

“Focus on what unites us – Not what divides us”

2 years ago



At the company headquarters' summer party on an excursion boat on the River Main in Frankfurt on June 27, 2024, over 300 employees of the international real estate service provider and market leader in Germany, Apleona, set a clear signal for tolerance and diversity by wearing campaign T-shirts and buttons with "Tolerance" lettering, among other things.

The campaign was the start of a campaign that is going viral within the Europe-wide Group and is to be used at all internal companies and employee events. In addition to the English-language "Tolerance" lettering and the campaign buttons, employees can order T-shirts on the company's own purchasing platform, which feature the Apleona slogan "Focus on what unites us – Not what divides us".

Apleona, the market leader for facility services in Germany according to the turnover ranking of the market research company Lünendonk & Hossenfelder, relies on voluntariness. "Tolerance and diversity cannot be decreed, but must be lived every day", says Apleona-CEO Dr. Jochen Keysberg at the launch of the campaign in Frankfurt. In fact, a tolerant corporate culture characterized by mutual respect and tolerance is a matter of course at Apleona and is exemplified.

"With more than 40,000 colleagues, Apleona is always a reflection of society in the countries in which we operate. We all benefit from this climate of openness, appreciation and tolerance. This not only has a positive effect on our reputation with customers and business partners, whether in Germany or in other countries around the world, but above all on Apleona and ourselves." Different knowledge, skills, professional and life experiences, social or ethnic backgrounds are valuable for Apleona in their diversity and "help us all to progress because we can learn from each other and thus solve problems more creatively and innovatively, work more effectively and, last but not least, are more attractive as an

employer”, concludes Dr. Keysberg.

People from more than 75 countries of origin work at Apleona. The Group is active in more than 30 countries throughout Europe. The Tolerance campaign is about a working atmosphere and a working environment in which all employees, regardless of their position and background, do not have to pretend and can contribute and develop without inhibition – regardless of age, ethnic origin and nationality, gender and sexual identity, physical and mental abilities, religion and ideology, sexual orientation and social background.