



Project Sustainability 2017: Recyclate Initiative is involved

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Sensory Communication, a joint project within the Recyclate Initiative from Werner & Mertz of Mainz and its Frosch sales team together with the Institut PNG in Willich and the Institute for Interdisciplinary Organizational Development and Sustainability Management (ION) in Ettlingen, has received the quality seal Project Sustainability in Ulm. The seal was awarded by the German Council for Sustainable Development (RNE). The jury was impressed by Sensory Communication, one of 67 projects from more than 240 applicants. The award was accepted by Professor Michael J. Kolodziej, ION, honorary professor at Alanus Hochschule, and a member of the board at dm-drogerie markt, which is a partner in the Recyclate Initiative.

Sensory Communication is the vehicle used in retail markets to present the Recyclate Initiative, one of several projects initiated by Werner & Mertz for effective plastic recycling. Without lecturing, the Initiative invites consumers to experience sustainability for themselves. The presentation of the information from the Initiative and the displays of Frosch products in retail shops are intended to promote sustainable consumption and explain to consumers how their actions too can bring about sustainability.



Quality seal Project Sustainability for Sensory Communication, a joint project in the Recyclate Initiative: Project Manager Prof. Michael J Kolodziej, ION Ettlingen, accepted the award with his team colleagues Larissa Liske, sales



manager of the Frosch sales team, sales staff at Erdal-Rex GmbH of Werner & Mertz (Mainz), and Yvonne Krause, regional manager of the Frosch sales team. Photo: Werner & Mertz / picslocation



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The project team worked out how the shopping experience could be designed to convey stories and provide opportunities for new sensations. The sensory communication strategies for sustainable development encourage consumers to take effective action within their own social competence while informing them of the context and impact of their actions. According to project developer Michaela Schmeken from Institut PNG, the new perspectives give all partners in the value chain the chance to present the idea of sustainability to many more people at the retail level.

Developed by Schmeken and Kolodziej, the Sensory Communication project was positioned in the retail market by the Frosch sales team, represented by sales manager Larissa Liske, sales staff for Erdal-Rex GmbH of Werner & Mertz (Mainz), and Yvonne Krause, regional manager of the Frosch sales team.

Project Sustainability is the new quality seal from RNE, which honors ideas and initiatives that make our society more sustainable. It replaces the seal "Werkstatt N", awarded annually since 2012. You can find more information about Project Sustainability and all the award-winning projects at www.tatenfuermorgen.de



The **German Council for Sustainable Development** was established by the federal government in April 2001. Fifteen public figures serve on the council, whose mandate includes developing contributions to implement the National Sustainability Strategy, specifying concrete areas of activity and projects, and making sustainability an important public issue.

The **Frosch Recyclate Initiative** was established as an open innovation project in 2012 by Reinhard Schneider, managing partner of Werner & Mertz GmbH in Mainz. Several awards – including the Federal Ecodesign Award, ECR Award, the Cradle-to-Cradle™ Innovator Award and the German Packaging Award in Gold – verify the benefits and the signal of this Initiative for effective plastic recycling. More about the Recyclate Initiative and the awards are at www.wir-fuer-recyclat.de and www.initiative-frosch.de

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