

share

B. Braun corporate social responsibility magazine

Issue 2009



Information not anxiety

Thousands of patients die every year from infections caused by MRSA. A few simple rules of thumb can help reduce the risk.

Making a difference together

Staff at B. Braun undertake voluntary work as their contribution to a better world.

More than just needle and thread

Global competition of ideas called "The Future of Sutures" encourages progress in wound-closure research.

Ever.Green

On the staff's initiative, B. Braun USA has launched an environmental protection programme – and exceeded its own expectations.



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ON THIS ISSUE

Dear Readers,

Sustainability and corporate social responsibility are big concepts which seem to have been in fashion in recent years. They stand for all the things the company does outside its narrowest corporate environment and with a view to the future. We at B. Braun prefer to talk about our commitment as a corporate citizen. For decades we have been taking our share of responsibility for shaping society at our more than fifty locations, encouraging an active exchange between companies and partners, and helping people in need wherever they may be in the world. Sharing knowledge, offering support, revealing opportunities – these are the areas in which we have been making a contribution for a long time now. Some things are often more important than financial assistance: a good idea, time meaningfully invested, really getting to grips with a problem.

We are proud that this attitude is very much alive, spanning international and social borders, without any need for programmes to be laid down by head-office. We hope this current issue of *share* will give you an insight into our company's creativity – not only in the service of good products but also of a good cause. I hope you enjoy the read.

Yours faithfully,

Prof. Dr. h. c. Ludwig Georg Braun

Europe

Information not anxiety

About 40,000 people die every year in Germany from infections caused by multi-resistant pathogens. B. Braun says **hygiene, education and communication** are the best weapons in the fight against these MRSA.

It is stating the obvious to say that people go to hospital to get well. Yet many unfortunate patients experience an unpleasant surprise there: they become infected with germs that can trigger dangerous wound infections, blood poisoning or pneumonia. Patients who have recently undergone surgery and elderly people with weakened immune systems are especially at risk. About 40,000 people die every year in Germany from infections contracted in hospitals or nursing homes.

This danger has a name: MRSA. The abbreviation stands for "methicillin-resistant Staphylococcus aureus" – probably the best known cause of such infections. Many experts now also use the abbreviation for "multi-resistant Staphylococcus aureus", because the pathogens have since become resistant to other antibiotics in addition to methicillin. Yet staphylococci are otherwise

rules of thumb can go a long way towards preventing that from happening." The first rule is that "prevention should begin as early as possible". It has been shown that MRSA pathogens are transmitted primarily via people's hands – often the hands of nurses or doctors. This transmission route, says Brill, can be very effectively blocked by physicians and nursing staff rigorously disinfecting their hands, a procedure which in theory is already laid down as the professional standard and should be practiced after every patient is treated. To allow as practical an implementation of theory as possible, in Switzerland the Softa-Man series from B. Braun was also created, a range of products for clinical and surgical hand disinfection.

Simple measures pay off. The second rule of thumb recommends decontaminating patients who have been colonized by the pathogen as soon as possible to stop it from spreading further. B. Braun's Out Patient Market division has developed a treatment concept, which, Brill says, has already achieved "promising results" in an independent study on "integrated MRSA management". The researchers used the Prontoderm series, which includes a concentrate for disinfecting baths, a gel for use in the nose, and a shower gel for washing hair, among other components.

Even these relatively simple measures pay off in the truest sense of the word. The cost of decontaminating a patient in this way in Germany is estimated at around 5 euros. By contrast, treating the consequences of an MRSA infection can be expected to be upward of 1,600 euros. "And that's an average figure," says Brill. Furthermore, the study underlines the importance of communication between all parties. Not only physicians and nursing staff, but also other patients and relatives of people infected with MRSA should be included in the exchange of information. This can also help



"Prevention should begin as early as possible."

Florian Brill, project manager for research and development at B. Braun Medical in Switzerland

quite harmless. They form part of our normal skin flora, and even the potentially dangerous Staphylococcus aureus can be detected in at least a quarter of the population. However, things become problematic if the pathogens find their way into the immune system. But as Florian Brill, project manager for research and development at B. Braun Medical in Switzerland, says: "A few simple

prevent the infection from spreading further – and above all help coordinate subsequent treatment, for example by the family doctor. This process is supported by a software tool developed by the B. Braun subsidiary CoachIT, called ClinicCoach, which is equipped with a special MRSA module. Physicians and nurses can enter and retrieve patient data using a PDA and also forward the data to other physicians. This makes sure that all parties receive the necessary data even before the patient is sent home.

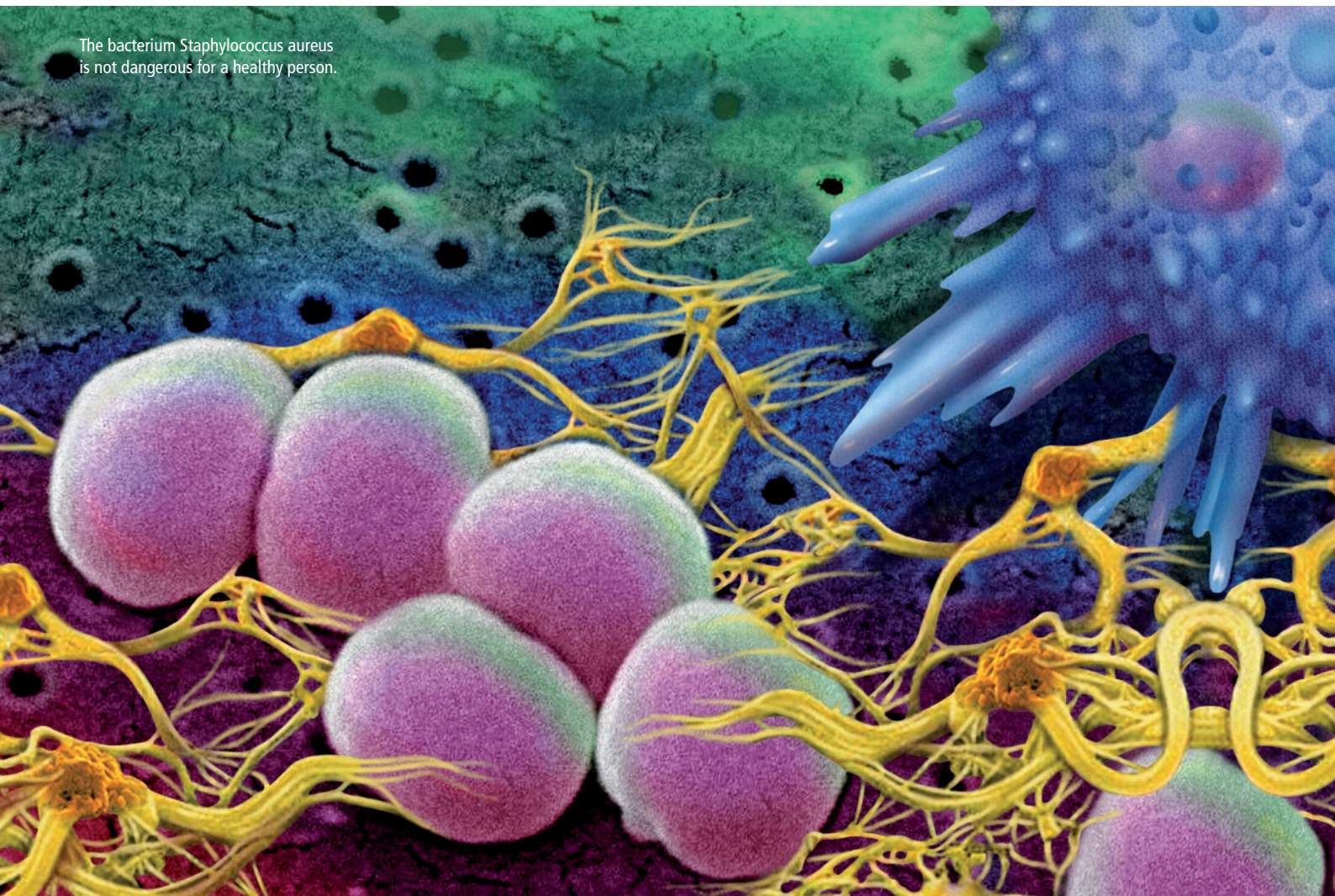
Information is also high on the priority list at the National Reference Centre for Monitoring Hospital Infections at Berlin's Charité hospital. Under the direction of Petra Gastmeier, Director of the Institute of Hygiene and Environmental Medicine, the Centre collects and evaluates data on infections in healthcare institutions. On this basis, staff in hospitals, pharmacies and other institutions are advised and trained in how to prevent the germ from spreading.

In the Netherlands, where the MRSA infection rate is significantly lower than in Germany, a similar approach has actually developed into a fully fledged risk-management system, Brill explains. If it is known that a patient has already been infected in the past, or belongs to a risk group, or comes from a risk country, he/she is im-

mediately treated (organizationally and medically) in such a way that the spread of the germs can be largely prevented. "In certain circumstances this might mean isolating the patient," says Brill.

