



LIZ MOHN
Leading a dedicated life

Contents

- 4 ● Leading a dedicated life
- 10 ● Supporting the Bertelsmann Stiftung
- 12 ● Culture promotes understanding
- 14 ● Diversity enriches
- 16 ● Exchange strengthens cohesion
- 18 ● Liz Mohn Foundation for Culture and Music
- 20 ● German Stroke Foundation
- 22 ● Awards and honors
- 26 ● Offices and memberships
- 28 ● Books
- 29 ● Production credits
- 30 ● Contact



Leading a dedicated life

“Ownership entails responsibility.” That belief still serves as a guiding principle for Liz Mohn, as it did for her husband Reinhard Mohn. She is dedicated to maintaining the tradition that places equal emphasis on economic performance, partnership-based management and corporate social responsibility. Following the death of her husband, Liz Mohn represents the fifth generation of the Bertelsmann/Mohn family which heads the Bertelsmann media, service and educational group. The organization now has more than 119,000 employees and is active in some 50 countries around the globe.

Liz Mohn serves as chair of the Shareholders’ Meeting and of the Steering Committee of Bertelsmann Verwaltungsgesellschaft mbH.

She is also a member of the Bertelsmann supervisory boards. At the Bertelsmann Stiftung, a nonprofit foundation, she is the vice-chairwoman of both its Executive Board and Board of Trustees.

“I always wanted to do something meaningful, to give to others,” she says. This sense of personal commitment was instilled early on, while she was still living in her parents’ house with her four siblings. As a young girl she was an active member of the Catholic scouts. “Since then I have never forgotten their motto: ‘Do a good deed every day.’” She considers values such as respect, fairness, tolerance, helpfulness and a sense of responsibility to be the basis for a functioning community, be it a family, workplace or entire society.

“I always wanted to do something meaningful, to give to others.”

Liz Mohn made a conscious decision to dedicate her life to civil society and the common good. “I want to encourage people to start listening to each other again and to get involved wherever others are suffering and in need of help,” she says.

To her, overcoming self-interest and getting involved to assist others are vital prerequisites for a vibrant civil society, one in which everyone assumes responsibility for the community in accordance with his or her individual abilities.

A corporate culture that emphasizes partnership and social responsibility is crucial for ensuring economic success. This truth serves as the basis for Liz Mohn in her role as a business leader, as it did for Reinhard Mohn. Trust and accountability remain its core concepts. In her various governance positions, Liz Mohn strives to ensure that, despite the changes stemming from globalization, values retain their validity.

“I want to encourage people to start listening to each other again and to get involved wherever others are suffering and in need of help.”





As a mother of three children, Liz Mohn knows how difficult it can be to combine family responsibilities and a successful career. She is especially committed to serving as a corporate role model who emphasizes people and partnerships. Accordingly, she works to improve work/life balance and ensure more women move into management positions.

“The goal for everyone should be to be passionate about their work, while also having a rewarding, values-based partnership that allows them to share their lives with children. I know from experience that it’s worth the effort, since it brings much joy and fulfillment.”



In her book *Schlüsselmomente* (Key Moments), Liz Mohn reflects on her experiences leading a dedicated life.



Supporting the Bertelsmann Stiftung

In 1977, Reinhard Mohn established the Bertelsmann Stiftung to continue the Bertelsmann and Mohn families' sociopolitical, communal and cultural engagement. In 1993, he transferred the majority of the company's capital shares to the private operating foundation. Using the earnings from Bertelsmann SE & Co. KGaA, the foundation funds programs aimed at solving a variety of societal problems.

Liz Mohn is vice-chairwoman of the Bertelsmann Stiftung's Executive Board and its Board of Trustees. She is responsible for the programs Discovering Music, Living Values, Business in Society, and Germany and Asia, as well as the Competence Center for Leadership and Corporate Culture. She has initiated projects addressing social cohesion and the role of religion and values to draw attention to the fact that only societies which are open, free and diverse can maintain their cohesiveness.

