



Participate!



FOR SUSTAINABLE INNOVATORS

Financing Growth, Sustainably!

Supporting Asian micro, small and medium enterprises
on their sustainability journey

SIEMENS

FOR A SUSTAINABLE WORLD

Tech for Sustainability Campaign 2023

Tech for Sustainability is a global initiative for students, researchers, startups, and innovative individuals to leverage technology to solve real-world sustainability challenges and shape our future alongside Siemens.

Leverage technology to shape a sustainable future

Siemens AG is a technology powerhouse that brings together the digital and real worlds to benefit customers and society and thus people around the globe. The company - having shaped each of the four industrial revolutions - focuses on intelligent infrastructure for buildings and decentralized energy systems, on automation and digitalization in the process and manufacturing industries, on water solutions, and on smart mobility solutions for rail transport, but also in financial services and software development.

As a global ideation campaign, Tech for Sustainability is designed to engage innovators outside of Siemens in order to come up with unique solutions for problems with a focus on sustainability. In a hackathon, the innovators who have been particularly successful in the early stages of the Campaign will have the opportunity to create a proof-of-concept and proof-of-feasibility for their ideas. The different phases of the campaign and their timeline are shown in figure 1.

“Sustainability is in our very DNA. It is not an option. It is a business imperative.”

Judith Wiese, Chief People and Sustainability Officer, Member of the Managing Board of Siemens AG

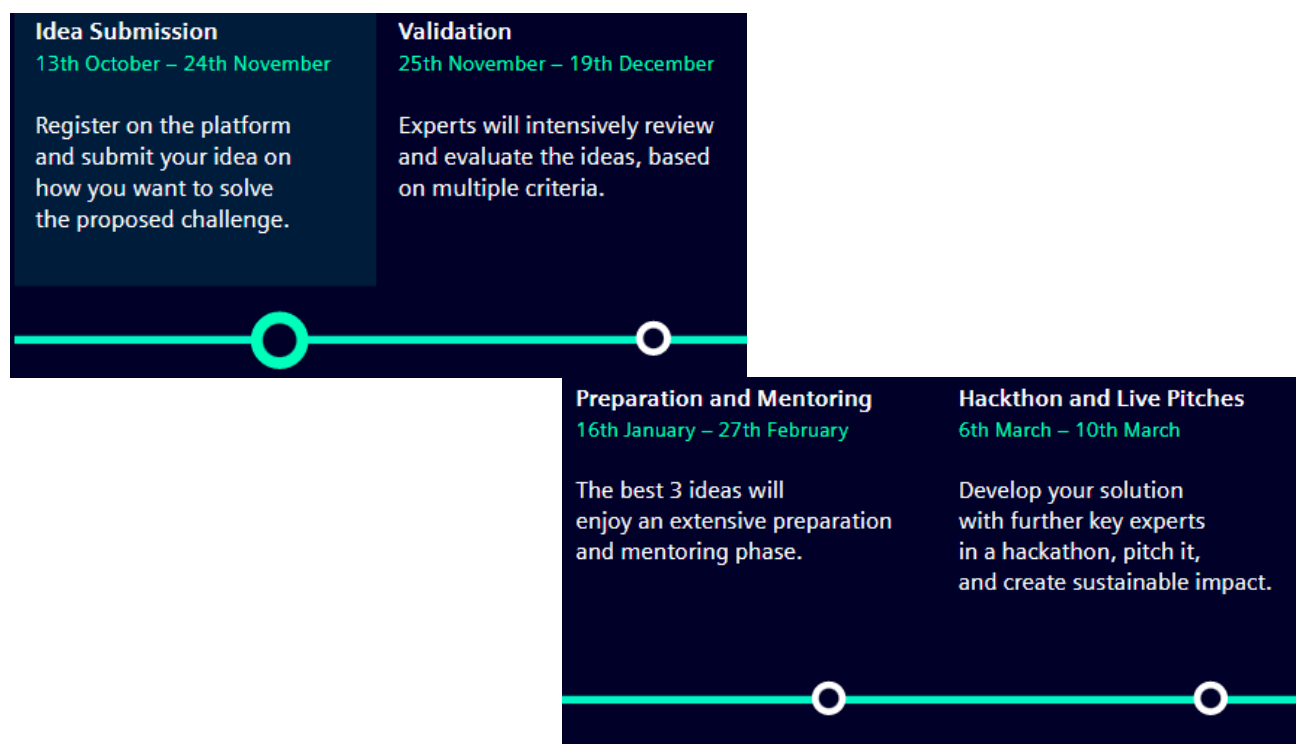


Figure 1 - Timeline and phases of the campaign



What's in for you?