Reduce the use of antibiotics. Florian Brill outlines the third rule of thumb in two words: "Prescribe responsibly". Antibiotics are simply used wrongly too often, he says. Broad-spectrum antibiotics, which are effective against many different pathogens, should be handled with particular caution. "It makes sense to use them when a patient is hospitalized with a severe infection and it is not clear which pathogen is responsible," explains the expert. However, as soon as the results of microbiological tests have arrived – usually after one to two days – and the pathogen has been unequivocally identified, treatment should switch to an antibiotic that is specifically effective against this particular germ. This "de-escalation" can slow down a development whose speed was recently investigated in a joint study conducted by the University of Freiburg, the Paul Ehrlich Society for Chemotherapy, and the Federal Office for Consumer Protection and Food Safety. Their conclusion was that resistance to antibiotics was growing faster in →

The bacterium *Staphylococcus aureus* is not dangerous for a healthy person.



more and more pathogens – not only in staphylococci, but also in E coli bacteria and enterococci.

One reason for this is that many doctors often prescribe antibiotics too hastily and in a way that is not sufficiently targeted. "In other words the problems are home-made," agrees Michael Kreseken, who worked on the study for the Paul Ehrlich Society. The example of the United States shows where the uncontrolled and heedless use of antibiotics can lead. In the U.S., antibiotics are freely available without a prescription in every drugstore. As a result some MRSA strains have now also spread outside of hospitals and are causing weeping skin infections in complete football teams.

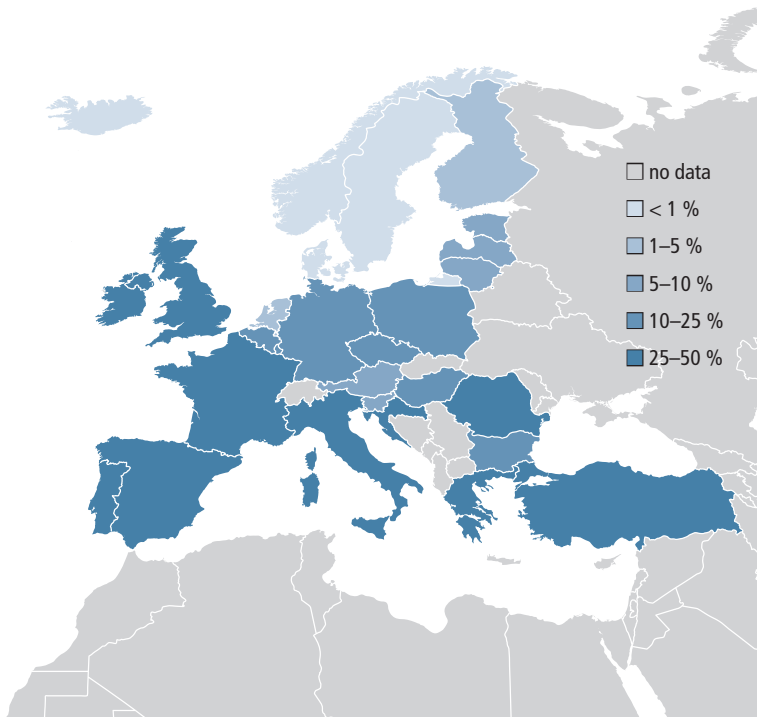
"Here in Germany, almost 25 per cent of all clinical isolates of Staphylococcus aureus are now methicillin-resistant," says Florian Brill. The fact that Germany has a relatively favourable MRSA rate compared to other European countries such as Spain, Italy or Greece, where the figure lies between 50 and 80 per cent, is no consolation for Brill. As an expert he knows that the consequences of an infection are too serious for such thoughts. He is pleased to hear that the MRSA issue is attracting more and more attention. On the one hand, B. Braun itself has made a contribution here – e.g. by organizing a symposium on MRSA at the annual meeting of the German Wound Healing Society. On the other hand, says Brill, he has heard that the German Federal Ministry of Health is now paying more attention to antibiotic-resistant pathogens and is working on solution strategies. "We shall be pleased to contribute our know-how." ■



Germany

Successful

There's no doubt about it: Armin Weisser and his team are proud of their award. But what is more important to the 2008 Innovation Award winners is the positive reaction of the customers to their newly developed AdTec Single Use disposable endoscopy instruments. "Previously there were no satisfactory solutions in this field. Even the B. Braun Aesculap Division only produced reusable instruments and bought disposable instruments. And this despite the fact that disposable scissors, for example, are very much in demand in endoscopy, because processing them for reuse is so complex and costly," explains Armin Weisser, Product Manager for Endoscopic Technology at the B. Braun Aesculap Division. This is why he and his Tuttlingen-based colleagues Bernhard Kupferschmid, Jens Ole Weissgraf and Roland Froberg began work on developing top-quality disposable instruments for endoscopy at the end of 2005. The aim was that they should be indistinguishable from reusable instruments in terms of quality and ease of use – while being much cheaper at the same time. Until now the production of best-quality surgical scissors has always involved a lot of skilled work by hand. "We have succeeded in automating the tried-and-tested manufacturing process without any deterioration in the practical properties of the disposable in-



A study by the European Antimicrobial Resistance Surveillance System (EARSS) conducted in 2007 shows the differences in the number of MRSA cases in which the pathogens are resistant to the main antibiotic Oxacillin.

B. Braun presents an Innovation Award for the best ideas in healthcare every year. In keeping with its "sharing expertise," the company honours members of staff who develop projects that are simultaneously innovative and sustainable on the basis of close interaction between theoretical research and practical application.

The top-quality set of "AdTec Single Use" disposable instruments reduces costs while maintaining a high level of quality.



expertise

struments," explains Weisser. Furthermore, the team has also developed an endoscopy system which makes it possible to combine disposable components with reusable parts. This principle helps users to cut costs and reduces the use of resources while making it possible to achieve a comprehensive improvement in the surgical standard.

Incentive and prestige. It quickly became clear that the Single Use AdTec project was going to be a success. The first clinical tests already yielded excellent results, and customer feedback confirmed the developers' assessment. Sales in this segment have doubled since the market launch in the spring of 2007. This success also convinced the jury of B. Braun's internal Innovation Award. They awarded Armin Weisser's team first prize. "The prizewinning projects have to meet stringent demands: the candidates have to harmonize customer focus with innovative project management and long-term product success," explains jury member Prof. Dr. Andreas Hoeft, Director of the Clinic for Anesthesiology and Intensive Care at the University of Bonn. Since its inception in 2002 the Innovation Award has brought recognition for the developers and motivates them to keep on striving for the best solutions. "It also boosts your reputation among your colleagues," says Bernhard Kupferschmid: "People in the development departments watch very closely who submits a project and which team wins the coveted prize." Thus, in informal ways, the prize promotes B. Braun's guiding principle of "sharing expertise" – an essential concern, as Dr. Harald Stallforth, Member of the Aesculap AG Managing Board responsible for Research & Development and co-organizer of the Innovation Award repeatedly stresses: "We want to promote and strengthen internal corporate networks and encourage staff initiative at the same time. We want to make it clear to them that their ideas and concepts are very welcome. So if the Award motivates our staff to go new ways and seek solutions together, then it has achieved an important objective." ■

Further innovation in 2008

Second place | Acculan 3Ti, rechargeable battery system for surgical power tools

Team | Roland Högerle, Gerhard Bisser, Marcus Schäfer, B. Braun Aesculap Division

Feature | The rechargeable battery system no longer needs to be sterilized, so that the batteries last longer; it won the prestigious international "iF product design award 2008"

First third place | bioLogic RR Comfort, additional module into Dialog+ dialysis machines

Team | Heike Balk, Stefan Moll, Tanja Schlindwein, B. Braun Avitum Division

Feature | Prevents complications caused by a sudden fall in the patient's blood pressure

Second third place | Tetraspan infusion solution

Team | Dr. Klaus Spengler, Kerstin Faude, Dr. Michael Boll, B. Braun Hospital Care Division

Feature | Ensures a reliable supply of intravenous fluids and electrolytes to patients



The winning team: Jens Ole Weissgraf, Roland Froberg, Bernhard Kupferschmid and Armin Weisser (l. to r.).

Germany · Philippines

Investing in the physicians of tomorrow

Promoting young medical talent – and with it the future of medicine – is a major concern for B. Braun. The way this commitment is put into practice varies from country to country.

The moment of truth often comes sooner than expected: "OK, now hang up the infusion bottle and set it to flow at 30 millilitres an hour," the nurse says, casually. This shouldn't really be a problem for trainee physicians in their practical year. They should know all about the infusion solutions and how to calculate the fluid volumes. But things are often a little different for the trainees in practice. This Infusomat which regulates the automatic infusions – how does it work again? And why is it bleeping? Are there perhaps some air bubbles in the tube? Fortunately, the patients this morning at the Aachen Interdisciplinary Medical Training Centre (AIXTRA) are made of plastic. So no lives will be at risk if the treatment isn't an immediate success.

Nevertheless, in the Skillslab of the RWTH Aachen University's Medical Faculty the participants in the preparation course still work up a sweat when they try the practical exercises, even when they are practising stitching wounds – on a pig's trotter. After all they are rehearsing for an emergency, and the medical students are expected to get all the hands-on skills right on the hospital ward – whether it's inserting a central venous catheter (CVC), performing an intubation, or starting a seemingly simple infusion.





