

Business to Society in Canada

Our contribution to Canada spans six wide-ranging pillars

Like all countries where Siemens operates, Canada has its own unique circumstances and societal needs. Siemens is playing a key role in addressing this country's challenges, to help ensure an ever-improving future. Whether it's creating infrastructure, supporting our education system, helping the environment, transforming industries, or having our people volunteer in their communities, we're committed to making a difference for Canadian society. It can all be categorized within six pillars.

Strengthening the economy

Canada has long enjoyed a robust and growing economy, and the Government of Canada recognizes that proactive measures must be taken to ensure continued strength. Key challenges must be met, including addressing the impacts of globalization and changing trade relationships, the need to boost industrial diversification while spurring greater innovation and productivity, and strengthening public infrastructure as the foundation for a future economy that includes clean, renewable energy.

Through Business to Society, we can quantify our impact on the Canadian economy, and especially how we're helping the country meet its biggest economic challenges. Of particular importance, we're building needed infrastructure in our airports and transportation networks, and laying the foundation for a green economy in Canada through our environmental portfolio.

Key facts and figures

- **\$4.9 billion** contribution to the Canadian economy (all figures are fiscal year 2019)*
- **\$600 million** in employee salaries into the economy
- **4 jobs** in Canada enabled by each Siemens Canada employee

Developing jobs and skills

To ensure long-term success, the federal government is cognizant that Canada's workforce must have the knowledge, skills and tools for the future. Most importantly, there needs to be a focus on producing ample engineers, skilled tradespeople and technicians – people who are key to a robust industrial sector in the coming years. In addition, with the country's post-secondary school enrollment rates being among the highest in the world, that potential must be harnessed to have as many students as possible engaged in appropriate education and training, so they are ready for new opportunities created by Industry 4.0.

Business to Society allows us to identify the important ways we're helping address this issue, both directly as an employer – including bringing in students through co-op and other placements – and as a catalyst for others.

Key facts and figures

- **45** academic institutions across Canada have received grants from Siemens for our PLM software
- **\$3.2 million** spent on employee training

Driving innovation

Innovation across all industries is recognized by the federal government as pivotal to Canada thriving in a competitive world. Healthcare is a key priority for all provincial governments, and with a demographic shift toward an older population, innovation will be essential for high-quality patient care to be maintained at an affordable cost. Technological innovation will be equally critical for ensuring greenhouse gas emissions are reduced. In addition, it's important for Canada to be a global leader in digitalization, and that start-up companies be supported effectively so they can be innovation catalysts.

Business to Society provides an opportunity to chronicle how we're helping tackle this priority for Canadian governments. We're actively participating in 30 research collaborations to help find solutions to healthcare challenges. We're also taking a similar approach on the environmental and energy management fronts, where innovation is also essential for the country's future success.

Key facts and figures

- **30** healthcare research collaborations
- **\$35.7 million** awarded to Siemens, NB Power and Nova Scotia Power by the Canadian government for the Smart Grid Atlantic pilot project

Sustaining the environment

Canada is blessed with abundant lakes, forests and natural beauty. Protecting this is a priority for the Government of Canada. However, doing so is challenging due to harsh climatic extremes, vast distances between population centres, and having a substantial oil and gas industry. According to the World Economic Forum, Canada accounts for about 1.6% of the world's total carbon dioxide emissions. The federal government has communicated that it has set a national goal to reduce emissions to 30% below 2005 levels by 2030. Priority areas for achieving this include establishing green infrastructure, building resilience to climate change, and preserving natural assets through legislation.

Business to Society allows us to catalogue the myriad of ways we're helping Canada reduce its emissions – from operating a fleet of electrical vehicles and charging stations, to enabling power providers to offer clean energy solutions, to planting trees across the country.

Key facts and figures

- **\$400,000** donated to Tree Canada, plus about 12,000 trees planted since 2012, which will help to eliminate 37 tons of carbon dioxide in the next 50 years
- **2.8 GW** of clean power generated by wind turbines
- **2030** is the year by which Siemens aims to be carbon neutral

Improving quality of life

Most Canadians enjoy a very high standard of living. However, to help those less fortunate, the federal government is focused on addressing key areas. This includes alleviating poverty (according to Statistics Canada, almost 10% of Canadians live below the poverty line), making housing more affordable (Statistics Canada reports that about a quarter of Canadians spend more than 30% of their total income on shelter), improving healthcare accessibility (The Fraser Institute ranks Canada 29th in the world at 2.7 doctors per 1,000 people), with an emphasis on long-term and mental health, and ensuring critical infrastructure is effectively safeguarded.

The Business to Society model helps us capture how specifically we are making a difference in the lives of Canadians. Each year, Canadians benefit from more than 31 million procedures involving Siemens healthcare products. As an employer, we are an example of best practices in health and wellbeing.

Key facts and figures

- **20+ years** of Siemens partnering with Cystic Fibrosis Canada to raise more than \$2 million
- **31 million** procedures each year in Canada involving Siemens healthcare products

Shaping societal transformation

The Government of Canada is focused on core priorities to help make Canadian society better for all its citizens. It is striving toward a more positive relationship with Indigenous people by overcoming historic issues and ensuring there is equal opportunity for First Nations. Other priorities are new immigrants, northern communities and their infrastructure improvements, and ensuring that all infrastructure across the country is made resilient to the effects of climate change.

Business to Society creates an opportunity to share the ways in which we believe we can help address this critical issue. For example, since 2010, our employee volunteers have partnered with Corporations for Community Connections (CFCC) to refurbish over 4,000 used laptops, which has helped more than 45,000 people.

Key facts and figures

- **4,000+** laptops donated to charities after being refurbished by about 750 employee volunteers
- **16%** of Siemens Canada engineers are women, which is above the Canadian industry average of 13.5%†
- **2019** was the year we launched Diversity@SiemensCanada

*Source: Siemens AG: Supporting quantitative analysis of economic aspects for B2S country report Canada, pwc, March 2020

† Source: Engineers Canada, National Membership Report, CY2018. Percent of practicing women in the Canadian engineering profession. <https://engineerscanada.ca/reports/national-membership-report/2019>