



Press Release

## **Outstanding Commitment: The Initiative "cosnova says NO - United in Ending Violence Against Women" Wins German Prize for Business Communication 2024**

Sulzbach, July 15, 2024 - On July 11, 2024, cosnova was honored with the German Prize for Business Communication (Deutscher Preis für Wirtschaftskommunikation) in the category "Social & Environmental Communication" for its campaign surrounding "cosnova says NO". The jury, mainly composed of students from the Berlin University of Applied Sciences for Technology and Economics, praised the campaign's consistency and high relevance. The cosmetics company cosnova launched its long-term initiative in 2023, initiating a comprehensive communication activation around the 'International Day for the Elimination of Violence Against Women' on November 25. Additionally, the family-owned company donated 100,000 euros to a fund for women's shelters, benefiting women affected by violence.

"We are very pleased with the recognition of 'cosnova says NO' with the German Prize for Business Communication and the appreciative words from the jury," said Astrid Haury, Senior Manager Corporate Responsibility at cosnova. "We would also like to thank our partners - especially Zonta Germany - who have supported us significantly with their expertise." The initiative against gender-based violence was created in-house within just about two months by a cross-functional team. "A tremendous amount of passion from us employees went into the initiative. The fact that we succeeded in making this social issue so visible with our values-based campaign and educating our often very young target groups about it is thanks to outstanding teamwork," added Anna Planz, Senior Manager PR & Corporate Communications at cosnova.

The German Prize for Business Communication has been awarded annually since 2001 and has established itself as a fixture in the communications industry.

### **PRESS CONTACT COSNOVA**

Anna Planz  
Senior PR & Corporate Communications Manager  
[a.planz@cosnova.com](mailto:a.planz@cosnova.com)  
Tel.: +49 (0)6196 / 76156-1426