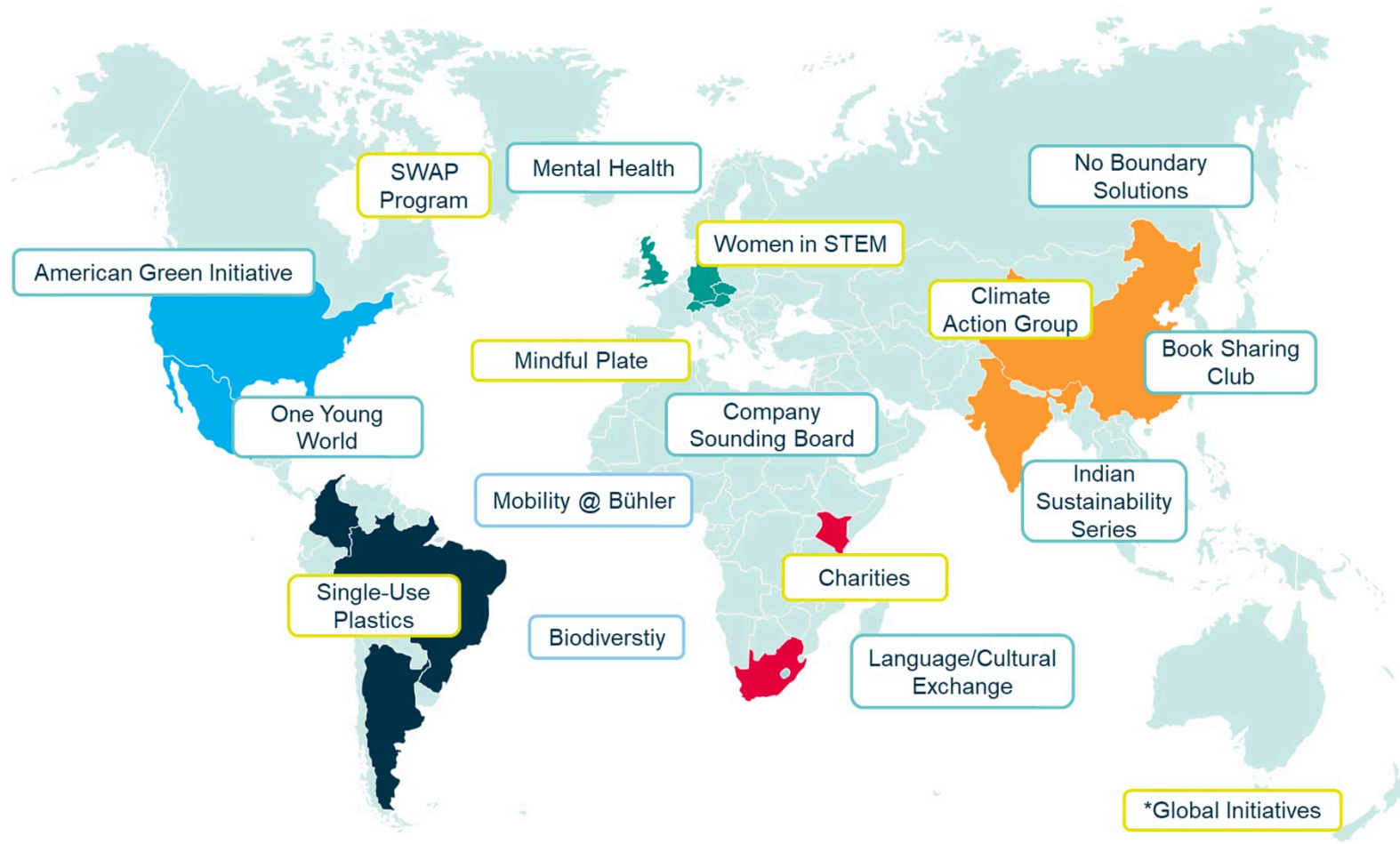
Why? We bring employees together & create the company people want to work for.

