

**SIEMENS**

*Ingenuity for life*

**WE**



# WE Charity

Case Study

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# Siemens ingenuity helps WE “make doing good doable”



No charity in the world is quite like WE.

With a goal to build a community of 100 million people who care and act, the Toronto-based organization has about 1,000 full-time staff in Canada, the U.S. and globally. They develop and run programs that empower change at home and abroad – from education to health to economic opportunities.

For example, thanks to “WE Schools,” students in Canada, the U.S. and the U.K. are learning the life skills they need to succeed, while being inspired to become active citizens who make a difference. Meanwhile, “WE Villages” is helping people throughout the world to establish and sustain thriving communities that allow them to support themselves. And there’s “ME to WE” – an innovative social enterprise providing trips and products that have an impact, empowering people to change the world with their everyday choices.

As co-founder Craig Kielburger sums it up: “We help individuals, families, schools and companies create a positive impact in the world.”

## Ingenuity for life with Siemens and WE

The WE Global Learning Centre is a community space that makes doing good doable for youth and adults in Canada and internationally

- With world-class technology, leadership programs and social issue workshops, it is an innovative hub where action plans come to life and transformative change is created
- Turned to Siemens as a building technology partner to deliver and install the latest innovations that would enable major cost savings, deliver powerful capabilities, and demonstrate a commitment to environmental leadership

Siemens delivered everything WE dreamed of and more

- Amazing technology, local expertise and a strong corporate commitment ensured excellent and cost-effective execution by Siemens
- End result is a future-proofed, one-of-a-kind site with leading-edge building automation, security, lighting and fire alarm systems
- Ingenuity of Desigo CC™ product was the key to success: Simple, easy-to-use, centralized monitoring and control of building functions

Special partnership with a great future

- Siemens supporting ongoing maintenance and growth of the WE Global Learning Centre
- Ongoing charitable support from Siemens for WE

Inspiring charitable organization WE relies on innovative Siemens technology – and people – for its groundbreaking Global Learning Centre

## The WE Global Learning Centre: A unique Toronto landmark helping to make the world a better place

The charity's beating heart is the WE Global Learning Centre (WEGLC) in downtown Toronto.

Reflecting the organization's vision and mission, the WEGLC is a community space that's all about "making doing good doable" through leadership programs, social issues workshops and other activities.

Housed in a beautiful heritage-certified building that has been restored to its early twentieth century design intentions, the Centre is full of environmentally-friendly features, such as carpets made of recycled fishing nets recovered from the ocean

floor, with locally-sourced-and-built furniture resting on top.

As noted by Carrie Patterson, WE Charity's Chief Operations Director, it was a priority for WE that the building demonstrate true environmental leadership.

"A very important cause for young people is the environment, so we use the space at the WE Global Learning Centre to teach our youth about how a building like this can create efficiencies and reduce our environmental footprint."

There is also cutting-edge technology throughout the building – including

state-of-the-art film and broadcast studios, Skype-enabled classrooms that can connect students from around the world, and a large room for special events known as the "Empatheatre" that can accommodate up to 200 guests.

With so many special features to draw students and community groups, along with the fact that it's available to be rented out for special events, it's no surprise the WEGLC has fast become a major destination for scores of visitors every day.

"We wanted to make this a true gem of Toronto, the type of place that when dignitaries come to Toronto, they'll go to the CN Tower, they'll go to Casa Loma and they'll come to the WE Global Learning Centre," says Jeff McLeod, Director of the Centre. "That was our vision – to create a place where people would say it's so innovative you just have to see it, but at the same time, maintaining the rich historical heritage of the building."



"Our partnership with Siemens has been so wonderful because not only have they contributed to such a world-class building – the WE Global Learning Centre – but they also sponsor WE initiatives like contests which challenge students to create innovative solutions to change the world."

Carrie Patterson  
Chief Operations Director, WE



“From the moment Siemens got involved, they were our trusted advisor. It was inspiring to be working with people who were so enthusiastic.”