She also considers a partnership-based corporate culture and people-focused leadership key factors for ensuring an organization's long-term success. That is why she launched the Creating Corporate Cultures project, among others. Through its executive training events, the project supports managers as they develop a forward-looking corporate culture. Special training sessions for female managers are also organized.

Corporate social engagement is another area of particular importance to Liz Mohn. That is why she initiated the My Best Practice competition, which honors mid-sized companies for their social engagement. The platform Businesses Engaged in the Region provides information about current social challenges and shows how companies can get involved to address them.

Culture promotes understanding

For Liz Mohn, culture and music are the basis of communal life. The Bertelsmann Stiftung's projects use music's multi-faceted potential to provide a sense of community and greater understanding, thereby enriching society by promoting participation, tolerance and more equitable opportunities.

Since 1987, the NEUE STIMMEN International Singing Competition has been a showcase for new talent and a launching pad for the national and international careers of young opera singers from around the world. In keeping with its motto "Creating Careers," the project provides ongoing support to up-and-coming singers as they make their way along their individual career paths.

"Music gives you energy and joy. It also promotes a sense of community and belonging. That is something children must rediscover in these increasingly disorienting

times," Liz Mohn explains. She is therefore committed to ensuring all children have access to music education. The projects MIKA – Music in Child Care Every Day and Musical Primary School develop methods for anchoring music in the daily activities at preschools and schools. Both projects take place throughout Germany in cooperation with educational authorities, organizations and associations.

In 2005, Liz Mohn established her own Foundation for Culture and Music in order to expand her engagement in the area of culture (see pp. 18–19).

*"Music is the most
beautiful language.
It's understood everywhere."*



The winners of the 2017 NEUE STIMMEN singing competition are congratulated by Liz Mohn and Dominique Meyer, chairman of the jury.



Thanks to the Mobile Music Workshop, preschools and schools become laboratories for exploring sound.



The Musical Primary School project uses music in innovative ways, helping children develop to their full potential.

Diversity enriches

German society is culturally diverse. Different cultures, religions, traditions and languages have long been present in the country. These days, diversity is a normal part of daily life. Living in cultural diversity brings both challenges and opportunities. As people interact with each other, they learn about diversity while engaging with and actively shaping it – in cities and towns, in neighborhoods and schools, at work and in their free time.

The Bertelsmann Stiftung uses its Social Cohesion Radar and Religion Monitor to examine social cohesion and the role region and values play in society. The goal is to help create a society that is free, open and diverse, one that accepts differences and allows individuals to develop to their full potential while ensuring society itself remains cohesive.

In view of the current influx of refugees to Germany, the project Living in Diversity / Shaping Cohesion works to promote social cohesion. That is also the goal of the TeamUp! pilot project, which helps instill values in young people by partnering with soccer clubs.

Music can make it easier for young refugees to learn German, a goal the pilot project Music, Language, Participation is designed to help achieve. For Liz Mohn, education is a prerequisite for social integration and social participation. “Language is the key to a successful education, regardless of cultural, linguistic, religious or social background,” she explains. “Music is a language without words and it brings people together across all borders. That is why this joint project can play an important role in promoting the potential and personal development of

every individual, while also strengthening social cohesion.”

The Cantara project also supports the social integration of refugee children. Its intercultural choral activities at primary schools in Gütersloh bring together youngsters from native and refugee families. The Bertelsmann Stiftung wants to use both projects to help young refugees get the education they are entitled to.



Liz Mohn with Frauke Heiligenstadt, Lower Saxony's education minister, and Doris Schröder-Köpf, Lower Saxony's commissioner for migration and participation, at the reception center in Friedland, where her efforts are warmly welcomed.

At the music workshop with Andreas Bourani, the reward schoolchildren from Wittmund received for their video project "Bullying," which won the Audience Prize in the All Kids Are VIPs integration competition.



Exchange strengthens cohesion

Bringing people together, building bridges across linguistic and national boundaries, promoting mutual understanding among different ethnic, religious and cultural groups – for Liz Mohn, such activities are an integral part of ensuring social cohesion and international understanding.