- We want to build an **attractive & diverse** workplace with a culture of **trust**.
- We want each employee to be **engaged & motivated**.
- We enable colleagues to take **ownership** of global problems through our initiatives for long-term change.
- We want to shape the **future** of our company.



3. Actions

Global and local initiatives



3. Actions

The Journey – A movement that's building momentum



6 Böhler delegates attend
OYW Summit in Ottawa

Sep 2016



First Experience Sharing
Session with CEO

Jul 2017



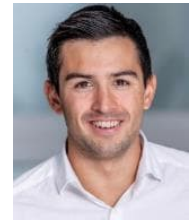
Vivienne Koch - first
full-time global lead

Feb 2019



SWAP kickoff
@ BUZ

Jun 2019



Jay O'Nien second
Global Lead

Feb 2020

2015

EB sends Böhler
delegates to OYW
Summit 2016



Apr 2017

Official global kickoff
of GenB



May 2018

MeWeAll Panel
discussion



May 2019

OYW Caucus
@ BUZ



Aug 2019

Generations for a
Better World





5th Alliance for Corporate Change Workshop



Cake to Care – collecting 1'500 CHF for Charity in BUZ and BCTB



GenB India launching new social Clubs - First Trekking Event with over 50 Participants

Highlights Q3 2023

Global



GenB Colombia growing strongly due to great regional leadership and support from HR



Biodiversity project being scaled in BUZ after successful project in BUKL



Tree planting initiative in BADA



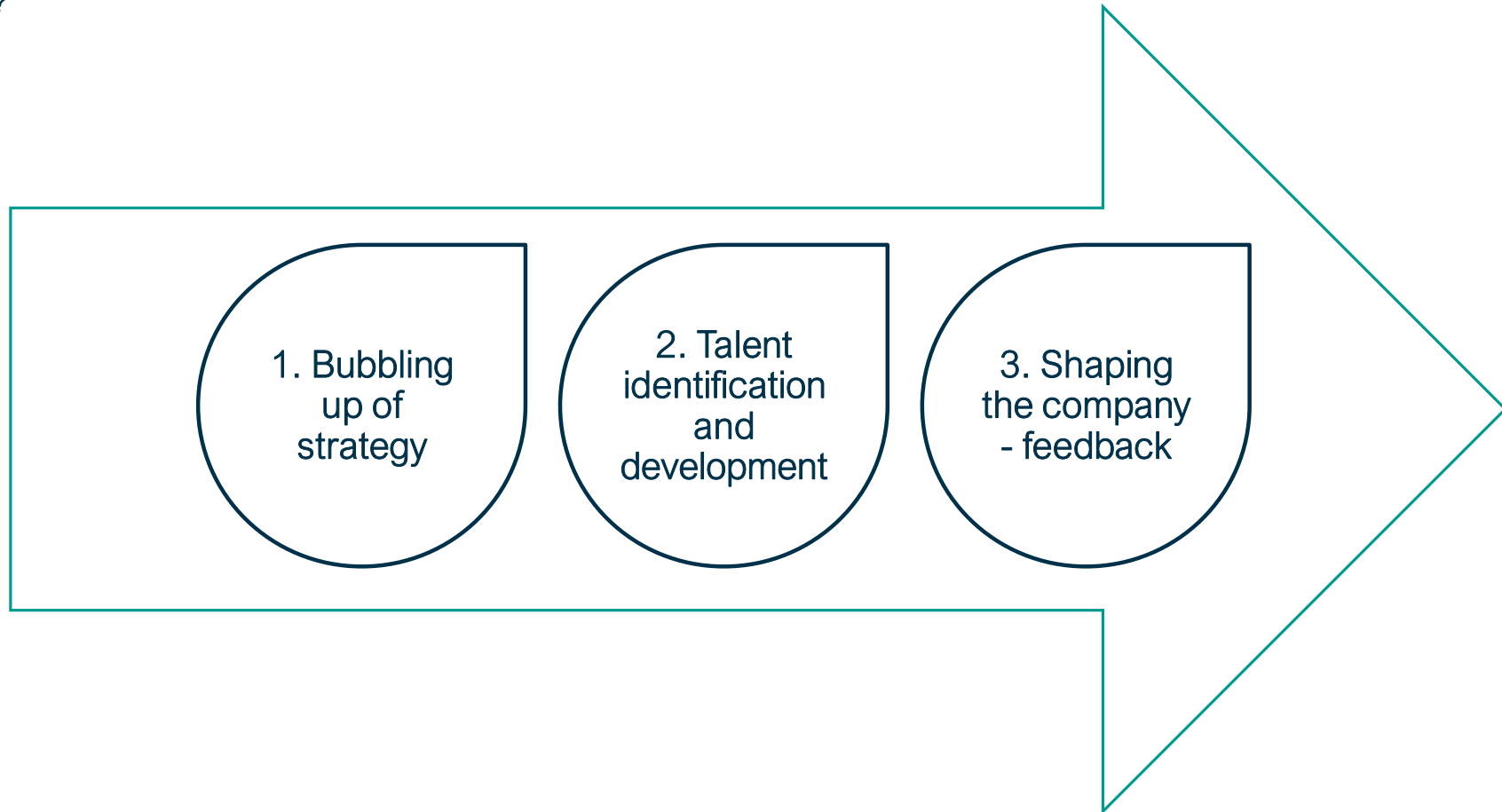
Driving engagement and supporting in the IC23