Jeff McLeod  
Director, WE Global Learning Centre

## Moving to a world-class showcase of innovation

There certainly was plenty of motivation for WE to design, build and move into the Global Learning Centre as quickly as possible. WE is a growing organization. It required a home that could accommodate that, while being a catalyst for everyone there to translate WE’s bold vision into a reality in a myriad of ways.

“We were so excited to move into a space that stands apart based on its innovative features and ability to foster collaboration,” explains Patterson. “It gives us the ideal place to welcome, connect and work with schools and other people in the community, as well as our local and international partners.”

### Siemens essential to rapidly turn vision into reality

As awe-inspiring as the facility is for staff and visitors alike, what might be most remarkable is how it went in a matter of months from “what if” concept – that started with just the shell of a building more than 100 years old – to a showcase

of functionality, comfort and technological innovation.

Initial discussions took place in late 2016. By September of 2017 everyone at WE had moved into their new building and it was fully operational, with visitors coming daily.

McLeod says that ambitious timeline was met thanks to Siemens – with its creative thinking, world-class technology, and willingness to go above and beyond for WE as a special partner.

“We were going through the process with our mechanical engineers, figuring out who can we partner with to meet our future-focused vision of doing things really smart and innovatively. Siemens was the name that kept on coming up. Everyone would say Siemens is the gold standard of building automation and technologies,” describes McLeod. “And from the moment they got involved, they were our trusted advisor. They walked us through everything. It was inspiring to be working with people who were so enthusiastic.”

## Ingenuity in delivering everything that was required, and a lot more

Siemens and WE established a common goal for the project – all based around system integration. Major building systems were connected, including heating, cooling, lighting, security controls and fire alarms. And everything was tied together with a user-friendly, state-of-the-art intelligent infrastructure solution.

Andrew Coates, Area Sales Manager, Automation Solutions, led the Siemens team for the WE project. “The strategy Siemens took with WE was to form a collaborative approach around the design and implementation of the building systems, which was based on our Intelligent Infrastructure Solutions strategy, or what we call I2S. This enabled Siemens to guide WE through the process, ensuring

optimal cost savings and a smarter, more connected building.”

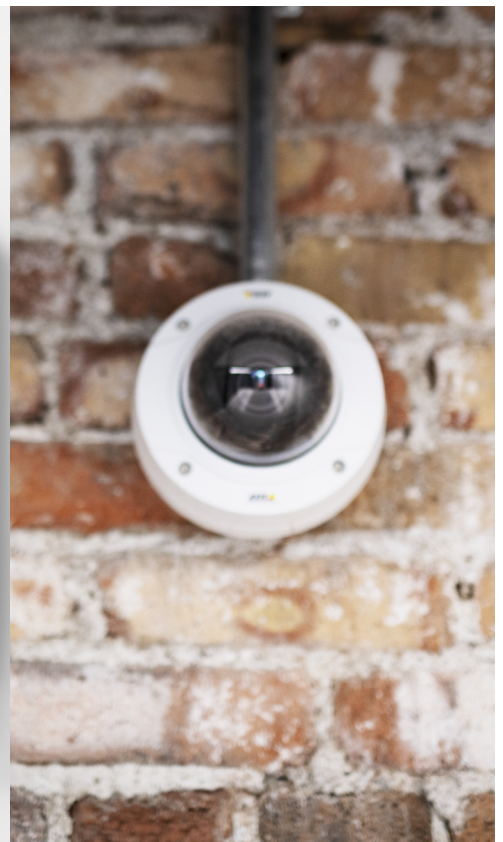
“We laid out the design, came in and put the devices on the wall and connected everything,” he says, all while sticking to a tight budget and accelerated timeline.

