FAIRNETZEN
GEMEINNÜTZIGE UND MILDTÄTIGE STIFTUNG

GOT A GOOD NIGHT OF SLEEP?
TAKE A MINUTE TO THINK ABOUT THE IMPORTANT THINGS OF LIFE. IT IS TIME TO WAKE UP!
PLEASE HELP.

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MOTIVATION

"The business, that makes nothing but money, is a poor kind of a business."

Henry Ford

A great many people around the globe are at a disadvantage. They exist on the fringes of society. Often as a result of social inequality. Often as a result of illness. Sometimes even just because they live in a certain region or in a certain place.

Long before BOV was founded in 1992, we had already been giving a lot of thought on how to improve the situation of these people. Today, as entrepreneurs, we have the opportunity to bring our economic success into play even outside the company by doing our best to make information and communication technologies accessible and effective for these marginal groups whom progress would normally ignore.

Since then we have expressed our conviction in various projects that social responsibility and economic activity must be closely linked. Only in this way can a network be established which can support society.

We are extending this network through the foundation of the trust "**FAIRNETZEN**"(FAIR-NET). Our most important target is to create stable social systems and overcome barriers – be they of physical, material or infrastructural nature.

Kay Mühlenbruch, Stefan Wiesenberg, Members of the Managing Board and co-founders of the trust.

WHERE IS LISA?
MAYBE SELLING HER BODY OR STEELING FOOD.
SHE ONLY KNOWS.
IN BRAZIL THERE ARE MANY WAYS TO PLAN THE FUTURE.

PRINCIPLES

FAIRNETZEN (FAIR-NET), which was originally the active group of socially-involved staff of BOV AG, views itself in its new cloak of being a trust as a dynamic and flexible structure. Because when inequality is brought to light, swift and unbureaucratic action is called for. This creates an effective basis structure which is filled with new life by every single project.

One dollar remains one dollar
Honorary trust activity is the prime order of the day for all staff and advisers. Because donations must go to those people for whom they were intended – to the full.

Help for self-help
Support can only develop into genuine help when multiplicators are created, when know-how is passed on. In this way, a much larger group of people can profit from our offers of help in the long term. In our projects, which are deliberately limited in time, we only provide the impulse for a development which has to be continued by those affected at their own responsibility. It goes without saying that working out the help concepts together is part of the package. In this way motivation and experience can grow from the circle of those affected – the best basis for lasting success in aid programmes.

"Who only fights for profit, haversts nothing worth living for."

Antoine de Saint-Exupéry

PRINCIPLES

FAIRNETZEN (FAIR-NET) helps across borders and as a function of the situation in hand. As a result, social engagement/ commitment in the regional environment moves into the focal point/ moves to centre stage as does assistance across continents. The decision whether to promote/foster a project or not rests with a committee made up of founder trustees and advisers on the basis of a detailed assessment of each potential new project. Particular attention is paid to a high degree of innovation, measurable transferability and scalability.

Publicity
Active supporters of the idea take care of the public relations effort for the **FAIRNETZEN** (FAIR-NET) trust. These "fairnet-workers" include staff, business associates, friends and public personalities.

In addition, we are open to cooperation with other charitable trusts or organisations of equal standing.

PROJECTS

Access to the internet for Parkinson sufferers

Initial position: Parkinson's disease is a disease of the central nervous system. Many of those affected withdraw from social life and become resigned to their increasing physical afflictions, particularly the growing loss of mobility. However, the possibility of obtaining information is available irrespective of time and place. Even people who are otherwise much restricted in their mobility can appreciate the "mobility" in "virtual worlds". For this reason, we are trying to open up new opportunities for participation in social life for people suffering from Parkinson's disease through internet communication.

