



## Annual Report 2017

---

### Foundation Goals

The Hirschmann Foundation is based in Zug, Switzerland, and has been operating in its present form since 2001. It aims at supporting basic and advanced education, scientific research, and the accomplishment of social goals.

### Main Focus

In the reporting year 2017, the Hirschmann Foundation mainly focused on the following goals:

#### **1. *Support of Scientific Research***

##### ***Project ETH Zurich Foundation since 2014***

The foundation supported the research project "The Swiss Vocational Education System and its Social Status" with a total fund of CHF 150,000.–. The Hirschmann Foundation therefore partnered with the ETH Zurich Foundation that is responsible for the project organization. The project started in spring 2015 and was successfully terminated in spring 2017.

The research project examined determinants and their impact on the social status of vocational education. Furthermore, the importance of these determinants was presented – on national and international level. The Hirschmann Foundation further funded an information brochure on the subject.

The ETH Zurich Foundation is planning a follow-up project in order to analyze the social status of various educational paths from the employers' point of view. To that aim, companies will be surveyed in a quasi-experiment, a so-called vignette study.

The Hirschmann Foundation is supporting the project with a total amount of CHF 150,000.–. The project will be launched in spring 2018 and is expected to terminate in spring 2021.

##### ***Project Brain and Trauma Foundation since 2014***

The foundation supported the research project "Biomarker oriented diagnosis and therapy in case of ADHD and comorbidity" with a total fund of CHF 500,000.–.

The Hirschmann Foundation therefore partnered with the Brain and Trauma Foundation Grisons that is responsible for the project organization. The project started in 2014

and data collection was terminated on schedule in August 2017.

Diagnosis and therapy in today's ADHD treatment are heavily marked by subjective elements. The research project aims at contributing to an objective diagnosis and therapy in order to reduce today's risk of (medicinal and non-medicinal) mistreatment.

The Brain and Trauma Foundation Grisons is planning a follow-up project in order to provide their research results to potential (clinical) users. The Hirschmann Foundation is supporting the concept with a total fund of CHF 70,000.–. Between 2018 and 2020, workshops will be conducted and a number of communication tools will be created (website, newsletter, brochures).

### ***PSI Paul Scherrer Institute / novatlantis***

The Hirschmann Foundation is supporting the research project "Success factors of energy accounting and energy/CO<sub>2</sub> balancing of municipal buildings" with a total fund of CHF 210,000.– (2016 to 2018).

The foundation therefore partnered with the Paul Scherrer Institute (PSI) that is responsible for the project organization. Affiliated with the PSI is Novatlantis, the sustainability/energy initiative of the ETH Domain. The project aims at clarifying the conditions for a more efficient and CO<sub>2</sub> reduced use of energy in municipal buildings.

### ***Garden Organic***

The Hirschmann Foundation is supporting the project "London – Food Poverty" with a total fund of CHF 190,000.– (2016 to 2018). The foundation has therefore partnered with the Henry Doubleday Research Association (Garden Organic) that is responsible for the project organization.

In the reporting year, the foundation board decided to extend the project. The project will be funded with another £ 10,000.– during the harvest season of 2018, from June to October.

Garden Organic is conducting information events and trainings in London's agglomerations, promoting a healthy diet in the specific context of urban areas. The events are held in cooperation with qualified instructors.

The pilot project aims at leading people with low income to a healthy and autonomous diet and at preventing them from unhealthy eating habits that can cause obesity and alcoholism.

In a first step, the participants are made familiar with healthy foods and learn how to grow their own vegetables in a second step. Thus, they not only gain access to good-quality foods and get into touch with nature, but the cooperative tasks also offer room for social interchange.

### ***Association foraus***

The Hirschmann Foundation is supporting the association *foraus* and its think tank with an annual fund of CHF 20,000 (total fund of CHF 60,000 from 2016 to 2018).

The project aims at enabling young academics to make relevant and viable recommendations on Swiss policies and to share their ideas in working papers. In order to meet this goal, *foraus* conducts two intensive one-day think tanks per year that are led by experts.