Learning from mistakes. Students are encouraged to make mistakes and ask questions during this course, which the RWTH introduced for the budding physicians in the summer of 2008. After all, the declared objective is to consolidate practical abilities and skills, both simple and complex. And the participants learn most from their mistakes and less successful attempts. They are all on block release for the two-day course, and as a rule the chief physicians in the teaching hospitals are happy to release their students for it. As one participant says, both sides benefit from the increase in know-how: the hospital ward receives enthusiastic support, and the students themselves become more confident in important everyday hands-on clinical skills. The success of the training is also guaranteed by the fact that each part of the course is explained by experts on the spot. A member of the B. Braun staff patiently explains the exact function of all the Infusomats and Perfusors – and how to avoid setting off the shrill alarm messages. B. Braun provides models and materials for the practical exercises: cannulas, sutures, scissors, tweezers, disposable gloves and sets for placing a central intravenous access. In this way B. Braun supports up-and-coming physicians and benefits itself in two ways: the students broaden their experience in working with B. Braun products, and their feedback helps to continuously improve the practical usefulness of these products.

Training: a catalyst. As a company with international sales, B. Braun also feels a social responsibility to promote up-and-coming physicians in other countries. For example, it supports scholarship programmes and competitions in the Philippines, where a prize for excellence in nursing has been awarded for eight years now. It honours outstanding achievements by nurses in their daily work, as well as in research and advanced training. "It's a very

prestigious prize," says Phil Cruz, spokesman of B. Braun Philippines. "Also because it's the only institution nationwide that pays tribute to the daily efforts of medical personnel." In this way, the prize is making a contribution toward raising general standards in healthcare.

The people responsible are also hoping for similar effects from a new scholarship programme on clinical nutrition. It aims to stimulate better training and more scientific research in this field. "Ideally, it will work like a catalyst, as a reaction accelerator," says Cruz. The programme, which was launched in January 2009, will enable scholarship holders to do a master of science degree in clinical nutrition at the renowned Philippine Women's University in Manila. "We want to promote both academic skills and the students' knowledge of optimal applications and in this way to trigger a sustainable development," emphasizes Cruz.

The Aesculap Academy is B. Braun's permanent training institution for physicians and medical personnel. It offers specialist seminars, scientific symposia and workshops on specific indications worldwide. The topics covered include almost all medical fields – from neurosurgery to endoprosthesis to seminars for vets. At the same time, the academy also looks into issues that are important for hospital management and technical staff, such as materials management, hygiene and quality assurance. The focus here is always on interdisciplinary dialogue and effective knowledge transfer.

However, these are just a few examples of the company's global commitment to medical development. The basic principle is the same everywhere and follows the definition of the Washington-based Council on Foundations, i.e. that corporate citizenship should involve more than making monetary donations. Rather, it has become generally recognized that the resources invested – in terms of finance, time and staff – maximize benefits for all concerned if they lead to sustainable developments. ■

In the "Skillslab" trainee physicians can exchange ideas and practise emergency surgery.

Staff commitment as part of corporate culture

Making a difference



According to the United Nations, business corporations that operate worldwide have a special moral duty: as beneficiaries of globalization they have a responsibility for making the world a more equitable place. This includes enforcing basic human rights and protecting humankind's basic natural resources. On the initiative of the then UN Secretary General Kofi Annan, a Global Compact was therefore set up in 1999 between businesses and the world organization. More than 3,600 corporations from over 120 countries have since joined the pact and committed themselves to corporate citizenship.

For a better world. This commitment to society has a 170-year tradition at B. Braun. It focuses particularly on children and young people who need support to find their place in society. This caring attitude is deeply rooted in the corporate culture and is not limited to "cheque book charity". It is the staff at B. Braun who make their contribution to a better world through their active support all over the globe. They invest leisure time to help others, pass on their knowledge, and look for direct ways of giving really sustainable help. It is often the seemingly small gestures – such as teaching children in Singapore – that have an effect. They give people new prospects for the future and help them master their own lives.

Benefits for all. The examples on the following pages show that such a commitment is not a "one-way street": the staff themselves – and thus the company as well – have a lot to gain. They take on responsibility and learn how to handle it. They make contacts with people from diverse spheres and social strata, thus strengthening their communicative skills, emotional intelligence and social competence. By dealing with each other openly, new social networks emerge and grow – to the benefit of all concerned. ■

together

International

“Volunteering benefits us all”

Many members of staff at B. Braun are involved in charitable projects in addition to their regular work. Prof. Dr. h. c. Ludwig Georg Braun, Chairman of the Management Board, explains why this subject is also very important for the company.

Professor Braun, why is corporate citizenship so highly regarded at B. Braun?

As a family company we have been assuming responsibility for the society around us for 170 years. There is a simple reason for this: we believe that the company's success will only continue in the long run if we invest not only in its own economic strength, but also in its surroundings and in local people. This is what we mean when we speak of "corporate citizenship". We want to achieve sustained change by creating prospects for future generations, sharing our expertise, advancing knowledge – and being prudent in the way we use the Earth's resources. After all, a stable social structure and a healthy environment that is worth living in also strengthen our company.

B. Braun is not only engaged in charitable projects as a company; it also helps its staff to become active themselves. How does this benefit you?

I know from my own experience that volunteering can be a great enrichment. It stems from the obligation we all have to

make a contribution to society and for others – whether it be in the context of social, cultural or ecological projects. Volunteering shows very directly that everyone can influence things and make a difference. Such experiences also help B. Braun to grow, because the company lives from its staff; they take it forward.

What does this mean in practice?

B. Braun sees itself as a "corporate citizen". In this sense, we promote volunteering at all our locations. For example, we call on all our subsidiary companies to seek out suitable projects that need support. And the time that people invest, personal, human caring for others, and good ideas are often more important than monetary donations. The motto "B. Braun for Children" shows that the younger generation are especially close to our hearts, because children are our future. They are especially dependent on help from others if they are to fully develop their potential and find their place in society. By helping them, we help to create prospects for the future – also for our company.

Does B. Braun support its staff in their volunteer work?

It would be paradoxical if we first called on our staff to take the initiative and then put obstacles in their path! It goes without saying, therefore, that B. Braun is flexible on the question of working hours if this is required by a staff member's volunteer work. In this way we, too, can make a small contribution to the success of what our staff are trying to do for other people.

Do you not worry that all this volunteering might encroach too much on regular work?

On the contrary, I see time and again that our staff identify very much with the company and invest their energy and creativity in their work. However, people need to find a balance between the different spheres of life – work, family, society – before they can focus with all their strength on their long-term careers.

Is the question of volunteer work also an issue in job interviews?

If someone devotes part of their leisure

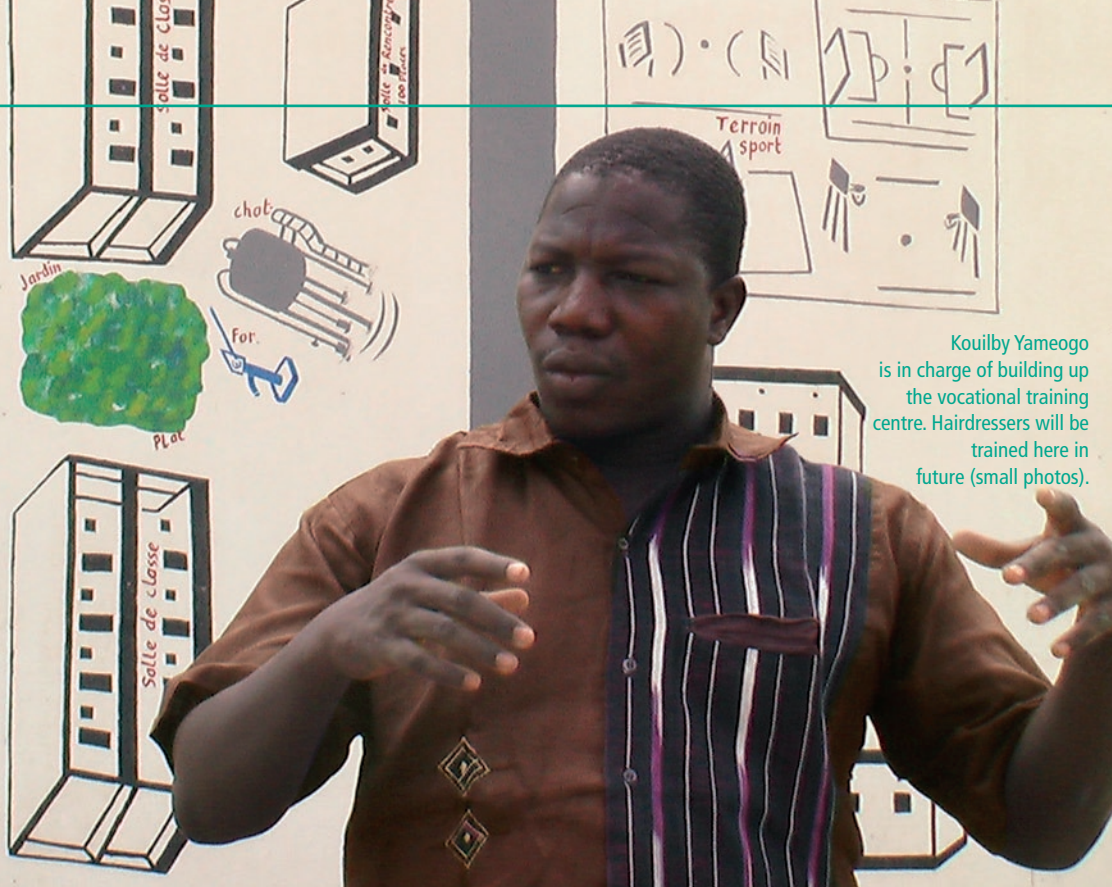


time to the benefit of the community, then for us this is an indication of responsibility, initiative and social competence. And that is just as important in a company as it is in society. Apart from technical qualifications, therefore, this is an important criterion in staff recruitment.

