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Fifteen years of cooperation with SOS Children's Villages worldwide: Siegwerk continues its commitment

For 15 years, Siegwerk, one of the world’s leading global providers of printing inks and coatings for packaging applications and labels, has partnered with SOS Children's Villages worldwide. Siegwerk employees around the world are engaged in initiatives run by the children's rights organization to support children and young people from vulnerable backgrounds to successfully manage the transition into independent life. This commitment will continue in the coming years.



The collaboration between Siegwerk and SOS Children's Villages worldwide began in Mexico City in 2010, when the SOS Children's Village on-site had to be completely rebuilt due to serious structural defects. Siegwerk financed the construction of a new building for eight children and their SOS mother. This project marked the beginning of a long-standing partnership. Since then, every year, Siegwerk has supported projects run by the children's rights organization in South America and Asia with an annual contribution of €100,000. Additionally, employees from nearby Siegwerk sites contribute their expertise and time to

selected projects, supporting young people in their personal and professional development by mentoring, training and teaching them relevant social and technical skills. These projects also align with Siegwerk's values and core themes, such as digitalization and sustainability.

Giving young people a future perspective with YouthCan!

Following this mentoring approach, Siegwerk has partnered with the global employability initiative YouthCan!, run by SOS Children's Villages worldwide, since 2018. This project empowers young people to transition to independent careers. Local employees of Siegwerk are personally involved in supporting young adults through skills training and by acting as role models, trainers, and mentors. Joint workshops and events are regularly organized to promote the professional and personal development of youth participants. Siegwerk volunteers share their knowledge and experience, while also providing young people with access to the working environment. Some young people have since become Siegwerk employees themselves. Between 2020 and 2024, Siegwerk and the local SOS Children's Villages associations have implemented more than 150 projects and activities as part of YouthCan!.

“Social commitment is firmly anchored in Siegwerk's corporate culture. We want to give back to the communities in which we operate,” said Dr. Nicolas Wiedmann, Chief Executive Officer at Siegwerk. “We are very proud that our employees have contributed their expertise and time for 15 years to help children and young people pave their way to a better, self-determined life. SOS Children's Villages worldwide is a strong partner that makes this possible and does exceptional work.”

Siegwerk currently supports ongoing projects in Brazil, Guatemala, Mexico, the Philippines, and Thailand. In addition to promoting vocational qualifications, the goal is to also provide young people with the knowledge, skills, values, and attitudes necessary for a sustainable and resource-efficient society and economy.

Strong partnership with added value for everyone involved

This collaboration benefits both parties, as employees gain valuable experience and improve their skills. This is confirmed by the annual survey conducted by SOS Children's Villages worldwide among Siegwerk volunteers and YouthCan! participants (YouthCan! Volunteer and Youth Surveys, 2020–2023).

- 89 percent of volunteers feel that their work has helped them improve relevant skills, such as presentation, teamwork, leadership, and communication.
- 93 percent are also more satisfied with their job and feel prouder to work for Siegwerk.
- Of the young adults, 90 percent say that participating in YouthCan! has given them a positive outlook on the future and a plan for their next steps in life.
- Looking back, 91 percent of young people confirm that the skills they gained are important for their job.

Siegwerk plans to continue its commitment in the coming years. As part of their long-standing partnership, Siegwerk and SOS Children's Villages worldwide are developing a joint strategy. This ensures a needs-based approach, providing support where it is needed most. “Our 15-year partnership with Siegwerk demonstrates how sustainable corporate social responsibility (CSR) strategies can bring about positive social change,” said Barbara Gruner, Member of the Executive Board of SOS Children's Villages worldwide. “Through the active engagement of its employees and global cooperation as part of the YouthCan! initiative, Siegwerk is setting standards for corporate engagement. This effective, long-lasting partnership serves as inspiration and a model for future-oriented corporate social responsibility.”

Learn more about Siegwerk's social commitment and gain specific insights into its projects: corporate social responsibility

More about SOS Children's Villages worldwide: https://www.sos-kinderdoerfer.de/

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