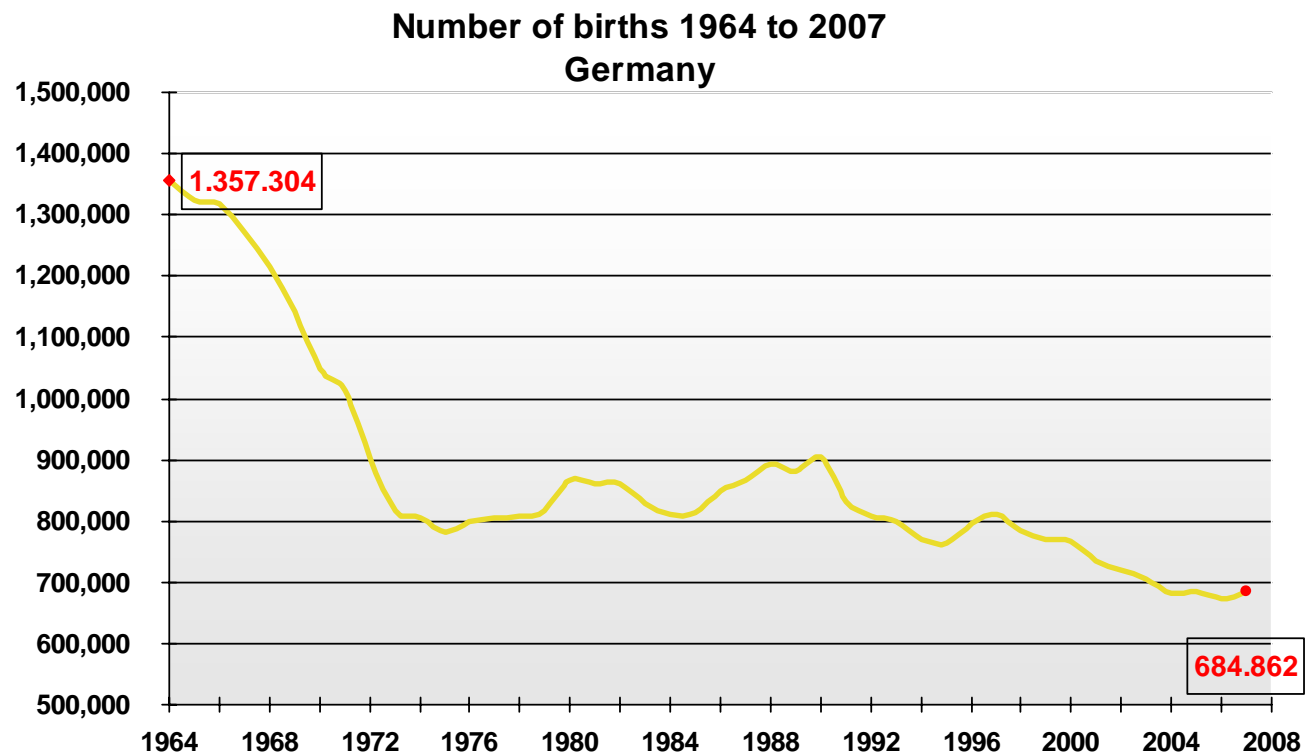


‘Success factor family’ corporate programme



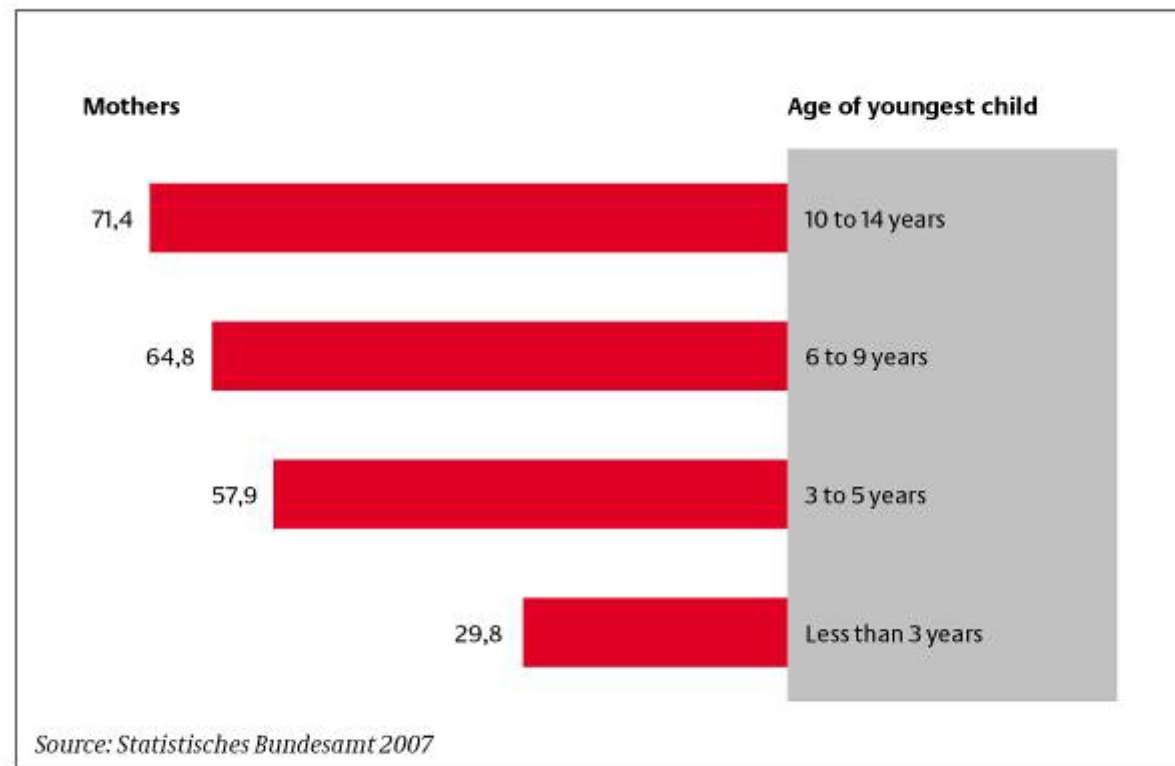


Challenges in Germany: Low birth rate and demographic change





Challenges in Germany: Low labour force participation rate of mothers

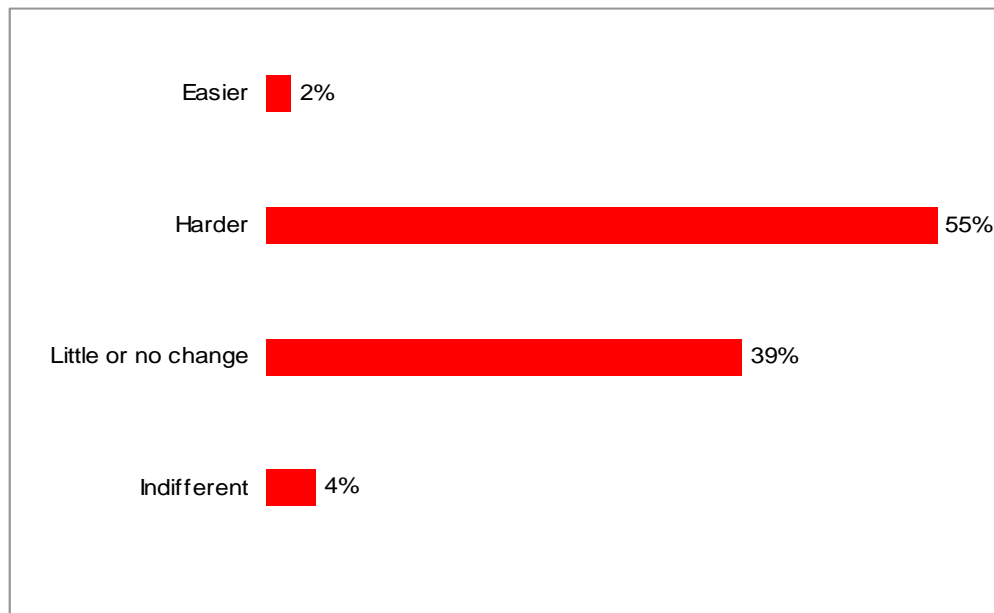




Challenges in Germany: Increasing need for qualified staff

- | Current lack of 400,000 skilled employees in German economy
- | In 2008, 55% of human resource managers expect difficulties in recruiting qualified staff in the future. In 2006, only 40% had expected difficulties recruiting qualified staff.

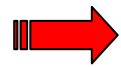
Will it be easier or harder to recruit qualified staff in the future?



