

UEPG Sustainable Development Awards 2020

Company: Quarzwerke GmbH

Location: Frechen, Germany

**This is us: warm, genuine and appealing visual messaging
– Quarzwerke capitalises on emotional communication**



Neighbours, potential employees and a company. The blog is visited by around 600 external users a month. It is complemented by a new print sustainability magazine called “achtsam” (mindful). A film on the Internet was made about the extraction site in Frechen, which allowed employees to have their say and talk about their company.