Is there a project that is particularly close to your heart and in which you do volunteer work yourself?

In recent years much of my honorary work has concentrated on the presidency of the Association of German Chambers of Industry and Commerce. In addition to my work in this organization, as a member of the "Foundation for a Sustainable Melsungen" it gives me great joy to observe and participate in the various initiatives in the city. Since 2005, the association has managed not only to enrich educational and youth work, but also to promote both the integration of people from other cultures and interaction between young and old. For me, the special appeal of this foundation is that I can experience the success of what is mostly volunteer work on my own doorstep. ■





Kouilby Yameogo is in charge of building up the vocational training centre. Hairdressers will be trained here in future (small photos).

Burkina Faso **Prospects in**

The idea behind the microcredit is simple: small loans give entrepreneurs in developing countries a chance to put a business idea into practice. The sums involved are often as small as 30 to 150 euros, but this is often enough to take the first step in the poorest regions of the world. After a start-up phase, during which no payments are made, the borrowers start repaying the loans. The idea became well-known throughout the world in 2006 when Muhammad Yunus, founder of the Grameen Bank in Bangladesh, was awarded the Nobel Peace Prize. The bank has been awarding microloans without demanding the classic forms of collateral since 1983 – with the aim of alleviating poverty among the population.

Boosts for Africa. This way of helping people to help themselves works not only in Southeast Asia: on the initiative of the Melsungen city twinning association, young entrepreneurs are also harvesting the first fruits of their own business – often literally – in West Africa, thanks to microloans.

In Koudougou, a city with 130,000 inhabitants in Burkina Faso, the non-profit organization lent 30 would-be entrepreneurs a hundred euros each to launch their own business. "They were able to use this money to buy raw materials or tools to implement their own business idea," explains Emmanuel Goujard of the twinning association. "This form of cooperation with the city of Koudougou was particularly important for us. In this way, city institutions monitor and supervise the lending on-the-spot."



The borrowers have to start repaying the loans after the first year. Goujard says this is important for the entrepreneurs, because the idea is for them to be economically successful, not just take handouts. The experience in Koudougou is that the seed capital releases astonishing entrepreneurial talents among many of the people taking part. "One woman in our project started by growing vegetables for sale. In the meantime, she's also producing spices, keeping chickens and selling their meat and eggs," says Emmanuel Goujard. "We have also sponsored a bicycle workshop, among other things, and given a woman a loan to start producing peanut butter."

Burkina Faso's economic statistics show how important such projects are for Africa. Although the country is regarded as politically stable, it is still one of the poorest on the continent. 60 per cent of the approx. 14 million inhabitants of Burkina Faso live on less than a dollar a day, and less than a third of the population have had a school education.

Burkina Faso in West Africa is one of the most politically stable nations in the region. Yet here, too, periods of drought frequently lead to famines, poverty and high child mortality. As a twin city of Koudougou in Burkina Faso, the Melsungen city twinning association has been involved in many local projects for years, often with the support of B. Braun.

West Africa



Education for tomorrow and thereafter. A second Melsungen-supported project targets the children: the city twinning association has won over 400 sponsors for schoolchildren in Burkina Faso up to now. Half of the annual donation of 160 euros per child is spent on school fees, the rest on books, exercise books, pens and school meals. Emmanuel Goujard explains the background: "Anyone who can read and write will find it easier to feed his or her family. Although school education is officially compulsory for children between six

and eleven in Burkina Faso, in fact many children have to help support their families and are often unable to graduate from any school."

And even a school certificate is only a beginning, because openings for apprentices and jobs are scarce in Burkina Faso. Which is why a group of local teachers have been campaigning for support in Europe for a new, larger project. And they convinced not only Melsungen's twinning association, but also that of Dreux (Koudougou's twin city in France) to help them build up a vocational training centre. They found another partner via Emmanuel Goujard: "B. Braun has always been very supportive of me in my volunteer work for the association, and when I told Professor Braun about our new project, he didn't hesitate, but offered his support!" recalls Goujard, who works for B. Braun himself.

The company also has long-standing ties with Burkina Faso. For example, in the past B. Braun has made it possible for young people from Africa to receive a vo-

ational training in Germany. One case in point was Kouilby Yameogo, who trained as a metal worker in Melsungen. Although, to begin with, he spoke no German, he completed the apprenticeship in three years; he also attended technical college in Dreux. Back home, Kouilby Yameogo worked hard on the vocational training centre project, and took over its management in 2006.

B. Braun is supporting the project to the tune of 250,000 euros. One condition for the company's support was laid down by Prof. Ludwig Georg Braun himself: at least half the training places must be kept open for young women. The money has been spent on the construction of several buildings for the training centre, among other things.

On-the-spot management. The centre has been up and running since September 2008, and its very first course is training 30 young people between the ages of 14 and 18 years to be hairdressers. Training courses for masons, fitters and carpenters are to be added in the near future. The aim is that in future the project will be paid for by the work of the trainees themselves.

The vocational training centre is also supported by the city of Koudougou, which provided the land, and by Yvon Pouhaer, a retired vocational teacher from Dreux, who goes there several times a year offering his organizational experience. But for all the European involvement, everybody knows: "In the long term the project must also be able to function without us," says Emmanuel Goujard. ■



Philippines

Join a Build – houses for families in need

B. Braun's staff in the Philippines are working as builders in their leisure time – and helping poor people to a roof over their heads.

Housing is a guaranteed human right. But what about people who have lost the roof over their heads and simply can't afford a new place to stay? This is the fate of hundreds of thousands of people in the Philip-

"Helping a needy family build their own home – that's worth it, however much work it is!"

Anthony Llanos, Hospital Care Sales Manager at B. Braun Philippines

ippines, where the effects of the typhoon that devastated the country in November 2006 can still be felt. B. Braun's staff in Pasig City are actively helping to alleviate this housing shortage in the Manila metropolitan region. Each of the approximately 80 employees has agreed to work for eight hours on an honorary basis on a project organized by the international relief organization Habitat for Humanity. Under the motto Join a Build – let's build a house together, volunteers are erecting homes for needy families. In addition to its staff's commitment, B. Braun is also supporting this social construction project materially – e.g. by supplying protective gloves, food and drinks.



Affordable housing for the poorest. "That was an inspiring experience," says Catherine Caneleta, Hospital Care Sales Manager at B. Braun Philippines. "It shows how seriously B. Braun takes its responsibility to society. The action also strengthens cooperation between our members of staff." Her colleague Anthony Llanos adds: "Helping a needy family build their own home – that's worth it, however much work it is!" The voluntary building workers mix cement, pour concrete slabs, make connecting elements, transport building material, paint the completed shells of the buildings and then clean them. The

fruits of their labours are simple but suitable and solid buildings for families who could otherwise not afford appropriate housing. The future residents pay a total of about one third of the usual purchase price. Thanks to the work done by the volunteers and donations of materials and money, Habitat for Humanity can provide these houses cheaply to the needy via interest-free loans. This non-profit organization is active in over a hundred countries and has built more than 280,000 houses in the 30 years of its existence, providing help for over a million people worldwide. ■



Help for flying rescue service

B. Braun Medical UK Ltd has been sponsoring Yorkshire's county helicopter rescue squadron for eight years, thereby helping to provide a consistently top-notch emergency service for the county. But the company's involvement extends beyond the 12,000 pounds that it currently donates every year. The staff also assist with organizational issues and helped to build up the emergency infrastructure and the strategic management team. "As a company we have a social responsibility in the region," says Brian Chapman, Project Manager at B. Braun Medical Ltd, UK. "With the help paramedics, the helicopter squadron has rescued over 2,300 people. Here, too, we have shared our expertise in line with B. Braun's principle."

United Kingdom

Running for the "gift of life"

British Transplant Games: B. Braun sends its own team on the organ donor's run.

The waiting list is long: in the spring of 2008 there were almost 8,000 people in the UK waiting for the transplantation of a suitable kidney, liver, pancreas, lung or heart. According to the latest report from UK Transplant, this dream of a "second life" came true for 3,235 patients between 2007 and 2008. However, 506 people waited in vain and died because the right donor could not be found. For although people's willingness to donate organs is steadily increasing worldwide, many people still cannot be helped.

For this reason a sporting event is held every year to showcase the outstanding achievements of modern transplantation medicine and draw attention to the great need for donors: the British Transplant Games, a national competition for athletes who have received organ transplants. In August 2008 the event was held in Sheffield, where B. Braun Medical UK has its headquarters. "There was never any question that we would participate in this very special sporting event," says Brian Chapman, Project Manager at B. Braun Medical

UK Ltd. "As a manufacturer of medical equipment and pharmaceutical products, we have traditionally had close links with surgical and high-performance medicine."

Many members of staff at B. Braun were happy to give up their weekend to help run the competitions as volunteers. "With over 1,500 participants aged between 15 months and 82 years, there was more than enough to do, both behind and in front of the scenes," says Katie Carter, personal assistant to Brian Chapman. The programme offered something for everyone – from competitions for professional athletes to fun for the children.

Aynsley Pix of the Aesculap Academy in Sheffield was also among the helpers: "I took the opportunity to chat with the participants directly – you get to hear some amazing life stories." Marie Bowden, business administrator at B. Braun Avitum, was also impressed by what people with such a history can achieve: "Sometimes I was quite overwhelmed. It gives you a completely new appreciation of your own

health, and you start thinking about what you can do for others."