Basis: Germany, senior managers
and human resource managers of
508 companies
Source: Institut für Demoskopie
Allensbach, March 2008



Sustainable family policy



through a better compatibility of family and work

Instruments:

- | Expansion of childcare facilities
- | Targeted financial support (parental allowance)
- | Family-friendly working environment



Goals of the corporate programme



- | Establish family-friendliness as a management topic
- | Turn family-friendliness into a trademark of German economy
- | Convince more companies to adopt a family-conscious personnel policy
- | Lobby at the highest political levels for more family-friendliness



Family summit: first meeting in October 2006 in Germany's Federal Chancellery, where a joint family-policy declaration was adopted



What does a family-conscious personnel policy mean?



Main fields of action:

- | Models of flexible work schedules
- | Making the workplace more mobile
- | Family-conscious work organisation and leadership
- | Information and communication about family services
- | Returning to work after parental leave
- | Services for families



Family-friendliness as a business case



‘Cost benefit analyses’, created by Prognos AG on behalf of the Federal Ministry for Family Affairs, 2003

The study shows that for small and medium-sized companies the cost benefits of family-friendly measures are higher than the investment in such measures.

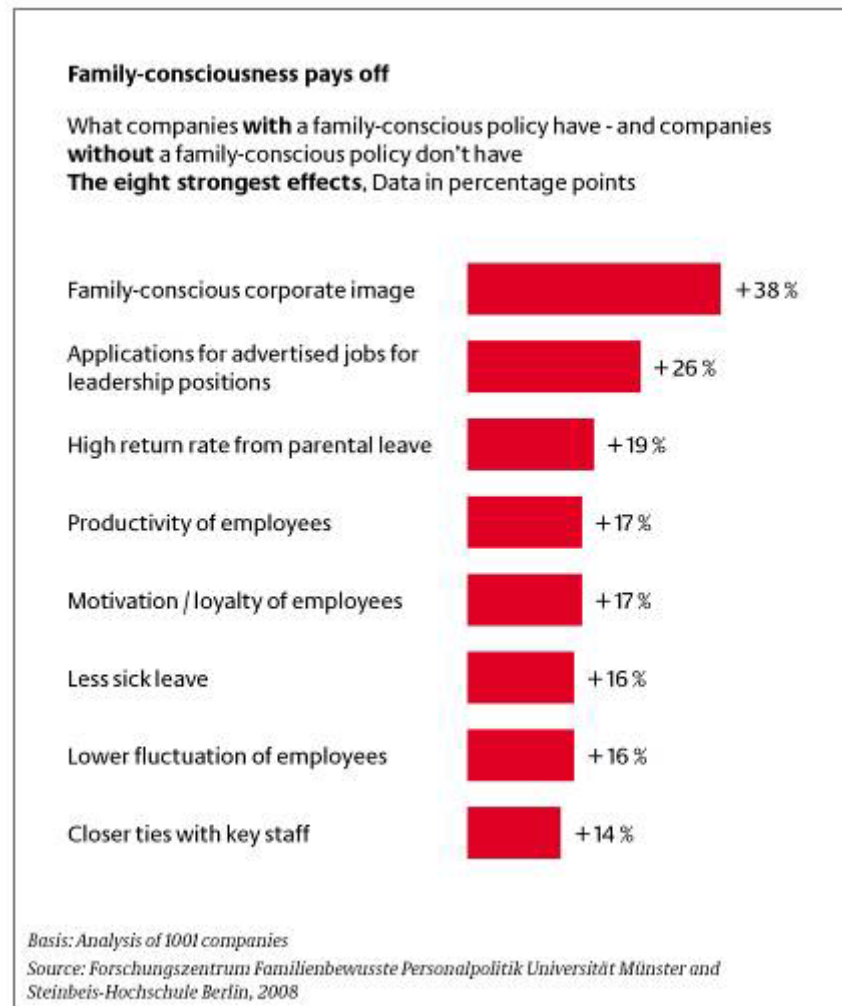
The return on investment is up to 25% due to reduced costs relating to

- | recruitment
- | absence
- | training





Family-friendliness as a business case



Family-conscious personnel policy
is becoming a concrete competitive
and locational factor for companies



‘Success factor family’

Components of the corporate programme

- | Federal competition ‘Success factor family 2008’, Patron Chancellor Angela Merkel
- | Company network ‘Success factor family’ in cooperation with the German Chamber of Industry and Commerce
- | Funding programme ‘Operational supported childcare’ funded by the European Social Fund (start: February 2008)
- | Company Monitor: survey to examine the status quo of family friendliness in German companies and identify deficits (2003 and 2006)