“Diversity is the key to the world of tomorrow,” she says. “We need all the talents and skills that people of different backgrounds have to offer if we are to successfully respond to the challenges we face.” She therefore promotes intercultural understanding through events held in Europe and beyond, allowing high-profile participants to dialogue with each other.

One such event is the Trilogue Salzburg, which is held in conjunction with the Salzburg Festival, bringing together international guests from the political, economic and cultural spheres for an interdisciplinary discussion of the challenges stemming from global developments.





Personal encounters have played a key role in Liz Mohn's life. Whether with (as seen here) Madeleine Albright, German President Frank-Walter Steinmeier, Klaus Schwab, King Felipe VI of Spain or Jim Yong Kim, professional contacts have often become enduring friendships.



Asia's importance for Europe continues to grow. That is why the Bertelsmann Stiftung has focused on countries such as China and India, examining the social and economic developments there and their implications for Germany and Europe. Her travels regularly take Liz Mohn to a number of destinations, including Vietnam and the United States.

Organized in cooperation with partners from Spain, the German-Spanish Forum serves as a bilateral platform for exchange. The Bellevue Forum on the Future of Democracy is an event series organized together with Germany's president. It convenes academic, political, cultural, economic and civil society leaders from various countries for forward-looking discussions.

The German-Israeli Young Leaders Exchange is building a network of young professionals and executives to serve as a foundation for the long-term relationship between Germany and Israel. Since 2006, Liz Mohn has been president of the Board of Trustees of the Spain-based Fundación Bertelsmann, which was established by Reinhard Mohn in 1995. She supports the foundation's project work, which is designed to reduce the high level of youth unemployment in Spain. In addition, she is a member of the Board of Directors of the Bertelsmann Foundation North America.



The small performers of the musical "The Lost Voice" say thank you to their biggest fan – Liz Mohn.



For the young singers, the high point of their Opera Studio training is the final concert before an audience of special guests.



The performance of "Rap It Out," part of the ideas initiative, allowed students at Geschwister Scholl School to show off their talents.

Liz Mohn Foundation for Culture and Music

To expand her personal engagement in the area of culture, Liz Mohn established the Liz Mohn Foundation for Culture and Music at the end of 2005. “An independent foundation allows me to focus more on promoting culture and music,” she says.

The foundation has been supporting the Opera Studio at the Staatsoper Unter den Linden in Berlin since the studio’s launch in 2007. Under the artistic directorship of Daniel Barenboim, the Opera Studio offers an intensive training program for up to nine especially talented young singers, thereby preparing them for a career in the world of music and supporting them in their musical, artistic and personal development.

Through Cultural Diversity and Music, an “ideas initiative,” the Liz Mohn Foundation for Culture and Music promotes interaction among children and young people of different backgrounds. Every year, nonprofit groups throughout Germany are invited to develop music-based projects aimed at increasing the social integration of children and young people. The initiative’s objective is to foster the development of new ideas and motivate as many participants as possible to get involved. The foundation makes roughly €50,000 available for this purpose each year.

To promote local culture and support young people, the foundation has launched a musical

theater project together with Gütersloh’s preschools and primary schools. The project’s goals are to introduce youngsters to music and the arts, facilitate the transition from preschool to school and improve cooperation between the two educational institutions.

www.kultur-und-musikstiftung.de

LIZ MOHN
KULTUR- UND MUSIKSTIFTUNG

In 2001, Dr. Brigitte Mohn succeeded her mother as chairwoman of the German Stroke Foundation.

Across the entire health-care chain - from prevention and health promotion to emergency management and acute care to rehabilitation and follow-up treatment - the German Stroke Foundation works to optimize processes and ensure measurable results.



German Stroke Foundation

A personal experience was the catalyst for a health-related project that Liz Mohn still dedicates considerable time to today. As a boy, her youngest son became paralyzed on one side of his body. The doctors first thought he had had a stroke. Luckily, that diagnosis proved wrong. “But from that moment on, I couldn’t stop thinking about it,” Liz Mohn explains. “Before then, I hadn’t heard much about people with stroke. That’s when I realized that as a group they had almost no one working on their behalf.”