Each Siemens deliverable demonstrated bold thinking – doing what’s right for the environment while exemplifying excellence in occupant comfort and building functionality. Using an integrated approach that stresses optimal energy management, the site has:

- Ultra-sophisticated heating and cooling enabling 39 room-specific climates to be maintained
- A versatile lighting system emphasizing daylight harvesting to get the most

natural light possible for enjoyment by employees and visitors, while reducing the need for overhead lighting

- A leading-edge security system anchored by Siemens Siveillance video management software and Sipass software for access control, plus an intricate intrusion alert and alarm system, with everything integrated into the main building automation system for maximum effectiveness and convenience
- A communication link between the fire alarm system and the building automation system, with various alarm points and notifications displayed on the building automation interface



Components of Siemens fire alarm, building automation, lighting and security systems are all connected back to the central work station, powered by the Desigo CC software.

## At the heart of the sophisticated building automation: Desigo CC™

The most impressive technology Siemens has provided to WE – and what underpins the entire system – is the Desigo CC™ building management platform.

Most buildings have multiple systems – typically a separate one for each of fire, security, lighting and HVAC – with each running on its own standalone workstation. It means building owners must train people on all those different systems and devote resources for each to be managed separately. Moreover, there might not be full transparency into what those systems are doing at any given time, and that includes not knowing if any system is performing at maximum efficiency.

Desigo brings an end to that. It integrates all the different elements into one central system, so everything can be monitored with full transparency and adjusted from one central workstation. There's an intuitive graphical interface that makes it all simple for the user. Everything is handled the same way – whether it's changing a light fixture or fixing a problem with the heating.

“When you're only running one network to control everything in the facility, think about what that does to drive down costs, right from the start with the construction phase of the project through to every day of regular operations,” explains McLeod.

It's also an open, non-proprietary platform, so it's future-proof. It can grow in whatever direction is wanted. For instance, if there's a desire to integrate the management of a parking lot into the Desigo system, it's a straightforward process to roll it in.

In short, it's a tool that can connect any and all aspects of a building – or group of buildings, even those with different, non-Siemens automation systems – into one centralized workstation. And with new mobile applications layered on top, it can all be managed remotely just as effectively from that workstation.

McLeod can attest to the power and simplicity of the system.

“I'm able to use it and I didn't even do any actual training on it,” he says, outlining how easy it was to put different ideas into action.

“There are days when I know we're going to have 200 people in our auditorium space,” he says. “So, I need to pre-cool the room, because as soon as you get 200 bodies in there it will get hot fast. I just go into Desigo and drop what's called the cooling script. That's it.”

What's more, he adds: “It's so nice to have everything on a map. If I want to alter the lighting or the temperature in a room, I fire up the program and then I click on whatever floor I want to look at, and it gives me a layout of that entire floor. And I can click on any camera to see any area of it. I can see in a snapshot what the temperature is in there, what the CO<sub>2</sub> is, what the lighting is, and so on. It's super handy. I click and can alter when the heating will kick on and when the AC will kick on. It's so easy to use.”

### Desigo CC™ building management platform

New software based on state-of-the-art technology, extensive international expertise and more than 30 years of Siemens experience in building technology

Enhanced user experience with a truly open platform

- Powerful patented functionalities and capabilities to provide optimal facility control, with an intuitive user interface