Federal competition 'Success factor family 2008'



Targets

- | Increase awareness of the great importance of family-conscious personnel policy as a business case
- | Present best-practice examples to motivate other employers
- | Show how family-friendly companies benefit from their commitment



Prize giving ceremony on 29 May 2008: Minister Ursula von der Leyen with the eight most family-friendly companies in Germany

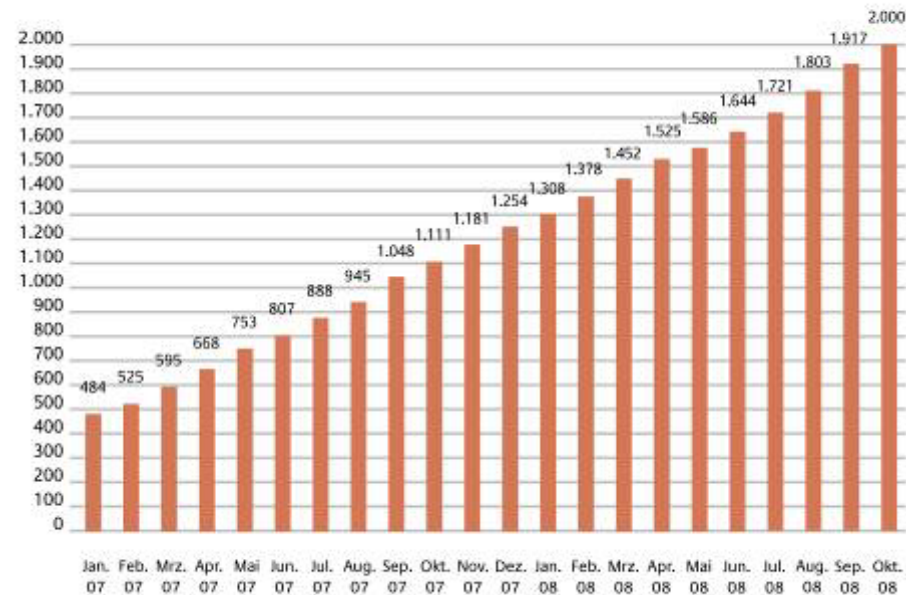


Company network ‘Success factor family’

The company network seeks to:

- | Offer a platform for interested companies
- | Inform companies about fields of action
- | Enable family-friendly companies to present their commitment
- | Enable family-friendly companies to share their knowledge and experience with other interested companies
- | Support cooperation and networking between companies

Development of number of members
from January 2007 to October 2008

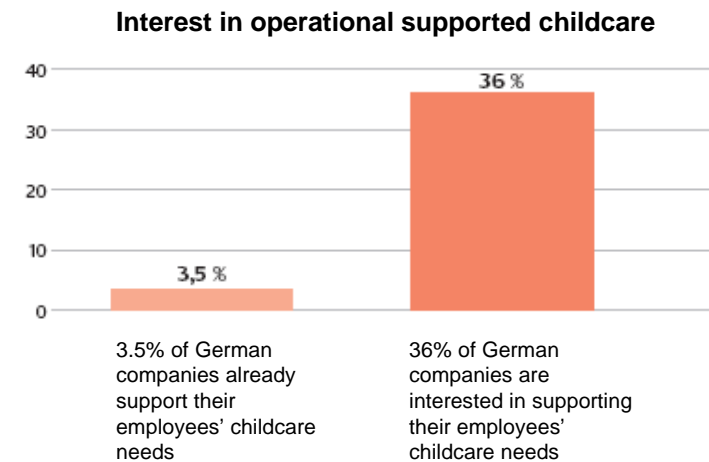




Funding programme 'Operational supported childcare'



- | Start: February 2008, total funding volume EUR 50 million
- | Target: individual and flexible solutions for employees and employers
- | Part of the strategy to expand childcare facilities in Germany
- | Start-up funding for additional new groups for children aged 0-3 years

