

Family-owned companies speaking out for tolerance and open-mindedness



50 family-owned German companies are speaking out for tolerance and open-mindedness with a nationwide campaign.

Coburg (27. March 2019) “Made in Germany – Made by Vielfalt” (“Made in Germany – Made by Diversity”) – This was the slogan 50 family-owned companies used to launch a nationwide campaign speaking out for open-mindedness and against xenophobia. Large format advertisements have appeared in newspapers and magazines since 26 March. A billboard campaign in 15 cities was designed to complement the program. Automotive supplier Brose is also supporting the initiative.

“We are concerned about growing nationalism in Germany, Europe and the world. As a family-owned company we accept social responsibility. This campaign helps us clearly position ourselves in favor of treating others with respect and an open mind,” explains Michael Stoschek, Chairman of the Brose Group. The company has around 26,000 employees worldwide from 90 different countries. “At Brose we work in international teams across national borders on a daily basis. The knowledge and skills of the individual are what matters – regardless of origin, gender or religious affiliation,” Stoschek stresses.

The campaign underscores this outlook and speaks out for a tolerant, open-minded attitude toward working with others. Dr. Timm Mittelsten Scheid, one of the owners of Vorwerk and member of the Vorwerk family of entrepreneurs, initiated the idea: “The topic interests me personally. I feel it is important for businesses to take a stand in times of social debate such as these. So I am even more pleased that the idea has resonated so strongly in the circle of family-owned companies.” The advertisement will appear in German newspapers and other publications and on 2,000 billboards in Berlin, Munich, Cologne, Frankfurt am Main, Stuttgart, Düsseldorf, Dortmund, Leipzig, Essen, Hannover and Lübeck.

The following companies are involved in the campaign for promoting tolerance and open-mindedness: ACEG, B. Braun, Baerlocher, Bahlsen, Berner Group, Beumer, Boehringer Ingelheim, BPW Bergische Achsen KG, Brose, Claas, Deichmann, Dräger, EMZ, Fritz-Kola, Funke Mediengruppe, Giesecke + Devrient, Gira, Hansa-Flex, Henkel, Hipp, Horsch, Hubert

Burda Media, Jägermeister, Kienbaum, Klett, Kostal, Krone, Lemken, Lindner, Marquard & Bahls, Messer, Metzler, Murtfeldt, Nolte Küchen, ODDO BHF, Oetker, Otto, Röchling, Sartorius, Sennheiser, SMS, Stihl, Ströer, Südvers, Trigema, Vaillant, Vorwerk, Werksviertel Mitte, Wörwag, Würth.