Flexible, easy to use and designed for integration

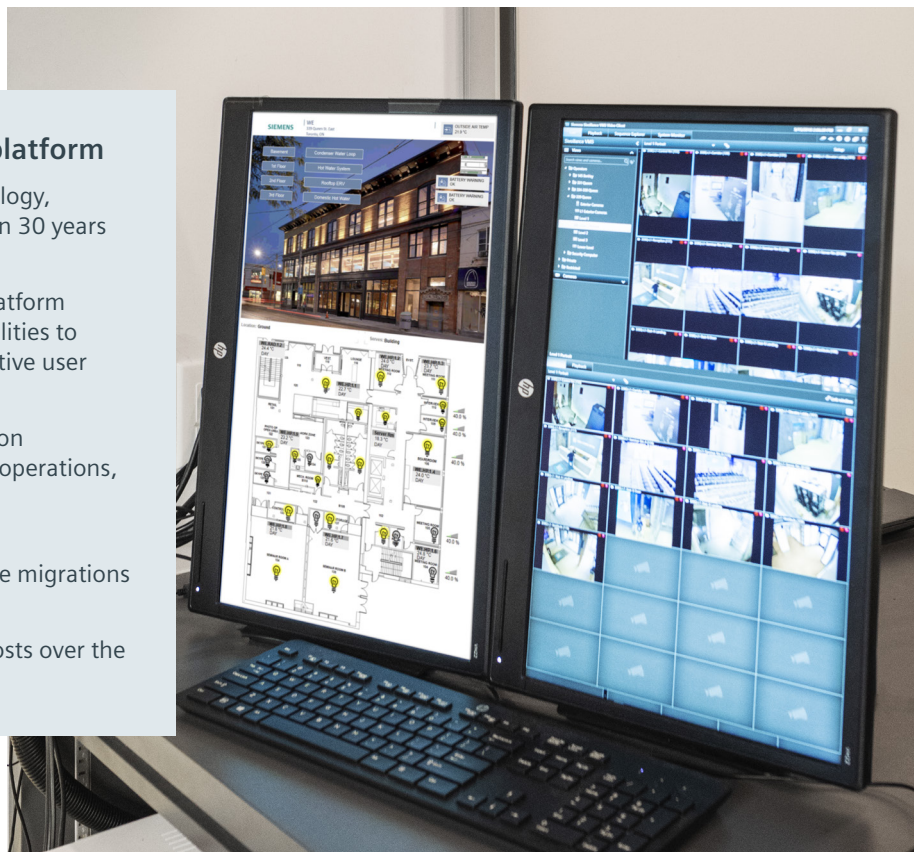
- Comfortable, easy and efficient approach to operations, monitoring, supervision and management