One race at the Transplant Games is open for non-transplantees: the Donor Run 5K Challenge. The aim of the participants and sponsors is to draw attention to the lack of donor organs and to encourage more members of the population to donate organs. So more than a thousand competitors took part in the run in Sheffield on 7 August, 2008, among them a 15-strong team from B. Braun. ■



Australia · Kosovo · Malawi

Human solidarity

Social projects and corporate citizenship have been a natural facet of business activity ever since B. Braun's Australian subsidiary was founded 26 years ago.

Sheree Brugel has been working in B. Braun Australia's marketing department for three years. But her seat was empty for several weeks at the end of 2007: the otherwise so hard-working woman was travelling around Eastern Europe – distributing children's Christmas packages that had been donated by the charity Samaritan's Purse. The campaign is known as "Operation Christmas Child", and the aim is to bring a little joy and hope to children in areas of crisis and poverty around the world in the form of candy, toys and other little gifts. For example in Kosovo – a war-ravaged region struggling for its independence in talks with its neighbours and the United Nations. "When we arrived, you could almost feel the tension with your hands," says Sheree Brugel. The volunteers travelled a few dozen kilometres south from the capital Pristina to the town of Ferizaj (population 70,000) – carrying 11,000 packages. "Our fears and worries were quickly forgotten when we saw the way the children's eyes lit up! Many of them were holding a Christmas present in their hands for the first time in their lives." Enriched by these

experiences, the marketing expert worked for the project again in 2008 – this time collecting packages in her home town.

Food for orphans. In Malawi, too, people are in urgent need of help. Again and again the small East African country is afflicted by drought; it is also hard hit by malaria and AIDS. The immune deficiency alone has left behind legions of orphans. Jane Markey, a former employee at B. Braun Australia, saw the poverty on her journey, but she also saw the great sacrifices the local people were making to look after the orphaned children. Subsequently, a collection among the staff of the Australian branch raised a considerable sum. On the initiative of managing director David Crawford, this sum was doubled and made available to the organization "African Mothers", to women in a slum near the capital who cook food for the orphans three times a week, even though their families barely have enough to live on themselves. The donations were used to buy corn, soybeans, peanuts and powdered milk for the youngest.



"Operation Christmas Child" takes the children's minds off everyday difficulties in crisis-ridden Kosovo (picture left).

In Malawi, B. Braun Australia supports "African Mothers" who cook for orphans in the slums (large picture right).

around the globe



Sheree Brugel from B. Braun Australia (1st from l.) and other volunteers flew to Kosovo with 11,000 Christmas parcels at the end of 2007 (bottom picture).



Research for life. B. Braun Australia has been working for the organization "Jeans for Genes" for almost ten years now. For example, the company puts on a banquet every year to raise money for medical aid projects. "Jeans for Genes" promotes research into the diagnosis and treatment of severe, chronic hereditary diseases and also offers support to the people affected.

The range of aid projects supported by B. Braun Australia is much broader, however. For example, the company organizes a tombola every year to raise funds for the nearby St. Michael's Family Centre, which helps women and children affected by violence or homelessness. The staff's traditional Christmas campaign also focuses on further local projects: in 2007 they collected donations for the Kids Help Line, a free counselling hotline for young people between the ages of five and 25. And B. Braun also generously supports a youth project in the Australian state of Victoria: the Mitchell Youth Forum, which aims to give school leavers ideas for the future and to encourage them to take on responsibility in society. ■

Malaysia

Care and confidence for children

The staff at B. Braun Medical Industries are supporting the Penang Child Trauma Psychosocial Response Team. Their aim is to help children who have had traumatic experiences to find their way back into everyday life.

Malaysia is famous for its great cultural diversity, lush rainforest and paradisiacal white, sandy beaches. But the other side of the postcard idyll reveals natural disasters such as tsunamis and floods, which have increasingly been dominating daily life in Malaysia in recent years. Apart from causing enormous material losses, these events often also leave behind psychological injuries – especially among children.

Professional support after the trauma. The Penang Child Trauma Psychosocial Response Team, which was founded with the help of UNICEF in June 2008, provides help for traumatized children. The managers and staff of B. Braun Medical Industries immediately also declared their support, because B. Braun has been supporting local charities for several years at its location on Penang, an island in north-western Malaysia. The new project brings together specialists in psychological and social aid who care intensively for traumatized children and adolescents. Eight employees of B. Braun Medical Industries are members of the team and stand ready to help children in an emergency. If kids have lost their families, are forced to find their feet in a destroyed environment, and need to come to terms with their fears, the staff of the Response Team give them psychologi-

cal support and, above all, loving care. For after such traumatic experiences they often need someone to listen to them and give them a little confidence.

Small gestures, big impact. These members of B. Braun's staff have a special status at work because of their commitment: in the event of a disaster, they will immediately be released from their normal duties to do their volunteer work. The volunteers were prepared for this work at a special training course for which B. Braun Medical Industries provided all the necessary resources. In a three-day intensive

course the helpers learned (among other things) about the forms of stress children may suffer from after a sudden disaster. They learned about appropriate ways in which to support the children – e.g. special breathing techniques, relaxation exercises, games and drawing. "In our work we see that it is often small things or gestures that can help the children," says Wang Kiah Yong at B. Braun in Penang. "The decisive thing is that we look after the children, give them our time and an opportunity to find their way back into a normal, happy life, despite the terrible things they have experienced." ■





France

Right to family life

B. Braun staff are supporting organization Les enfants de la Terre.

It's twenty years ago now since tennis star Yannick Noah and his mother Marie-Claire resolved to do more than support the major relief agencies and charities. Back then, they decided to take the initiative themselves – and their success has been impressive. Today, their organization Les enfants de la Terre runs five shelters in France where children in difficult situations can find peace and recharge their batteries. The aim of the initiative is simple: to give children unbureaucratic and quick help, for example if they have lost their homes, been abused or neglected, or if their parents are seriously ill. The shelters offer the children a new home as long as they need it.

B. Braun's four locations in France have been supporting this project with donations from the "B. Braun for Children" programme since 2003. Furthermore, members of the company's staff collect money at charity events and work in their spare time as volunteers in the charity's five shelters. "I try to invest time on a regular basis and to organize fundraising activities for Les enfants de la Terre," explains Marie-France Godfrin, accountant at B. Braun Medical, who has been helping out in the shelters in her free time. "Every Christmas, I invite some children from the Mittainville shelter near Paris to our head office in Boulogne for our staff Christmas party. In this way they can have some fun and receive presents along with our staff's children. And this summer the company's staff committee is offering six children an one-week vacation in the company's seaside mobile home in Royan."

Common commitment, one foundation. In future, B. Braun's four locations in France will be pooling their support for charity and social work in a newly formed corporate foundation, so that they can help in a more targeted fashion. This *Fondation d'entreprise* has three main objectives: to promote social projects, to support medical research, and to improve the quality of life of patients.

In 2009 the foundation will be continuing a travelling exhibition sponsored by B. Braun for a good cause, which is being held for the third time. "Hands", a photographic art exhibition, will be staged in French hospitals this year. All visitors to the exhibition are invited to vote for their favourite pho-

tograph and B. Braun donates one euro for every vote to the "Petits Princes" association. This charity specializes in supporting severely ill children by enabling them to realize their dearest dreams together with their families. In the social field, the foundation also supports the "SOS Douleur" project, which aims to improve pain treatment at home, and the association "Vaincre la mucoviscidose", in fighting the disease cystic fibrosis. B. Braun's activities in support of medical research also take place under the auspices of the company's new foundation. One example is its active collaboration with the French Society of Anaesthesia and Resuscitation (SFAR). ■

Tennis star Yannick Noah and his mother launched an organization that offers a home to children in difficult situations. More information at www.enfantsdelaterre.net





Singapore

Donating time makes you rich – in your heart

Giving something valuable back to society is one of B. Braun's fundamental business principles. The Singapore branch is putting this principle into practice in its partnership with Beyond, a charitable organization that helps children and young people in the Southeast Asian city state.

At Christmas 2007 B. Braun Singapore launched the first joint campaign with a charity called Beyond Social Services, with staff donating money for an educational project entitled LIFE – Learning Is Fun and Exciting, which aims to give children from disadvantaged backgrounds more “fun and excitement while learning” in school. Some members of staff at B. Braun have also become personally involved, e.g. by giving reading sessions every Wednesday at the Beyond meeting place. Heang Siew Hong is one of them: “I read to a boy a book he chose himself from the centre's library. I was fascinated how highly concentrated he was as he followed the story,” she said, describing her experi-

ence. The idea behind the educational project is to get the children interested in reading and to encourage them in accordance with their skills. This cannot be taken for granted in this city state whose gross domestic product is one of the ten highest in the world. Singapore is home to people from many different countries and many languages; English is an important lingua franca.

Education as an opportunity for the future. The educational project marked the beginning of a long-term cooperation, and B. Braun Singapore became an official partner of Beyond Social

"Track a Life": under this motto B. Braun staff help Singapore families who otherwise can't afford to send their children to school. This also gives Jaikumar's sister (picture right) better prospects for the future.