That realization led her to establish the German Stroke Foundation in 1993. ““If I’d had any idea back then how much work it would be, I probably would have turned and run the other way,” she says. “But

today I can say that if I had to do it all over again, I would. It has truly been worth it!”

The foundation focuses primarily on increasing awareness, preventing stroke and improving acute, rehabilitative and follow-up care. Through initiatives such as the use of “stroke stewards,” it works to expand the resources available to stroke patients and their families. One of its key activities is the networking and support of pilot projects.

The foundation also focuses on programs that ensure and improve the quality of care that stroke patients receive, for example through the wide-scale introduction of stroke units and the provision

of comprehensive, integrated care. The German Stroke Foundation is a people-centered organization dedicated to promoting care that is interdisciplinary, modern and efficient. Its first priority is always to meet the needs of patients and their families.

In 2001, Brigitte Mohn succeeded her mother as chairwoman of the German Stroke Foundation’s Board of Trustees. As its president, Liz Mohn continues to play a leading role in the organization.

www.schlaganfall-hilfe.de



Awards and honors

Liz Mohn has received numerous notable awards for her social engagement and multifaceted initiatives.

October 1996, awarded the German Federal Service Cross, First Order

- October 1996, awarded the European Philanthropy Prize, together with Reinhard Mohn, by Fördergemeinschaft der Europäischen Wirtschaft
- October 1996, received the Bambi Award in the “Charity” category
- September 1997, inducted into the European Academy of Sciences and Arts, Salzburg
- December 1998, made Honorary Commander of the Royal Victorian Order
- January 1999, first woman from Germany to be inducted as a full member of the Club of Rome
- March 2000, awarded the Badge of Honor of the



After giving the keynote address, Kofi Annan presented Liz Mohn with the Vernon A. Walters Award in New York in 2008.



In 2010, she received the Golden Victoria for Integration from Joachim “Jogi” Löw.

German Medical Association, Hannover

- October 2002, received the ECHO Classical German Album Award, Special Prize of the Deutsche Phono-Akademie
- October 2003, awarded the Order of Merit, State of Berlin
- October 2003, received the Teddy Kollek Award, Jerusalem
- November 2004, awarded the National Order of Romania
- May 2006, awarded an Honorary Doctorate by Tel Aviv University
- October 2006, made an Honorary Member of the Círculo de Confianza, Madrid
- December 2006, awarded the Order of Merit of North Rhine-Westphalia, Bonn
- April 2007, received a Gold Album award for more than 100,000 copies sold of "Begegnungen – Eine Allianz für Kinder," a joint project with Peter Maffay, given by Bundesverband der Phonographischen Wirtschaft e. V.
- May 2007, awarded the Spanish Grand Cross of the Order for Civil Merit
- November 2007, honored by the International Benchmarking Core Team for initiating the International Hospital Benchmarking

Forum and providing it with many years of support

- February 2008, named didacta Educational Ambassador
- June 2008, received the Vernon A. Walters Award, New York
- October 2008, awarded the Honorary Medal of the Real Academia de Ciencias Económicas y Financieras (RACEF)
- November 2008, received the Support Award from Stiftung UNESCO – Bildung für Kinder in Not, given for longstanding social engagement
- June 2009, received the Montblanc Arts Patronage Award
- August 2009, awarded the Karl Winnacker Prize by the Marburg University Association, given for extraordinary achievements promoting cooperation between academia and business in the natural sciences
- February 2010, awarded the Medalla d'Ór de les Illes Balears
- June 2010, awarded the Global Economy Prize by the Kiel Institute for the World Economy (ifW)
- July 2010, awarded the Great Cross of Merit of the Federal Republic of Germany
- November 2010, awarded the Golden Victoria for Integration by the Association