Intervention: In a long-term project, our internet specialists trained a group of Parkinson patients in how to use the Net. The project started in 1996 in coordination with the U 40 Group, a self-help group of people, who had contracted Parkinson's before the age of 40. At first, a free training program was offered to facilitate internet access. Over a period of about two months, the participants learned the theory and practice of the internet and, at the end, were even able to design their own websites. In the next stage, the knowledge acquired was applied and the internet was opened up as a communication medium for those suffering from Parkinson's via a site which they had created for themselves and which is accessible world-wide. Moreover,

software developers are still at work today providing answers to all questions regarding HTML programming and maintenance of internet websites.

Results: Since the autumn of 1996, a website is available under "www.parkinson-netz.de" which enjoys a visit record at present of about 250 hits a day. These pages are primarily an information and communication forum for the Parkinson sufferers themselves but can also provide the non-afflicted with an insight into the multifaceted aspects of the disease. Patients or doctors and therapists can exchange experience and ideas and publish their opinions on various topics. In addition, this site provides information on dates of lectures and other events.
However, the most important success of his project is that the withdrawal from social life has been decisively postponed for many Parkinson sufferers.

PROJECTS

Setting up an internet café in the "Park Schule" (Park School) for the educationally handicapped

Initial position: Unproblematic use of modern communications technology is a key qualification for the labour market. However, there are too few resources available to enable schools to provide up-to-date training on the computer. In many cases, the equipment is too old. And: Where there is no association to sponsor and support the activities of the school financially (Förderverein), it is virtually impossible to obtain modern hardware and software. A typical example is the "Parkschule" (Park School) for the educationally handicapped in Essen in an area which is, in the main, a low-income area. There were admittedly computer systems in this school. Nevertheless they were completely unsuitable for modern internet applications because they were so old. Another difficulty: Lack of teaching staff and no financial resources to pay for the remedies required.

Intervention: In 1997, **FAIRNETZEN** (FAIR-NET) modernised the obsolete computer systems and installed a network with internet access. By means of an intelligent and innovative concept we enabled our own trainees to gain even more practical experience during their training: These future IT specialists bundled their specialist knowledge of technology, consultancy and training and managed the project under their own steam –

as if it had been a normal order from a customer in real life. In a joint effort between teachers and pupils, the computers were linked into a network and provided with access to the internet. All the teachers took an introductory course on the subject of the internet and, in addition, were trained to be able to solve network problems on their own.

Results: In the "Parkschule" (Park School) for the educationally handicapped, an internet café was set up which is not only open for the pupils. Even parents and other persons and groups from the surrounding areas make recourse to this facility to obtain information about the internet and practice how to work with office communications software. In this way, a region in the Ruhr District at a disadvantage from the point of view of infra-structure is receiving durable support for development. The idea of placing the project entirely in the hands of the apprentices and trainees, probably a first-ever concept, proved to be especially valuable also for the professional and social competences of the on-going IT specialists. In this way, **FAIRNETZEN** (FAIR-NET) fostered the commitment of the apprentices and trainees to engage in socio-political activities through social projects.

PROJECTS

Internet access for a children's home

Initial position: It is not a rare occurrence that the applicant's knowledge of current software is decisive in the search for a job. Because of their financial situation, young people in children's homes usually find it difficult to acquire such qualifications. There is no money available for a computer course or a PC of their own in the vast majority of cases. The situation in the "Funkestiftung" children's home in Essen proved to be particularly difficult. Most of the young people living there have no school leaving qualifications. Because of infrastructural disadvantages, they have practically no computer skills whatsoever.

Intervention: In joint project work, **FAIRNETZEN** (FAIR-NET), STEAG, "Die Rotarier" (The Rotary Club), and Microsoft supported the "Funkestiftung" children's home in taking its first step into the computer age. In the foreground stood providing computer skills for the young people resident in the home. Even as early as at the start of the project in February 2000, these young people were included in all the plans and obtained insight into network technologies. First of all, an internet café was set up on the home premises in order to give all residents of the home the opportunity to acquire knowledge of computers. Young people who had had some prior training were able to provide help through self-help by passing on their knowledge to the

children who were interested. The knowledge acquired was passed on in the sense of he multiplicator effect. The decisive role in the implementation of the project was played by apprentices and trainees from **FAIRNETZEN** (FAIR-NET)/BOV and STEAG, who planned and looked after this assistance programme at their own initiative and responsibility. For example, trainee office clerks from STEAG showed them what a promising application should look like. The Rotary Club made a financial contribution to enable them to buy the computer parts required. Microsoft made high-grade software available.