Services in April 2008. "We decided to support this charity after giving the matter a lot of careful consideration," says Christina Lim, Corporate Communications Manager at B. Braun Singapore. "Beyond has been serving especially the poorer strata of society in Singapore for decades. By promoting selected projects, we can make it easier for children and adolescents to gain access to education and thus open up future prospects. We help them find their own way." Beyond has established a wide range of well-organized and flexible opportunities for volunteers to choose from. This is important for B. Braun Singapore, because the idea is for the staff to get actively involved in the projects. The company would also like to encourage business partners and customers to get involved in the projects.

The first opportunity to do this was provided by the MILK Run 2008 – a major event aimed at promoting charities for children and young people held on Singapore's national Youth Day. The motto "Mainly I Love Kids" stands for the esteem in which children are held in this country of low birth rates. This sports event with its lively supporting programme attracts thousands of runners every year to take on the 4, 6 or 9.4 kilometre distances around the Singapore River and attracts about a million Singapore dollars (about 500,000 euros) in donations for the work of Beyond. B. Braun sponsored the tent at the finish, where members of staff congratulated the winners and consoled those who were unable to finish the race.

"Track a Life". B. Braun's support becomes quite personal in the company's sponsorship of 7-year-old Jaikumar. His father earns less than a third of the average annual income of 45,000 Singa-

pore dollars (23,000 euros) – the family of six hardly has enough to cover much more than the essentials. For a year B. Braun will pay the cost of Jaikumar's books, school uniform and everything else he needs to get his school career off to a good start. Jaikumar's three siblings will ultimately also benefit from the assistance. Beyond arranges such sponsorships for selected low-income families under the slogan "Track A Life". The aim is to guide a young person in the right direction from the outset and to show children rewarding prospects.

"And our staff receive a lot in return for their commitment. In this way they gain in self-confidence and emotional maturity."

Christina Lim, Corporate Communications Manager, B. Braun Singapore

B. Braun has firmly pledged Beyond its support for at least three years. The staff can choose the projects and campaigns at the charity that personally suit them. "They are enthusiastic about the choice," says Christina Lim: "And our staff receive a lot in return for their commitment. They can develop their talents and strengths and share with those who need help. They enrich their lives by helping others in a generous and selfless manner. In this way they gain in self-confidence and emotional maturity." ■

Italy

Helping people to help themselves on the edge of the Sahara

Mauritania is one of the poorest regions in Africa. For the approx. three million people who live in this West African country, average life expectancy is only 54 – about 20 years less than in Germany. Among many existential things the people need most is to be given a chance to solve their most urgent problems themselves. This is also the concern of B. Braun Italia, the Italian Society of Artificial Nutrition and Metabolism (SINPE) and the Italian Red Cross. Together, they have implemented two projects – the Flour Mill and the First Aid Station – in southern Mauritania, in the administrative region of Gorgol. “When we heard what conditions were like in Gorgol, we looked for ways in which we might be able to help,” says Dr. Luigi Boggio, Managing Director of B. Braun Italia. Apart from poverty it is the long distances that determine people's daily lives in the area. Up until recently the inhabitants of Tabeitt in the south of the country had to travel 60 kilometres to the nearest flour mill. So, together with the Italian partners, a new mill was built that is easily accessible for the approximately 60,000 people in the region. B. Braun Italia paid all the costs; the Red Cross is providing the technical support. The people of Gorgol had to travel even further for medical care. Because there is no public transport, they had to take a taxi to see a doctor – which was unaffordable at 290 euros a trip. But the situation has improved considerably since the new first aid station



opened in Keedi, another project funded by B. Braun Italia. The number of fatalities has been significantly reduced. These examples show how an entire region can be tangibly helped. They are successful primarily because the support is not limited to donations of money. Rather, B. Braun favours a combination of financial assistance and know-how transfer. For example, B. Braun's Hospital Care Division is also training local helpers – because helping people to help themselves is the most effective weapon against hunger and disease.



Thailand

Award for ENT treatment in Thailand

The renowned Mahidol University in Thailand and B. Braun have awarded their joint Mahidol University B. Braun Prize every year since 1993. It pays tribute to achievements in medicine that benefit the Thai people. In 2008 the prize went to Dr. Salyaveth Lekagul (left), co-founder of the Rural Ear, Nose and Throat Foundation. Since 1972, his foundation has been sending ENT specialists into Thailand's rural regions, many of which are underdeveloped in terms of healthcare services. Thanks to the commitment of Dr. Lekagul and his colleagues, more than 120,000 patients have been examined and treated to date.

www.ruralent.org

India Bridging the gap

Measured in absolute production figures, India is one of the world's most important industrialized countries – there is considerable international demand for experts from the "biggest democracy in the world". At the same time, over half of the Indian population can neither read nor write, and although the caste system has officially been abolished, it still determines the prospects of many people. Women and children suffer most, and child labour is widespread especially in the low castes and among the untouchables. Computer experts and children who collect garbage to support their families: the gap between the rising middle class and the poor population is widening. One reason for this is the differences in educational opportunities.

The non-governmental organization Sarva Seva Sangh was set up in 1979 to counteract this problem. Since 2006 it has been promoting preschool projects, known as Balwadis, in Jogeshwari, Marol and Vijaynagar. Families receive financial assistance so that their children can be taught. About a hundred children learn reading, writing and drawing, play together, and have lessons on health and hygiene. The staff at B. Braun India support Sarva Seva Sangh in more ways than financially. They also get personally involved, and some teach the children themselves. Furthermore, B. Braun's staff help to convince the parents that education is important for their children's future. This is often difficult, primarily because many of the mothers and fathers are themselves illiterate and urgently need the children's help to support the family.



Switzerland Kids' action on four wheels

Two days of pure action – that's what the annual Swiss Kids Camp guarantees its five-to-fourteen-year-old participants. The camp is organized by the national paraplegic umbrella organization at the Paraplegics Centre in Nottwill and will be hosted jointly by B. Braun Medical AG and the Swiss Paraplegics Association (SPV). At the Kids Camp the children can play with their able-bodied siblings in ways that are otherwise almost impossible – diving and horseback riding, for example. When they play ball sports, all the children have to sit in wheelchairs – giving the wheelchair pros a chance to exploit their "home advantage"!

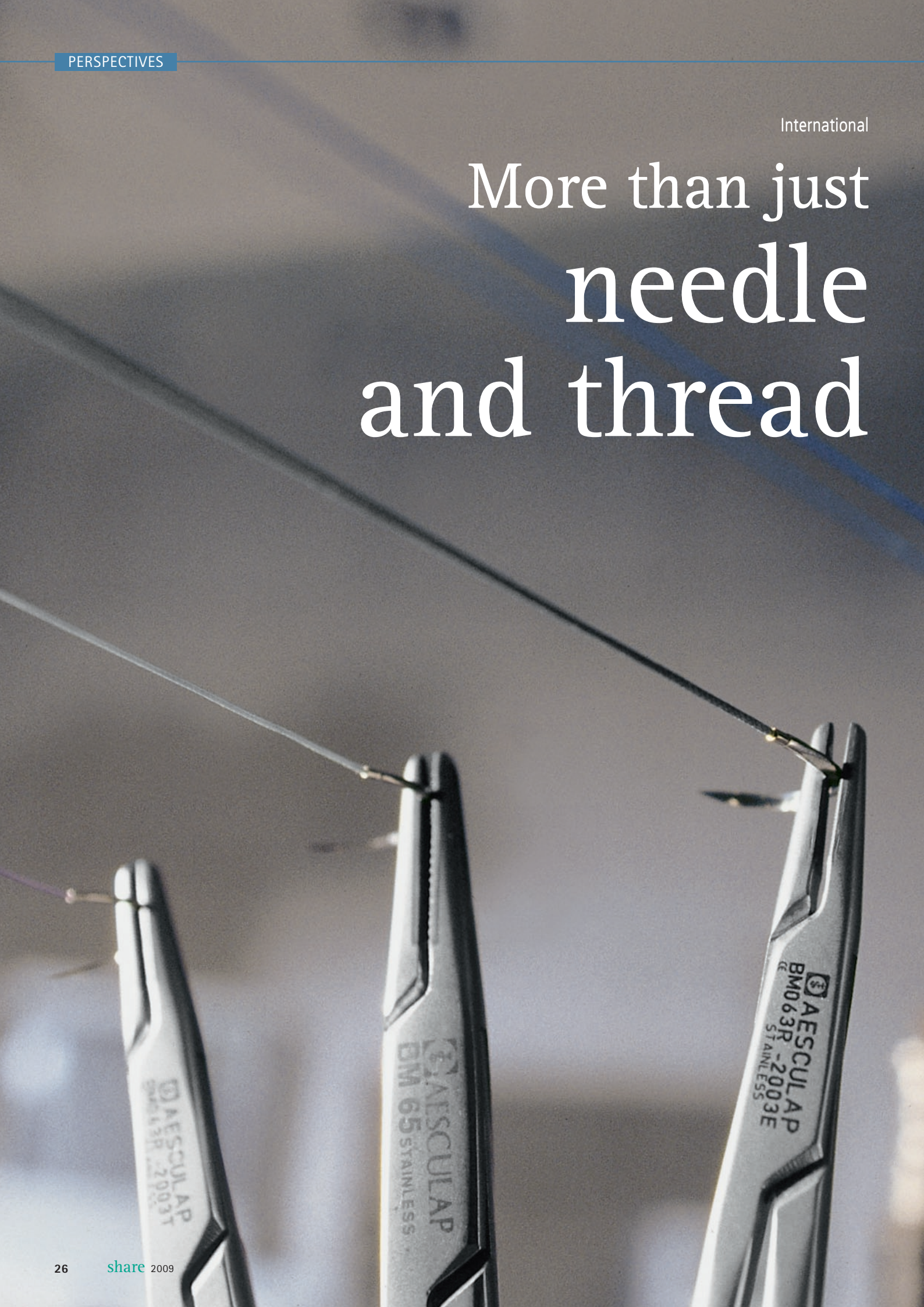


Mexico Children's eyes shining brightly



In Mexico Children's Day is celebrated on 30 April every year. The staff at B. Braun Aesculap de México start collecting toys, cuddly animals and candy weeks in advance to make this a really special day for sick children in hospital. The presents are donated by the staff and their families. In 2008 the staff sent their presents to children at Morelense Niño hospital and the Casa de la Sal, which specializes in treating children suffering from AIDS.