of German Magazine Publishers (VDZ) and Deutschlandstiftung "Integration" ● December 2010, received the Scopus Award from Hebrew University of Jerusalem ● December 2011, awarded the Golden Lion Luxembourg by the RTL Group ● October 2012, accepted the ECHO Klassik Award on behalf of the Bertelsmann Stiftung for the project Musical Primary School ● February 2013, received a "One of a Kind Barbie" for an exemplary and dedicated life from toy manufacturer Mattel ● March 2013, received an Honorary Award from Kultur Räume Gütersloh for longstanding engagement promoting music and culture in the city of Gütersloh ● December 2013, made an Officer in the French National Order of Merit for promoting German-French dialogue in the area of social affairs and culture ● November 2014, awarded the Euriade Badge of Honor in

Gold by the Euriade Foundation, Kerkrade, Netherlands ● February 2016, awarded the Commander's Cross of the Order of the Oak Crown of the Grand Duchy of Luxembourg ● May 2016, adopted a saker falcon at the Berlebeck Eagle Aviary, presented by the Young Business Leaders group for "exemplary efforts bringing together socially responsible businesses in the region" ● September 2016, named Senator h. c. by the German Association for Small and Medium-sized Businesses for "her outstanding life's work as an entrepreneur and her exemplary social engagement" ● December 2016, made an Honorary Citizen of the City of Gütersloh ● March 2017, awarded the Spanish Grand Cross of the Civil Order of Alfonso X, the Wise, for outstanding achievements in the area of research, literature, art and education ● March 2018, received the Steiger Award in the category "Charity"



In 2013, Liz Mohn became an Officer in the French National Order of Merit.



In 2016 in Berlin, Liz Mohn received the Commander's Cross of the Order of the Oak Crown of the Grand Duchy of Luxembourg.



In 2016, Liz Mohn was made an Honorary Citizen of the City of Gütersloh.



Keynote speaker Ursula von der Leyen presented Liz Mohn with the 2018 Steiger Award in the "Charity" category.

Offices and memberships

Her numerous offices and memberships reflect the high esteem in which Liz Mohn is held.

Björn Steiger Stiftung
Member of the Presidential Council

International Singing Competition
NEUE STIMMEN
President

Jerusalem Foundation Deutschland e.V.
Member

Liz Mohn Foundation for Culture and Music
Chairwoman of the Executive Board

Local Alliance for Families in the
District of Gütersloh
Initiator

Reinhard Mohn Institute for
Corporate Governance
Member of the Board of Trustees

German Stroke Foundation
President

Stiftung RTL – Wir helfen Kindern e.V.
Member of the Board of Trustees

World Childhood Foundation Deutschland
Member of the Board of Trustees

International offices and memberships

Club of Rome
Full Member

Deloitte GmbH Deutschland
Member of the Advisory Council

European Academy of the Sciences
and Arts, Salzburg
Member

Fundación Bertelsmann
President of the Board of Trustees

Memberships

Deutscher Kinderschutzbund,
Bielefeld Chapter

Friends' Association, Kunsthalle Bielefeld

Friends' and Supporters' Association,
Staatsoper Unter den Linden

Friends' Association,
Nuremberg University of Music

Verband deutscher Unternehmerinnen

Wittenberg Center for Global Ethics

Books



Liz Mohn (author)
Liebe öffnet Herzen

256 pages
Paperback, hardcover,
e-book
ISBN 978-3-442-15523-1



Liz Mohn (author)
Schlüsselmomente
Erfahrungen eines engagierten Lebens

192 pages
Paperback, hardcover,
e-book
ISBN 978-3-442-74629-3



Liz Mohn, Ursula von der Leyen (eds.)
Familie gewinnt
Die Allianz und ihre Wirkungen für
Unternehmen und Gesellschaft

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Arne Weychardt _ cover

Contact

Bertelsmann Stiftung

Carl-Bertelsmann-Str. 256

33311 Gütersloh

GERMANY

Phone +49 5241 81-0

Fax +49 5241 81-81999

info@bertelsmann-stiftung.org

www.bertelsmann-stiftung.org

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