### ***SCHR, Basic and Human Rights of the Elderly – Practical Guidelines***

In the reporting year, the Hirschmann Foundation board decided to fund the conception and print of the practical guidelines *Basic and Human Rights of the Elderly* with an amount of CHF 78,870.– (in three installments). The foundation therefore partnered with the Swiss Centre of Expertise in Human Rights (SCHR) in Bern. The project started in 2017 and the guidelines are to be published at the end of March 2019.

The guidelines illustrate the implications of basic rights and human rights in the daily lives of elderly people and how to protect them. They address those concerned, as well as people who are regularly in contact with the elderly, such as relatives, nursing home and hospital staff or members of communal, cantonal or federal authorities, the media and further circles of interested people.

The guidelines help to detect the violation of basic rights and present ways to avoid such violations. They will present examples/cases and suggest courses of action in comprehensible language.

## ***2. Support of Integration Projects at Swiss Vocational Colleges, 2008-2017***

Between 2008 and 2017, the Hirschmann Foundation supported integration projects at Swiss vocational colleges with an annual fund of approximately CHF 350,000.–. The foundation therefore partnered with the Swiss conference of vocational school directors (SDK-CSD).

The goal was to overcome cultural and linguistic barriers, prejudices and mentality differences among students of various origins.

The foundation terminated the agreement with the SDK-CSD by fall 2017. Between 2008 and 2017, a total of over CHF 2.7 million were invested in 223 integration projects. 55,470 students from 65 schools in 19 different Swiss cantons and the Principality of Liechtenstein were involved.

The foundation board is still persuaded of the projects' impact and will examine the possibility of a further cooperation in 2018.

### **3. *Hirschmann Scholarships for University of Applied Sciences Students since 2008***

Since 2008, the Hirschmann Foundation has awarded scholarships to university of applied sciences students, providing an annual amount of approximately CHF 300,000.–. The foundation therefore partnered with swissuniversities (chamber of universities of applied sciences).

The Hirschmann Foundation provides information about the scholarship program on its website [www.hirschmann-stipendium.ch](http://www.hirschmann-stipendium.ch). Swissuniversities assigned all administrative work to Alexandra Richter, Head of University Services, Lucerne University of Applied Sciences and Arts. In the reporting year, the foundation board decided to extend the project for another three years (2018 to 2020).

The goal of the Hirschmann scholarship program is to sponsor promising students with extraordinary performances in their Bachelor's program who are about to enter a Master's program at one of the Swiss universities of applied sciences. Not only the applicants' performances, but also their social commitment is considered when awarding a scholarship. In 2017, 52 students were granted a scholarship of CHF 5,000.– each, one student was granted a scholarship of CHF 10,000.–.

### **4. *Supporting Small Businesses in Mali, 2010 to 2017***

Between 2010 and 2017, the Hirschmann Foundation supported a savings and micro credit project in Mali that was conducted by Swisscontact.

Proactive men and women in Mali (mainly in the Sikasso region) who are qualified craftsmen or farmers were given the opportunity to make a living for themselves and their families by establishing their own businesses.

Since 2010, the WASA project has reached over 7,000 women and men. Together, they have saved more than CHF 82,000 and have granted more than 6,000 credits (219 credits in 2017). A total of 330 WASA groups were funded, 180 of which are still operating today.

Swisscontact's continuing presence in Mali was still uncertain by the end of 2017. Hence, the Hirschmann Foundation and Swisscontact decided to terminate their cooperation in Mali.

Instead, the Malian model of savings and credit groups will be transferred to Bourkina Faso in 2018. Swisscontact will continue to support the WASA groups with their knowhow and within their means.

### **5. *Supporting Small Businesses in Burkina Faso since 2018***

In the reporting year, the foundation board decided to continue its cooperation project with Swisscontact. The aim is to create savings and credit groups in several villages of Burkina Faso according to the Malian model (2017 to 2020).

The saving and credit groups (SUMAN groups) are part of an economic development project by Swisscontact that is creating employment and income for young adults and

thus contributes to reduce poverty in seven rural areas of Burkina Faso. On the one hand, the project is supporting existing small businesses, business initiatives, and trainings for farmers in the surrounding villages. On the other hand, it provides access to financial services and strengthens local structures.