More than just needle and thread



B. Braun has been an established name in wound-closure research for over a hundred years. To make sure this remains the case in the future, the company launched a **global competition of ideas entitled The Future of Sutures in 2007**. 182 proposals from more than 30 countries were submitted.

The surgeon community can boast a tradition that goes back to the Stone Age. Although revolutionary developments have led to changes in their working techniques over the centuries, the basic approach has remained the same right up to today: open up, operate, close. The suture (sewing material) is particularly important – not only to close the wound, but also for the subsequent healing process. B. Braun's name and achievements are closely associated with the development of surgical sutures. In 1908 the company invented the first industrial process for the sterile production of fully absorbable sutures. Manufacture of catgut is an example of successful cooperation between B. Braun and users. Its development arose as a result of a chance discussion between Carl Braun and the surgeon Franz Kuhn as they

wound care. Synthofil A was the very first synthetic suture, a pioneering product that was to change surgical practice for ever. With its non-absorbable basic components, the Synthofil A thread met even the most stringent demands. It was robust, heat-resistant and sterilizable, and reduced the risk of complication while the wound was healing. Just over thirty years later, B. Braun made it possible for the first time to close wounds without puncture channels – with Histoacryl tissue adhesive. The seamless closure healed very quickly. The global success of this product confirms that research into sustainable solutions brings benefits not only for medical progress but for the company as well. B. Braun is still engaged in research and innovation in the field of surgical wound

“The future of suture materials is so fundamental to all surgeons that very little persuasion was needed to win our support for this project.”

William Thomas, head of education and training at the Royal College of Surgeons of England



shared a compartment on a train journey. Theoretical know-how and practical application have since gone hand-in-hand and the principle of “sharing expertise” has become an integral part of the B. Braun culture.

Successful tradition. In 1935 B. Braun set another milestone in the field of modern

closure to this day. Examples include not only the development of other trendsetting methods and materials, but also the expansion of networking between research and practice. It was to mark these hundred years of successful dialogue between the fields of science, industry and practical application that the competition →

The Future of Sutures was launched in 2007.

Competition of ideas. The competition, which is endowed with a total of 400,000 euros in prize money, is devoted to novel, convincing developments in the field of wound closure and sutures. Since April 2008 physicians, scientists and international research teams have submitted 182 proposals in the fields of natural science and technology, medicine and handling, design and function. Participants from some 30 countries took part, including China, Italy, Spain, Mexico and Brazil. 40 contributions came in from Germany alone. "We are delighted with this overwhelming response," says Prof. Dr. h.c. Ludwig Georg Braun, Management Board Chairman at B. Braun Melsungen AG. "In a dialogue with users and scientists we would like to promote innovations – beyond our own



Journalists at the hands-on surgical stitching workshop.

developments – that will advance this important medical field." Questions focusing on the future were therefore at the heart of the competition: How will surgical wounds be closed in the future? How will the suture of tomorrow adapt to the wound? Will it be "intelligent"? How can form and function be better harmonized?

The project's patrons include not only the German Society for Surgery, but also the renowned Royal College of Surgeons of England, which has been committed to improving standards in practical surgery for many years. "The future of suture materials is so fundamental to all surgeons that very little persuasion was needed to win our support for this project," said William Thomas, head of education and training at the Royal College of Surgeons. "It was very important to us to support the competition, because we knew it would generate top-quality research findings."

Visionary, pragmatic ideas. The research projects of the two winners show that this expectation was justified. Dr. Sonja Gillen from the Klinikum rechts der Isar in Munich has developed a novel system of rivets which can also seal wounds over a centimetre in size after endoluminal endoscopic surgery. What is special about it is that the rivets can be placed using a standard endoscope, so that the closure of the wound can

thus be integrated into the course of the endoscopy. This significantly reduces the duration of the treatment and the stress on the patient. The jury praised the research findings as a "visionary, pragmatic idea with a broad range of applications".

Another first prize was awarded to an idea from engineer Wolfgang Steiner from the BioMed Centre, Austria. His contribution SOS – Signaling Overload Sutures are sutures that can adapt their properties to different situations. For instance, if the suture is subject to excessive tension, it changes either its physical characteristics or its colours. This enables the surgeon to respond and prevent tearing – "a wonderful aid for surgeons", as William Thomas put it.

Prof. Ludwig Georg Braun, too, is delighted with the results of the competition: "The independent international jury was so enthusiastic about the innovative nature of the entries submitted that we decided to award six prizes instead of the three we had originally planned," he commented. So prizes went to researchers from Germany, Austria, the Netherlands, Italy and Colombia.

In addition to these prizewinners, two winners were already certain before the jury had made its decision: the many patients who will benefit from the novel developments resulting from the competition, and the surgeons whose daily work will be made that much easier. ■



Germany

Kids are the adults of tomorrow

The function of paediatrics in medicine is to look after the youngest and weakest members of society. For this reason, paediatrics holds a special position in medicine as a whole, although this is often insufficiently appreciated. Children have been a special focus at the family company of B. Braun for many years.



Nobody likes to be ill or to go to hospital. This applies especially to children and adolescents, who experience more stress and miss their families more than adults when in hospital. For this reason, every-

one should have an interest in developing special solutions for when kids are taken ill and in initiating the fastest possible way to recovery.

“Experience teaches us that, after continuing research, many of these developments can also open up new treatment options for adults.”

Dr. Meinrad Lugan, Member of the B. Braun Management Board



The challenge of paediatrics. Practice quickly shows where the special problems

scientific studies are also correspondingly small. For this reason, the market is unattractive for many pharmaceutical companies, with the result that not enough drugs and medical devices are developed and produced for children and adolescents. The dilemma often leads to a situation in which

children and young people are treated as “little adults”: for lack of alternatives many physicians fall back on drugs designed for adults, using a correspondingly lower dosage. Such “off-label use” involves considerable risks, because the effects of the drugs on children have not been researched in clinical trials. Children’s metabolism differs from that of adults in many ways, since their organs have not yet matured. The application of a drug in minors without the corresponding data on dosage, frequency of use and the form of application increases the risk of undesired side effects. There is thus an enormous need for research and development in paediatric medicine, and it is dependent on the pioneering work being done by certain companies that are showing the way.

B. Braun is leading the way. As one of the few firms intensively conducting fundamental clinical research in the field of paediatrics it has thus laid a foundation for new product lines. Speaking on the company’s activities, Dr. Meinrad Lugan, Board

Between theory and practice:

The 51st Kassel Symposium

Over 300 participants from different research disciplines met in June 2008 in the city of Kassel to discuss “Interdisciplinarity in Paediatric Intensive Care – Fact, Fiction, Necessity?”. B. Braun and the Aesculap Academy together fund this annual symposium to promote scientific exchange. This event gave an overview of the current situation in the field of paediatric intensive care, paying particular attention to new ideas and treatment methods. Representatives of different specialist fields and surgical disciplines (e.g. accident-, paediatric-, neurosurgery) attended the symposium and came up with some important ideas for paediatric research and treatment.

www.kasseler-symposium.de





Member responsible for the Hospital Care and Out Patient Market Divisions, says: "We have been engaging in paediatric research and developing customized applications for young patients for a long time." These innovative solutions for children and adolescents developed at B. Braun include the Scalp Vein Sets – hair-thin cannulas for treating the smallest veins in the skull region – and technologies for fine-dosing infusion solutions. A very practical impression of B. Braun's work in paediatrics is provided by research into – and the improvement of – what are known as inline filters, which can markedly accelerate the recovery of children in intensive care units. The idea behind these filters in the infusion line is to hold back bacteria and particulate materials and to prevent them from getting into the bloodstream where they would cause problems, especially for newborn children and toddlers. In a major

study involving more than 800 patients, B. Braun – in collaboration with the Hannover Medical School – has therefore been testing how well the filters function. "We hope to have something more precise to say after the study, but we believe that inline filters have a positive impact, not least by shortening hospital stays and reducing complications," says Dr. Norman Kachel, scientific project manager for clinical studies at B. Braun.