Results: The prospects of finding a job have improved enormously for all residents at the home. On the one hand, key qualifications such as, for example, the use of text processing programs or table calculations were acquired. In addition, the young people with their newly-acquired know-how on how to use the internet and computers can also search the Net for offers of jobs and apprenticeships, thereby increasing their career chances. In this way, for example, a database with situations vacant has been created and is maintained via PC. Since the young people had helped even with the setting up and configuration of the computers, they are able to remedy smaller problems in network operation themselves today.

SHORT TIME AGO THEY WERE THREE OF THEM.
MARIO HAD TO LEAVE FOR A MINUTE.
THAT WAS FOUR HOURS AGO. FOUR HOURS CAN BE A LONG TIME AND MANY THINGS CAN HAPPEN.
IN THIRD-WORLD COUNTRIES EVERY THIRD TEENAGER IS INVOLVED IN CRIMES. THEFT IS ONLY ONE OF THEM.
OUR GOAL IS TO GIVE THESE CHILDREN FUTURE PROSPECTS.

OTHER REGIONAL PROJECTS

Individual care of handicapped persons at the PC
Since 1997, **FAIRNETZEN** (FAIR-NET) has been looking after physically and mentally handicapped persons on the PC. Thanks to a "customised" basic training, for example, a young man with multiple handicaps was trained over a period of eight months to carry out qualified work on the computer in the social service of a home for old people.

Group work with single mothers on social security benefits
Since 1997, **FAIRNETZEN** (FAIR-NET) has organised in Essen courses on matters surrounding modern information and communication media for single mothers on social security benefits. The object is to acquaint the women with modern technologies to suit modern requirements, bolster their confidence and foster their interest in further education.

Sponsor project for refugee children
In cooperation with the "Universität Gesamthochschule Essen" (university of applied sciences in Essen), a sponsor project for refugee children was started in 1995/1996. In a free course lasting several weeks, the children acquired basic skills in computer technology, giving them the chance of finding their way into working life. The training was provided by professional seminar leaders and supported by social worker.