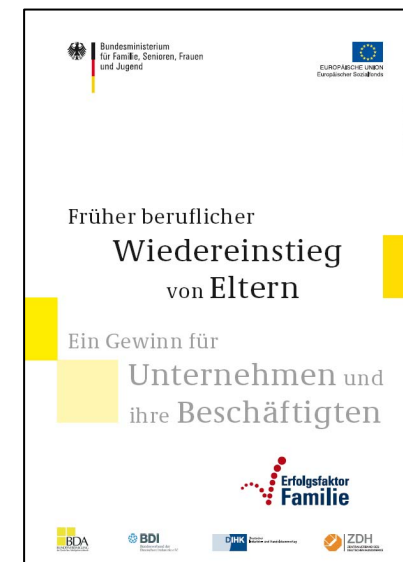




Practice-oriented manuals for companies



- | Several manuals containing family-friendly corporate policy measures
- | Manual 'Returning to work earlier after parental leave' in cooperation with trade associations – almost 300,000 downloads within three months





Website and newsletter



- | **Website:** since January 2006 central platform for family-friendly corporate policy in Germany
- | **Newsletter:** published every eight weeks with up-to-date information about studies, events, projects and best-practice family-friendly corporate policy





Measuring effects

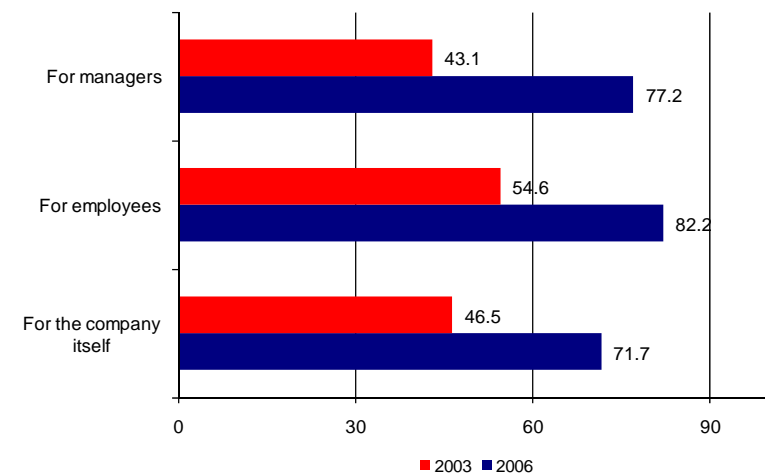
Company Monitor family-friendliness

| Representative survey to examine the status quo of family-friendliness in German companies: 2003 and 2006 (2010)

| Carried out by the Institut der deutschen Wirtschaft by order of the Federal Ministry for Family Affairs and the leading trade associations

| Regular monitoring: identify status quo, progress, deficits and new fields of action

How important is a family-friendly personnel policy...





Bundesministerium
für Familie, Senioren, Frauen
und Jugend



Familie

Results after three years



EUROPÄISCHE UNION

| In the past three years, the corporate programme has made a decisive contribution to making German business more family-friendly