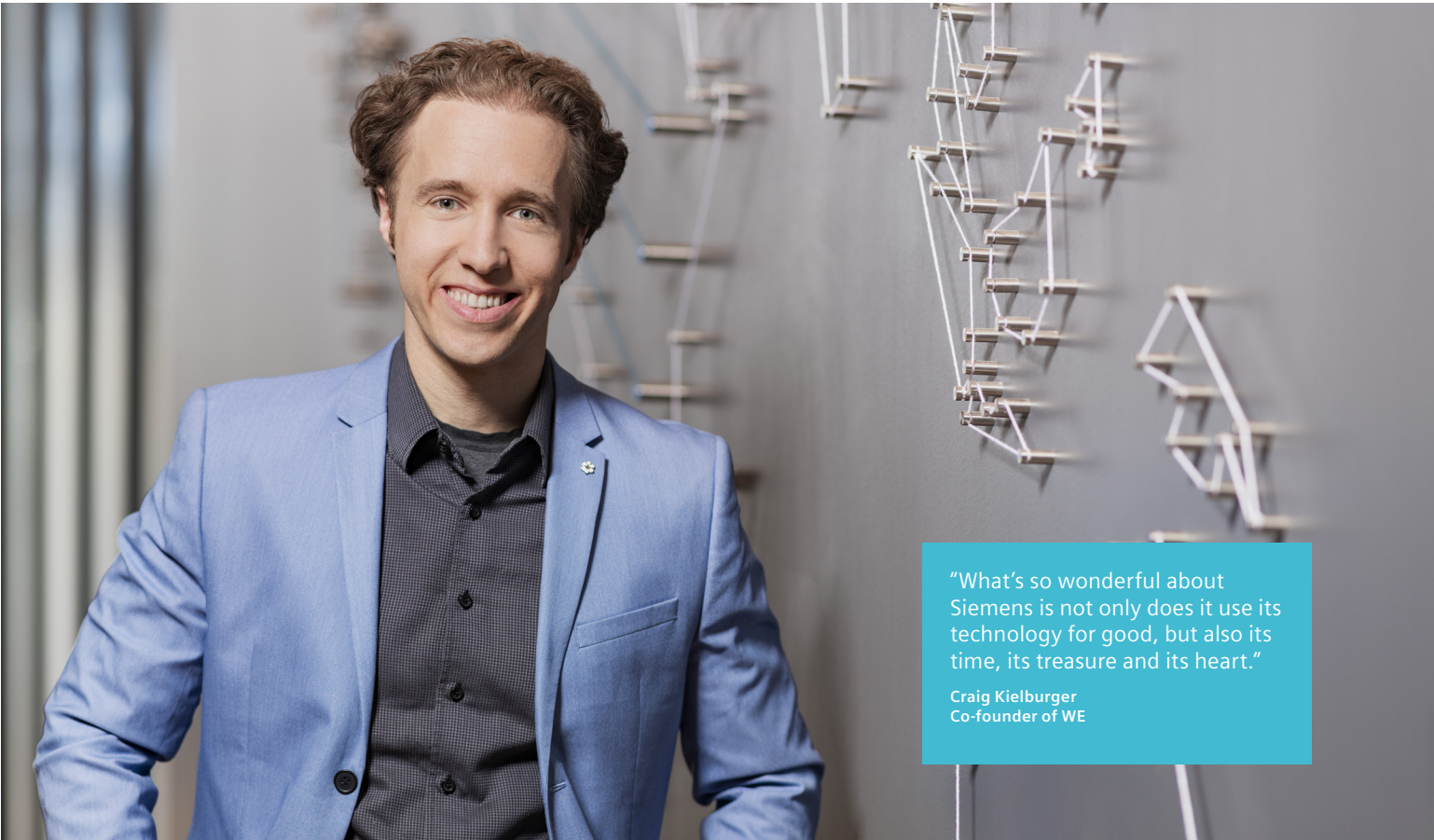
Grows with customer needs

- Prepares installed systems for seamless future migrations

Efficient support and secure operation

- Web client options to reduce maintenance costs over the entire life cycle





“What’s so wonderful about Siemens is not only does it use its technology for good, but also its time, its treasure and its heart.”

Craig Kielburger  
Co-founder of WE

## Success underpinned by a great partnership headed for a promising future

As great as that technology has been, what McLeod will remember most from the project was the relationship he and his colleagues have been able to develop with their Siemens colleagues.

“I think one of the things that stuck out throughout the process of the project was the ability of Siemens and WE to work hand-in-hand as partners – during the design phase, and during the implementation phase of the project, including overcoming any obstacles,” he explains.

Coates echoes that sentiment: “We regularly shared information and ideas about the project. It was essentially a joint effort, creating these spaces and designing the system to assure an optimal outcome. Our goal was to create the perfect place for WE employees and guests. It’s an experience that gives us a great foundation of partnership for the future.”

Reflecting on the project, Stephane Chayer, Vice President of the Building Technologies Division at Siemens Canada, says both organizations should take great pride in such a special partnership delivering such great success.

“We like to say at Siemens that we create perfect places,” he describes. “WE wanted to create the perfect place for their employees and for all the people that were going to be entering the building. We achieved that through our technology, our processes, and our people. We not only helped them create the perfect place, we’re helping them maintain that perfect place.”

To that point, WE is working on plans to grow the WEGLC in the coming years, offering expanded programming and connection opportunities. Siemens will be there every step of the way.

And yet, as valuable as that may be, Kielburger points out what’s most

important is how deep the partnership runs from a human perspective.

“As an organization that is dedicated to bettering the world, what was so important for us at WE was to have a partner who shares our beliefs, and Siemens does exactly that,” he says. “So, we’re proud not only to feature Siemens technology that ensures we are protecting our environment, using charitable resources efficiently by lowering our costs, and making sure everyone who comes to the building to work or visit is safe and secure, but Siemens truly walks the talk. It’s charitably involved with our organization. Its employee base helps to volunteer, to serve and support young people here in Canada, and they’ve even become involved with some of our school-based programs. What’s so wonderful about Siemens is not only does it use its technology for good, but also its time, its treasure and its heart.”



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