

LBBW Improvement Process.

Idea management at LBBW Group enables employees to participate in shaping working processes, products and services with their ideas and creative potential. With these ideas, employees contribute to improve LBBW's efficiency, competitive position and image. This process is actively supported and promoted by the management. The LBBW Improvement Process has been a leading scheme in the financial services sector for years and aids the ongoing development of the LBBW Group.

The ideas put forward cover employees' own areas of responsibility as well as others. In order to ensure that these ideas are pursued and implemented sustainably, a corresponding idea management system has been installed in the Human Resources division.

Last year, the number of ideas was increased by 4% to 3 462 suggestions for improvement. In addition to the established monetary benefits of EUR 2.15 million, innumerable processes were made more efficient by the 680-plus proposals acted upon. The concept of constant development is actively supported by idea competitions such as for the avoidance of operational risks. New for 2010 was the systematic integration of idea management in LBBW projects.