Project/Cooperation with "Gewerbliche Schulen der Stadt Essen" (Vocational Schools in the City of Essen)
Apprentices and the "Gewerbliche Schulen der Stadt Essen" (Vocational Schools in the City of Essen) dreamed up and implemented a project for their mutual benefit. The apprentices supported the schools in dealing with various problems arising from networking. In return the schools developed a cross-country/off-road wheelchair which was needed for the Brazil project described below.
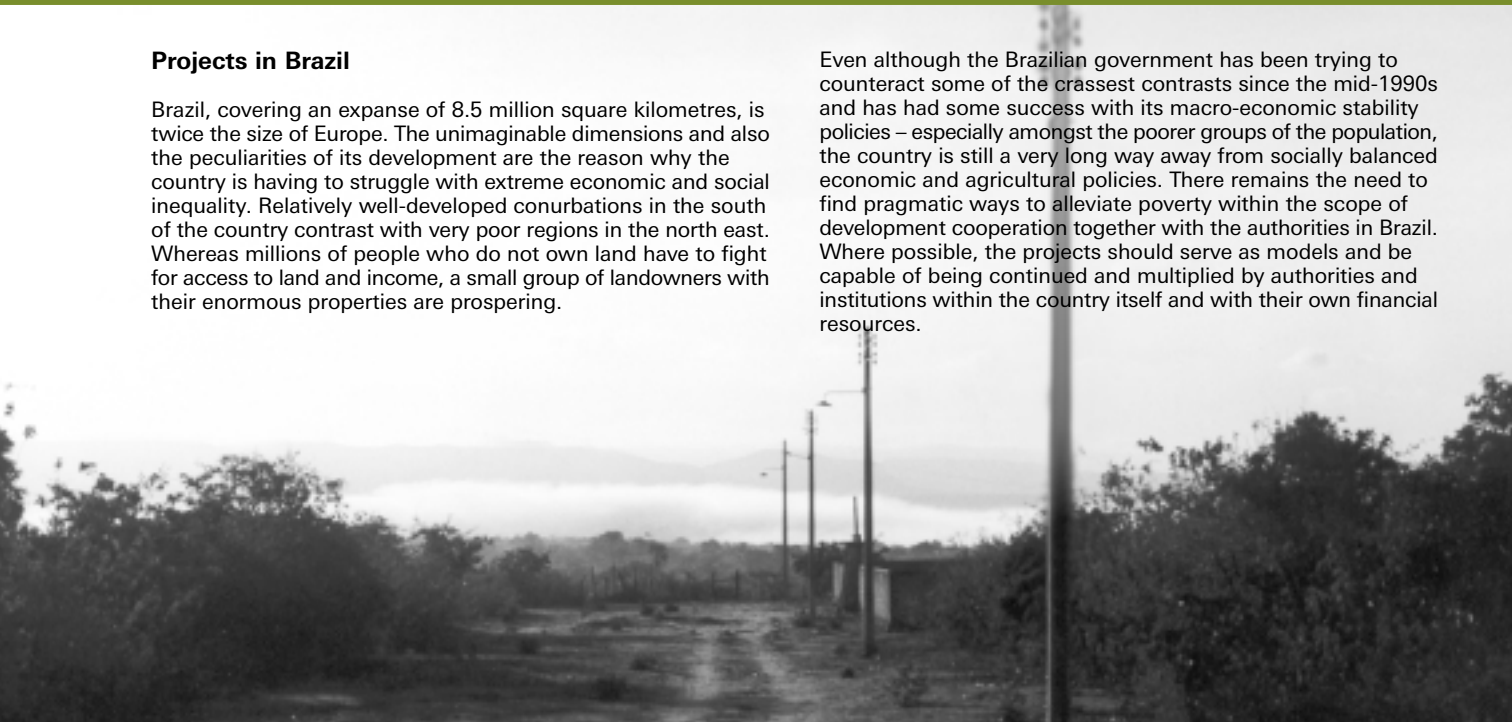
Support for kindergarten
A home page is being set up for the "Villa Vogelsang" kindergarten belonging to the Kinderhaus Essen e. V. (Essen children´s home) which is to be used for presentation purposes and also to advertise for donations.

PROJECTS IN BRAZIL

Projects in Brazil

Brazil, covering an expanse of 8.5 million square kilometres, is twice the size of Europe. The unimaginable dimensions and also the peculiarities of its development are the reason why the country is having to struggle with extreme economic and social inequality. Relatively well-developed conurbations in the south of the country contrast with very poor regions in the north east. Whereas millions of people who do not own land have to fight for access to land and income, a small group of landowners with their enormous properties are prospering.

Even although the Brazilian government has been trying to counteract some of the crassest contrasts since the mid-1990s and has had some success with its macro-economic stability policies – especially amongst the poorer groups of the population, the country is still a very long way away from socially balanced economic and agricultural policies. There remains the need to find pragmatic ways to alleviate poverty within the scope of development cooperation together with the authorities in Brazil. Where possible, the projects should serve as models and be capable of being continued and multiplied by authorities and institutions within the country itself and with their own financial resources.

PROJECTS IN BRAZIL

Setting up and operating a computer school in São João da Fronteira in Brazil

Initial position: São João da Fronteira is a village in the Piauí State in the north-east of Brazil. The entire region and the village with its population of some 5,000 is one of the structurally disadvantaged areas in the entire country. According to information from the Brazilian Bishops' Conference, the distribution of income is one of the most unjust anywhere in the world. Infant mortality runs at 60 % and the illiteracy rate is about the same. In wide areas of the region, there is no adequate medical service. The school situation is also catastrophic.
Of 100 school beginners, only 22 end up with a school-leaving qualification. Another, central problem is that the younger generation, in particular, the young men, migrate to the large cities in the south of the country.