4. Implementation



4. Implementation

How?



4. Implementation

Alliance for Corporate Change Fostering Exchange between Grass-Roots Movements

The Alliance for Corporate change is a **cross industry change movement** engaging change agents in the Swiss Private Sector.

What: Community with a core of OYW ambassadors from different Swiss companies and NGOs.

How: Exchange in larger quarterly Workshops as well as workgroups between and during the workshops.

What is the A4CC for GenB?

- Platform to exchange with other grassroots movements
- Inspiration and push to develop GenB
- Cross-company exchange
- Development opportunity for individuals

Participants of the 4th A4CC Workshop in Bern:



SIEMENS



4. Implementation

How?



- **A strong voice:**

Develop policies that we can advocate for together

- **A community:**

Provide a community to network and support

- **Networking:**

Meet each quarter in a community workshop, and work together between these sessions on project teams

- **Impactful action:**

Develop impactful initiatives connecting across stakeholder groups (corporate, civil society, academia, startups, etc.)


5. Outlook



5. Outlook



What can
we do as a
company?



Valuable
opportunities to
exchange with like-
minded, passionate
people, across
industries

A development tool
to 'bubble up'
company strategy

Reflective of the
organization its
within – use it to
solve key challenges

An opportunity for
talent motivation
and development



Switzerland National Board



Our vision is to
**identify, connect
and promote**
Switzerland's most
**impactful young
leaders,**

to create tomorrow's
organizations and transform
those of today

How to get involved

To be able to engage our community in Switzerland and create impact for young leaders, we need your support!

If you have any further questions, or would like to discuss different ways to get involved - reach out to our MD, Jessica Jones (jessica.jones@oneyoungworld.ch)

Talent Development

Join us at the One Young World Switzerland Summit

- Select young leaders within your company to be Delegates at the annual One Young World Switzerland Caucus, to expand their view and build important connections within Switzerland
- Retain and develop top talent in your company by giving your delegates the opportunity to be heard and implement their ideas for innovation within your business

Create impact inside your organization

Engage young leaders in transforming your organization - through concrete actions

- Young leaders who have attended the Switzerland summit or engaged in the community workshops are empowered to bring this inspiration back to your organization and turn it into tangible actions. Engage your young leaders in driving your sustainability strategy, cultural transformation, etc.
- Engage OYW Switzerland on a specific topic that you want to bring deeper in your organization - just reach out and discuss!