1. Work with us - Let's solve real problems together to move towards sustainability.
2. Work on-site - The teams with the best ideas will develop their applications further during a hackathon. They will get to work on-site or remotely for the development of their proof-of-concepts.
3. Win Prizes - Three winning teams per challenge – 1st 5,000€, 2nd 3,000€ and 3rd 2,000€

How do you get to the next phase?

All ideas will be evaluated by Siemens experts based on the following criteria. So, keep them in mind:

- a) Innovativeness: Incremental or disruptive innovation
- b) Sustainability: DEGREE and impact on the UN Sustainability Development Goals
- c) Feasibility: Degree of technical and/or economic feasibility
- d) Potential: Fit to Siemens processes, products and markets
- e) Implementation: General implementation efforts (Time to market, R&D costs, etc.).

Join the campaign and create impact on real problems together with go-getters and solution seekers of the world by submitting your ideas.

<https://siemens.com/techforsustainability>

SIEMENS FINANCIAL SERVICES CHALLENGE

Financing Growth, Sustainably!

Supporting Asian micro, small and medium enterprises on their sustainability journey

A highly skilled workforce and access to inexpensive power made Asia an attractive destination for multinational corporates and led to a growing number of Micro, Small and Medium Enterprises (MSMEs). Today they form the bedrock of the region's economic growth, and it is imperative that MSMEs need to be empowered in their transition to a more sustainable future.

MSMEs need more awareness, access to technology, and financing to achieve the sustainability goals.

As a focused financial services provider who combines financial expertise with deep industry and technology know-how, Siemens Financial Services (SFS) sees a great potential in increasing awareness and transparency when it comes to decarbonizing MSMEs.

Let's unleash the power of the crowd and tackle this problem together!

Empowering MSMEs in Asia in their sustainability journey is, according to us, dependent on three pillars.

- 1) Information: Having a source of easy-to-understand information for example with regards to local, regional, and national regulations on emissions for a particular industry or sustainability best practices of industry leaders. Such information might enable MSMEs to set clear goals and inspire them on their journey ahead.
- 2) Technology: Once the awareness is raised and the spectrum of ambition levels is clear, then MSMEs can use the various technologies available to them and rate the level of investment needed.
- 3) Financing: Making innovative financing solutions available to MSMEs to reach their set sustainability goals.

While SFS can cover the Technology and Financing pillar we are looking for smart solutions fueled by data and AI to help create awareness and share the knowledge with MSMEs on their sustainability journey.

How can you create impact?

Along the challenge our subject matter experts can provide you with tangible examples and observations from the Asian market to underline the importance and implications of this challenge.

The central question we are facing is: how can we increase awareness and transparency for MSMEs in Asia, considering the multiple regulations, varying data sources, formats, and countries with different languages involved? We need your help to identify relevant data sources, use artificial intelligence (AI) and natural language processing (NLP) to analyze

them and connect them in a smart and user-friendly way to support MSMEs in shaping their sustainability roadmap. In addition, a mechanism for identifying industry leaders and their sustainable practices would create extraordinary value. When MSMEs know what to do – we can support them with tailor-made financing, helping them to realize their ambitions.

We know how big the challenge is – but that is exactly why we need you and your ideas!

Finding a way to support MSMEs in Asia on their sustainability journey would have a positive effect first on the population living and working there. But of course, lower GHG emission and waste reduction would have a positive effect on all of us.

At Siemens Financial Services (SFS), we see sustainability as a business imperative. For many years, SFS has been one of the leading institutions in financing greenfield renewable projects and sustainable transportation, while enabling resource-efficient manufacturing and buildings. In full alignment with Siemens, we're committed to engage with even more customers to identify and achieve their sustainability goals while realizing economic growth.

Do you want to be part of a sustainable financing eco-system with Siemens? What are you waiting for? Tune in on the kick-off event on the 13th of October at 4:30 p.m. (CET) and submit your solution!

Tech for Sustainability Campaign - For a sustainable world

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