| These results have been confirmed by numerous studies conducted with companies

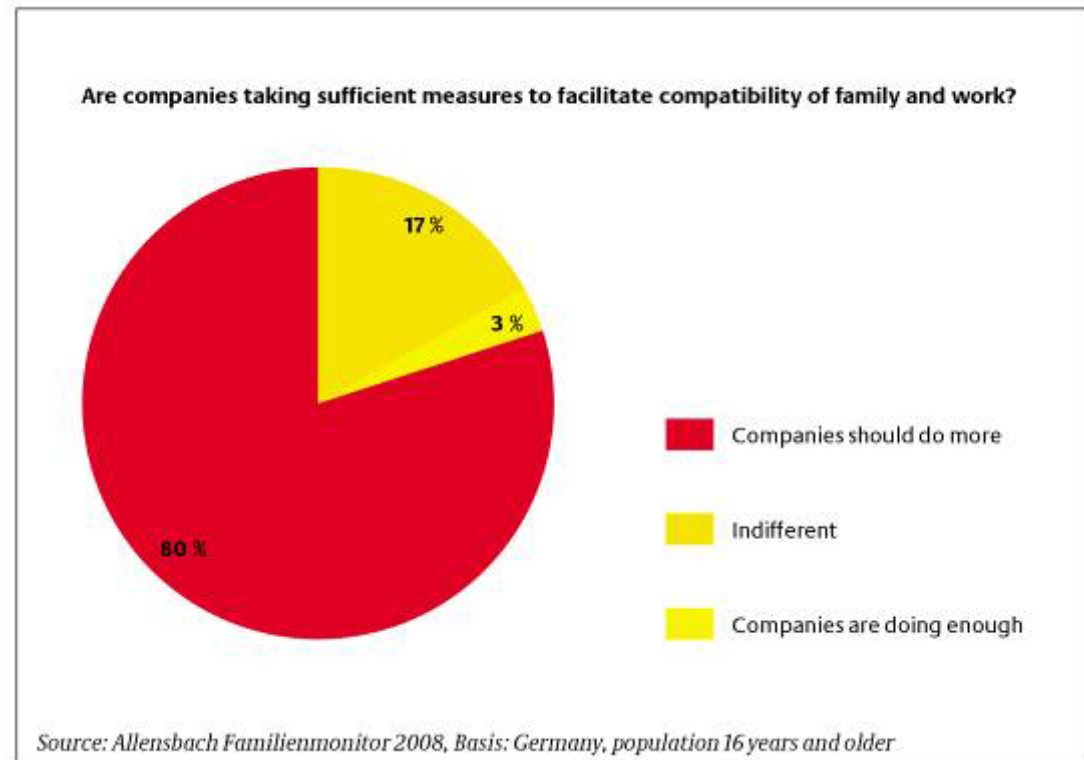




...but there is still a lot to be done:



| 80% of Germans expect more commitment from companies to facilitate compatibility of work and family life



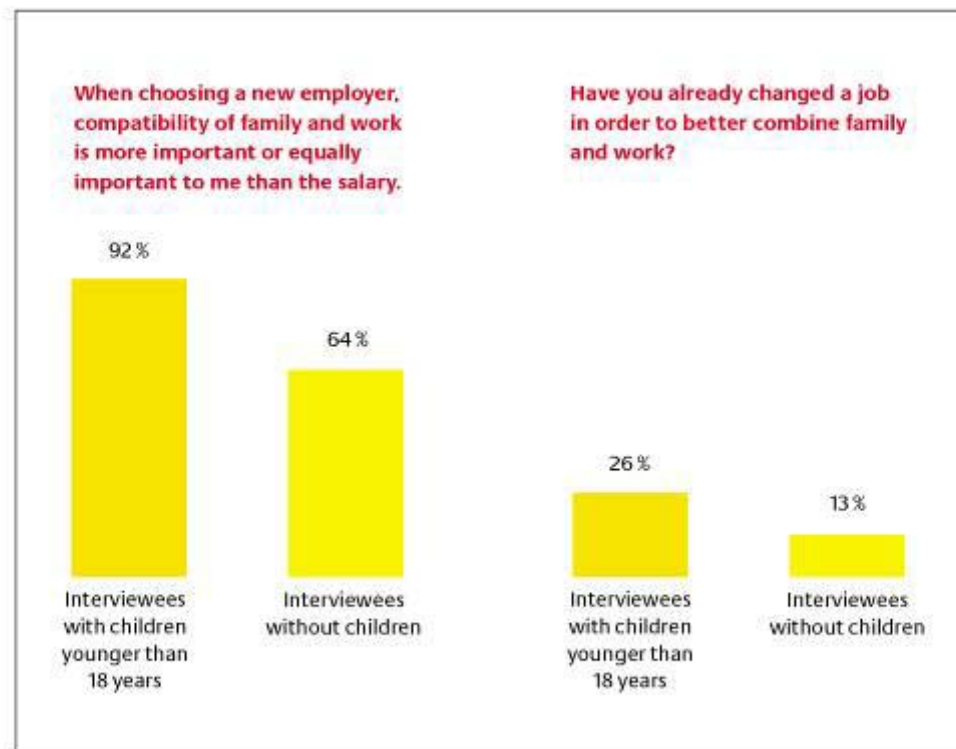


Family-friendliness contributes to employer branding



| For 92% of employees with children family-friendly measures are as important or more important than their salary

| 26% of employees with children have already changed their employer in favour of better compatibility of work and family life





Goals of the corporate programme to be achieved by 2010



Goals include:

- | *Support networking*: 10% of companies with more than 50 employees are enrolled in the network 'Success factor family' (about 7,600)
- | *Increase operational commitment in childcare*: the percentage of companies supporting their employees with the organisation of childcare is set to increase from the current figure of 3.5% to 10% by 2010.
- | *Establish family-consciousness as a crucial component in personnel marketing*: the percentage of companies which communicate their family-friendly commitment in job advertisements or on the internet is set to rise from the current figure of 25% by at least one third by 2010.