Social Impact

Engage with your local community and support OYW Switzerland

- If you are looking for inspiring young leaders to speak or advise on a specific topic, let us know and we can support you with connections into the Ambassador Community in Switzerland
- If you are looking to sponsor or engage in a specific project, we can also support with advertising to volunteers and organization of projects.
- Sponsor a young leader from Switzerland to attend the global summit - enabling them to access a global community of high-quality young leaders, and develop their projects further.

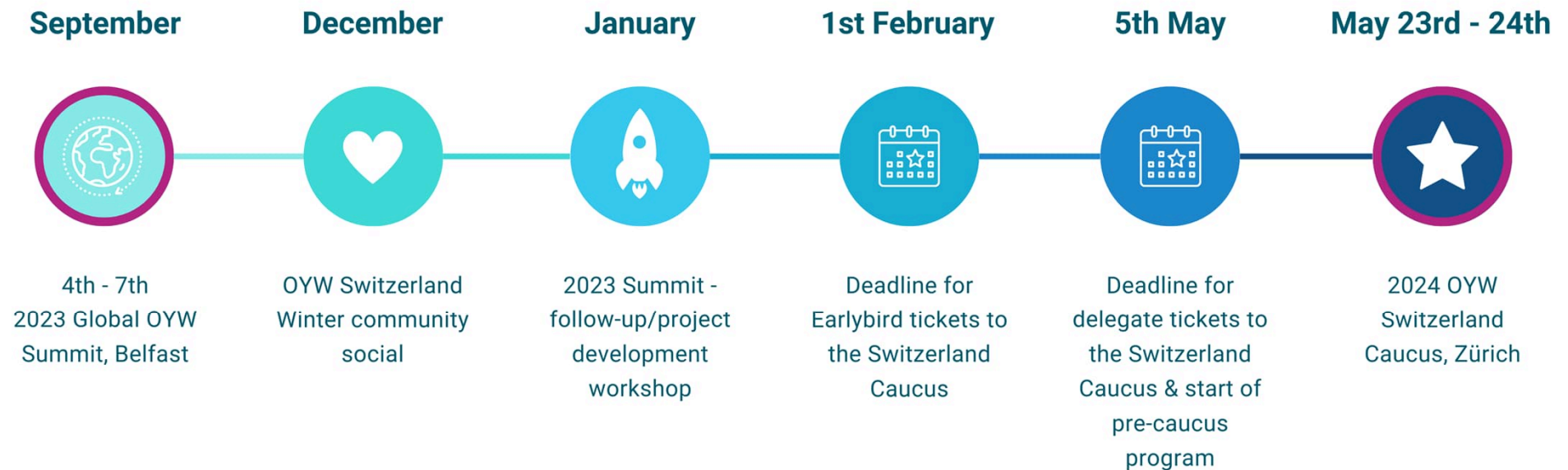
Awareness

Sponsorship and Value-In-Kind (VIK) donations

- We are always looking for opportunities to sustainably sponsor our events, and this is a great way to show your organization's support.
- Focus your support on a session theme or speaker that aligned with your business goals
- We need your support to fund and run the admin side of our organization - please reach out if you are interested in supporting here!

OYW SWITZERLAND MILESTONES

[Stay in touch - if you would like to join our mailing list, or hear more from us, let us know in the linked form here.](#)



Further questions?

If you would like to know anything further, or discuss or brainstorm any opportunities to collaborate - please reach out to our Board Members, or to the Managing Director, Jessica Jones.

We look forward to working with you, and supporting your young leaders in making a positive impact!



Jessica Jones
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079 657 90 42

For more information about One Young World - visit their website - www.oneyoungworld.com

And take a look at their Annual Impact Report here: https://www.oneyoungworld.com/sites/default/files/2023-06/impact_1.pdf