With projects like this, B. Braun is helping to ensure that medicines and medical solutions benefit young patients and will perhaps also become available to other patient groups. "Experience teaches us that, after continuing research, many of these developments can also open up new treatment options for adults," says Dr. Lukan. A particularly important aspect – as everywhere – is networking between different specialist departments, as well as

Customized therapy

Special rules apply in paediatric intensive care: because the various age groups differ so much – in terms of respiratory physiology, thermoregulation, water and electrolyte balance, and immunological defence – they require customized treatments.

the exchange of knowledge and experience between the realms of theory and practice (see box page 30). Following the principle of "sharing expertise", B. Braun has created the necessary foundations on which to seek and make available optimal medical solutions that will continue to benefit children and adolescents in the future. ■

Germany

Cities for the future



"B. Braun's architecture is more than a collection of purely functional buildings for housing industrial plants. And the buildings are more than a place where our staff work: we also want them to feel at ease there. At the same time the architecture blends into the region. It is in harmony with nature and the local culture." This is how Prof. Dr. h.c. Ludwig Georg Braun describes B. Braun's philosophy of responsible building. Different shapes and colours, the multi-storey car park as a central "entrance", a road network, a park with a pond: the complex in Melsungen in north Hesse demonstrates what is meant by the term "City of Industry". Nestling in the countryside is the corporate headquarters, which symbolizes what B. Braun architecture is trying to achieve.

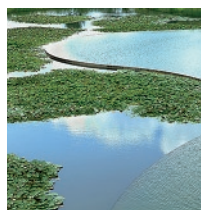
Regional integration. The architecture manual "Building for Generations" lays down the standards that must be met all over the world when B. Braun buildings are constructed or expanded. The architecture should reflect the values of innovation, efficiency and sustainability; it should be open, transparent and sustainable. The company also takes its responsibility as a corporate citizen seriously: "Our industrial cities aim to be part of the respective region. This is why we get the local authorities involved at an early stage and work with local

craftsmen and labourers," says Prof. Braun. Environmental aspects are already analysed during the planning phase: are there any rare species of flora and fauna in the area; what needs to be done to protect the water balance and the climate? B. Braun also insists on using the best materials – they must be durable, timeless and, if possible, local. "We not only build for the present. We think ahead and already incorporate the future expansion of the sites into today's planning," says Prof. Braun.

Pfieffewiesen as a benchmark. At its Melsungen headquarters, B. Braun has already shown that the vision of responsible building can be realized. Today, the first "City of Industry" houses not only the central administration, but also the European logistics centre and two state-of-the-art production plants: the production of IV administration sets and the Leading Infusion Factory

Europe, the most advanced plant producing infusion solutions on the continent. Huge glass façades dominate the buildings, demonstrating transparency by making much of the interior visible from the outside. Materials

like wood or slate reflect the produce of the region, and the shapes of the building structures fit well into the surrounding countryside. 55,000 native trees and shrubs were planted in the



Many industrial construction projects are determined solely by expediency and efficiency. B. Braun has shown that economic needs can be combined with both regional cultural aspects and the needs of the staff.



"City of Industry" during the first construction phase. An artificial lake – which also serves as the water source for fire-fighting – is fed by two canals which meander through the site. British architect James Stirling succeeded in reconciling functional industrial architecture with its surroundings and with people's needs. The approach taken for the main plant in Melsungen was continued by his successor Michael Wilford in the second construction phase between 1998 and 2001, seamlessly integrating the "Europe Building" to house the administration of the growing international group. The work performed in the plant is every bit as open and transparent as the architecture that surrounds it. The Office 2010 concept stands for teamwork and communication. Giving the staff a choice of workplace enables them to continuously interact, and also creates space for new ideas. Creativity is promoted by the many contemporary works of art that have been installed in all sections of the facility: in offices, corridors, production halls and the canteen. They stimulate lines of thought and discussions that are not related to work.

Thinking globally. The positive experience that B. Braun has had with construction in Germany has been condensed into the new architectural guidelines which are also binding for international projects. It goes without saying that the same strict rules on quality and safety apply as in Germany. One example is Vietnam. In Hanoi, B. Braun is currently building a state-of-the-art infusion

Interview with the architect

Michael Wilford

Why is it important to integrate a building into its surroundings?

Every architect has an obligation not only toward the functionality and design of his buildings, but always also toward its surroundings. They will only function together if they are properly matched.

What will the future bring in ecological corporate architecture?

These days, many industrial buildings are erected as quickly and cheaply as possible and randomly dropped into the landscape. Yet companies also have a responsibility to use resources sparingly and to incorporate distinctive regional elements into their designs. Typical local materials should be used and experienced local craftsmen contracted. Only in this way will future generations also be able to enjoy characteristic buildings that fit into the landscape and save resources.

To what extent has this been realized in the "City of Industry" which you designed together with James Stirling?

The city is made up of long, low buildings. We integrated them into the hilly landscape and chose a park as the centre. The people always face the park whenever they use the connections between the buildings. The focus is on the landscape – with indigenous plant varieties, characteristic raw materials, and distinctive regional features such as half-timbered façades. In this way B. Braun is demonstrating its responsibility toward people and nature. Here, this can be practised every day.

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production plant. The plans indicate that here, too, nature and people will be given space to develop. Just as this location bears the imprint of Asian culture, the construction project in São Gonçalo on Brazil's Atlantic coast will have a Latin American flavour. The new buildings in Lima will incorporate impressions of buildings in the Peruvian Andes, and in Rubí, Spain, the regional identity of Catalonia will influence the atmosphere at the B. Braun facility there. ■

USA

Ever.Green

More than three decades ago, B. Braun USA took action to bring environmentally friendly products to market. Today, efforts to protect the environment have blossomed into an enterprise-wide initiative – the Ever.Green programme. *Share* talked with Willem de Goede, Chief Operating Officer and Executive Vice President of B. Braun Medical Inc. in the United States.

What triggered the Ever.Green programme?

The trigger was a deep understanding on the part of our employees that the Earth's precious resources must be preserved and that they could make a difference in reducing customers' medical waste while making B. Braun USA a more sustainable enterprise. But we don't want to leave it at that. We are also reducing the waste flow and energy consumption on our site in the USA.

How many of your goals have been met?

As Ever.Green grows, we are exceeding our expectations. By September 2008, B. Braun had recycled 100 per cent of the glycol it used into antifreeze. Our Irvine facility produced 85 per cent of its own energy onsite. High-efficiency lamps with motion detectors, automatic faucets, toilets and wastewater recycling conserve water and power.

Can you express the results of the initiative in numbers?

In 2008, this enabled B. Braun USA to recycle 90 to 100 per cent of materials, di-

verting 2,693 tonnes of waste from landfills. We'll surpass that this year.

How did you motivate employees who participate in Ever.Green?

Employees see the connection between the company's focus on health and safety and its effort to produce environmentally responsible products. Ever.Green was originally their idea and they are highly motivated.

Do you see other positive effects within the company?

The programme has saved the company over \$ 100,000 this year while enhancing morale and building strong camaraderie among employees. There are also the positive effects which our customers see: our "green" products help customers achieve their own green objectives. Recycling so many tonnes of waste contributes to a cleaner, healthier environment.

What was the most surprising outcome of Ever.Green for you?

Despite the high level of motivation at the



outset, what surprised me most was the scale, and the determination with which B. Braun's staff have championed the programme and integrated it into their daily work activities.

How long will the initiative last?

It won't end, because environmental leadership and sustainability are part of the B. Braun image and, given the positive effects it has brought, I don't think staff motivation will dwindle. ■

The primary cause of global climate change is daily emissions of CO₂ from the burning of fossil fuels. Every one of us inevitably contributes to the fact that about 23 million tonnes of carbon dioxide is pumped into the atmosphere every day. Yet it's quite easy to at least partially neutralize such emissions – B. Braun staff in the Philippines show how it's done.

Philippines

Mahogany for the environment

Every time we leave our homes in the morning and start the car, we are unwittingly contributing to global warming. The same applies when we turn on the heating or cook dinner. The car exhausts, combined with many more carbon dioxide emissions by all the people in the world in the course of the day, add up to an incredible figure: human beings cause the release of 8.47 billion tonnes of carbon dioxide into the atmosphere every year. Apart from the modern industrialized countries, it's primarily the contribution of the newly industrializing countries that is dramatically worsening humanity's environmental balance. According to calculations made by scientists at the Global Carbon Project, CO₂ emissions have been increasing four times faster since 2000 than in the previous decade. Instead of living in equilibrium with nature, humans are producing greater and greater amounts of harmful gases and thus contributing directly to global warming. Internet "CO₂ calculators" can show us

each individual's carbon balance: a family of four in Germany produces about 43 tonnes of carbon dioxide a year; a company car can easily manage over 20 tonnes.

Initiative in Southeast Asia. B. Braun's staff in the Philippines are showing how to almost entirely offset CO₂ emissions. The idea is that a tree-planting campaign will

neutralize a large proportion of the greenhouse gases generated by the staff members' cars. "This is the best way to rescue our ailing planet," adds Anthony Llanos of B. Braun, Manila. "With this campaign our company wants to make a very practical contribution to the sustainable use of the

Earth's resources," explains Phil Cruz, Marketing Services and Corporate Communications Manager in Manila. The project partner is SCTEX – a company operating a new expressway. "In May 2009 we hope to plant young mahogany trees along a stretch of the road – a total of 1,000 trees to the left and right of the lane." The trees will absorb the gas and convert it into biomass and oxygen.

Many members of B. Braun's staff feel personally committed to the project. Take Isabel Sula, cash accountant at B. Braun Medical, for example: "I've always wanted to plant trees, but we don't have enough room at home. Planting a seedling and watching it develop almost turns us into God's co-creators." Her colleague Roy Amparo grew up in a wooded region "with lots of fresh air. I still go back there every weekend with my family." He definitely wants to take his children along when they plant the trees: "I want them to learn how important mahogany trees are for us." ■



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38,132 experts

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