## **6. *Swiss Youth Music Contests, 2012 - 2020***

Since 2012, the Hirschmann Foundation has supported the Swiss Youth Music Contest with an annual fund of CHF 50,000.–. The Hirschmann Foundation therefore partnered with the Swiss Youth Music Contest Foundation (SJMW).

The foundation board decided to continue supporting the regional contests for one last period until 2020.

The Youth Music Contest offers young talented musicians the opportunity to perform publicly and to participate in national and international contests. The regional contests (Entrada) were carried out in different Swiss locations from March 24 to March 26, 2017.

The Classics Contest was conducted for the 42<sup>nd</sup> time. The finals took place in La Chaux-de-Fonds from May 18 to May 21, 2017. The 4<sup>th</sup> Jazz&Pop Contest was staged at the Jazzcampus in Basel on April 28 and 29, 2017.

## **7. *Hirschmann Master Course since 2015***

In addition to the contests, the Foundation Swiss Youth Music Contest (SJMW) has been conducting the annual Hirschmann Master Course since 2015. The Master Course is a cooperation project by the SJMW and the Hirschmann Foundation. The foundation board decided to conduct the Hirschmann Master Course for three more years (2017-2019) with an annual fund of CHF 20,000.–.

It aims at providing fresh impulses to SJMW award recipients and at inspiring their artistic work. During one week, they obtained private lessons by university professors. Additional workshops and chamber music performances rounded off the program.

The 3<sup>rd</sup> Hirschmann Master Course was a big success and took place from October 7 to October 14, 2017 in Werdenberg.

## **8. *Hirschmann Scholarships for Apprentices since 2013***

Since 2013, the Hirschmann Foundation has sponsored a scholarship program for apprentices. The foundation therefore partnered with the Association Lernwerk that is based in Vogelsang, Argovia, as well as with the atelier LU Couture in Lucerne.

Lernwerk aims at providing individual support to committed apprentices in completing their apprenticeship if they have difficulties in finding employment or in finishing their program due to their school performance or their socio-economic background. The foundation funds the individual support of ten apprentices by vocational training advisors with an annual amount of CHF 58,000.–.

The atelier LU Couture in Lucerne trains young clothing designers. The Hirschmann Foundation annually grants scholarships to five apprentices of CHF 2,000.– each (total annual fund of CHF 10,000.–) in order to enable them to successfully finish their apprenticeship and to establish themselves as committed professionals in the world of fashion.

### ***Smaller Projects***

In order to meet the foundation goals, the Hirschmann Foundation board decided to fund several social and educational projects, such as:

- a web-platform that provides information about international human rights and their implementation in Switzerland;
- a program that offers museum visits for demented people;
- a program that supports teenagers when it comes to career choice and finding an apprenticeship that suits them.
- a film project week with an integration class;
- a lunch table that supports intercultural communication by providing a venue to immigrants and locals;
- a youth brass band that turns the recordings of their concert tour into an album;
- practical guidelines for Social Impact Bonds;
- training events for upper secondary education teachers in order to improve their intercultural teaching skills.

### **Website**

The Hirschmann Foundation provides regularly updated information about its work on its website [www.hirschmann-stiftung.ch](http://www.hirschmann-stiftung.ch).

### **Foundation Organization**

In the reporting year, the foundation board comprised the following members:

Dr. Eugen David, St. Gallen, President  
Carl M. Hirschmann, London U.K.  
Prof. Dr. Ursula Renold, Brugg  
Dr. Barbara Rigassi, Muri near Berne  
Dr. Ulrich Siegrist, Lenzburg

The foundation's legal framework consists of the deed of foundation, dated November 20, 2001; the organizational regulations, dated April 21, 2010; the asset regulations, dated December 06, 20017; and the procurement directives, dated March 25, 2014.

The annual financial statement and the annual report 2017 were approved on March 21, 2018 by the foundation board, after the acknowledgement of the audit report by the auditors, dated February 9, 2017.

---

In the reporting year 2017, the office was managed by Martina Weber and Silke Chung, Marktgasse 20, 9000 St. Gallen. Auditors of the foundation were Trösch Partner AG, St.Gallen, the responsible regulating authority was the Pensions and Trusts Supervisory Authority for Central Switzerland, Lucerne.

Zurich, March 21, 2018