Intervention: Since 1997, **FAIRNETZEN** (FAIR-NET) has been coordinating a project on the spot to provide targeted support for young people in São João da Fronteira. To sustainably strengthen the region and to counteract the lack of perspective prevailing amongst the younger people, measures for further education and training have been developed. In the winter of 1998/99 a group of young people from that village in Brazil was trained in Essen to become trainers in computer skills. For this purpose, a computer room was set up in the village in the spring of 1999 with computers which had been donated and various courses were started. In the autumn of 1999, staff travelled back to São João again to install more computers. In this way, the offer of local training courses could be extended. At the beginning of 2000, computer training was also included in the official teaching curricula. During another trip there in 2001, all the computers were linked into nets. Since then, there has also been training using communication software.

Results: Proof of computer skills can be classed almost a guarantee to get a job in Brazil. So, with its computer school, São João has become an interesting centre for the surrounding region. At present, improvements in the entire infrastructure of the location can be observed. The commune is prepared to inject a lot more money into school education and literacy measures because there has been a discernible increase in motivation on the part of the school-children. Because, to be able to enjoy computer training, the pupils must have completed at least fifth grade. In the meantime, it is also possible to obtain a secondary school leaving certificate there. In addition, the local authority has been managed since very recently by PC. Even a radio station has settled in there.

PROJECTS IN BRAZIL

Regional development in the Piauí State of Brazil

Initial position: Piauí is as big as the "old" Federal republic of Germany but only has just over three million inhabitants. The north-east of Brazil can be counted as the poor-house of the country. They are rural in character and live off agriculture and animal husbandry. The social infrastructure is poor. Openings for training and apprenticeship are insufficient and the economic perspectives are dismal. The core problem can be defined simply and crassly: "The lack of income and job opportunities lead to migration of the active sections of the population which means that the potential for development in the State of Piauí is being restricted even further and the result is enormous social problems in the heavily-populated conurbations of Brazil".

Intervention: We have been involved in the municipality of São João da Fronteira since 1997 and have set up a computer school there. In March 2000, a project team organised discussions on possible tie-ins to expand the project to include regional develop-ment together with a number of Brazilian organisations such as SEBRAE and the Brazilian development bank BNB. SEBRAE immediately conducted potential studies in four municipalities. Branches of industry with good development prospects were selected. The policy of founding cooperatives was pushed ahead, membership assemblies were convened and governing bodies

elected. Research was also made into the requirement for courses of further education and training. In the health sector, contact was made with the local social services and particularly poorly served areas within the project region identified. The programme "PRODER Especial" by SEBRAE was presented in each of the five municipalities and the steps towards founding local development societies defined.

Results: Branches of industry with high economic potential have been further developed. The profits on the agricultural products marketed has risen by at least 30 % for the 100 or so small-holder families who participated in the project. A marketing cooperative for agricultural products has been founded or consolidated. Economically active groups of the population have acquired better access to measures for professional further education and training. 300 persons have participated in vocational further training and education courses. The subjects covered, for example, cashew nut production and marketing, production of honey, storage of agricultural products, computers, carpentry, building crafts, motor vehicle mechanics, etc.
The institutional capacities to boost the regional economy have been bolstered. The number of persons now being reached by the local social services has increased by 30 %. An agency to promote the local economy has also been founded in each of the five municipalities.

SOME MINUTES AGO,
A SMALL BOY WAS
SITTING HERE.
WHAT WILL HAPPEN WHEN HE
COMES BACK?

WHO WILL
HE BE?
NOBODY KNOWS. IN DEVELOPEMENT
COUNTRIES MINUTES CAN CHANGE
LIVES.