



United for children's rights: cosnova and UNICEF welcome 14 companies to Sulzbach

Sulzbach, 4 September 2025 – On 17 and 18 September 2025, a total of 14 companies gathered at the cosmetics company cosnova's premises in Sulzbach, at the invitation of the United Nations Children's Fund UNICEF, to discuss social responsibility and children's rights. cosnova is known for its essence and Catrice brands. In addition to cosnova, the other participating UNICEF corporate partners are ARAG SE, BASF Stiftung, BMW Group, DEKRA, Deutsche Postcode Lotterie, Ernsting's family, Eurobaustoff, Gardena, GEA Foundation, Hapag-Lloyd, ING, Siemens Healthineers and United Internet for UNICEF. They are united in their belief that the resources and innovative power of companies can promote the protection and future of children around the world in a sustainable way.

UNICEF's corporate partners aim to combine their efforts to improve the care, education and safety of children. Close collaboration between well-known companies and aid organisations enables a more rapid and targeted response to acute emergencies, as well as achieving long-term improvements. cosnova has been supporting UNICEF's global initiatives since 2022 to help achieve these goals.

The need for action is growing: strong partnerships for children worldwide

According to reports by the United Nations, the number of people dependent on humanitarian aid has more than doubled since the beginning of the Corona pandemic (Global Humanitarian Overview, 2019 and 2025). Crises and conflicts are endangering the lives and safety of children. In addition, the number of natural disasters caused by climate change is rising rapidly. Children affected by these crises often suffer the most from the consequences. "There is an urgent need for increased investment in the climate-resilient adaptation of children's living conditions in order to strengthen their long-term resilience by providing improved basic necessities," explains Christian Schneider, Executive Director of UNICEF Germany.

At the same time, aid organisations are dependent on various sources of funding. "Traditional contributions are not sufficient to meet the growing need for aid initiatives. New partnerships between the private and public sectors as well as innovative financing approaches are needed to allow us to respond in the event of disaster and implement long-term programmes for children," Schneider emphasises. At the UNICEF Corporate Partners Meeting, the invited companies will work alongside UNICEF to develop strategies and approaches that specifically promote corporate engagement for the realisation of children's rights.

"In alliance with UNICEF and as many other companies as possible, we want to develop approaches for action and demonstrate that even in economically challenging times, we must not lose sight of our social responsibility. At cosnova, we believe that corporate responsibility means positively influencing the lives of our fellow human beings while keeping a particularly close eye on the future of coming generations," says Yvonne Wutzler, Chief Marketing Officer at cosnova. "Because only when companies join forces and combine their potential can we initiate real change and actively help shape a future worth living for everyone."

Social responsibility that extends far beyond Sulzbach

For cosnova, social commitment has been an integral part of the company for many years. "We believe that economic success and social responsibility are inextricably linked, and that they can only unfold their full potential together," says Astrid Haury, Senior Manager



Corporate Responsibility at cosnova, describing the motivation behind the commitment. The company has previously demonstrated that social commitment, particularly humanitarian aid, often requires pragmatism and creativity. For instance, cosnova organised emergency aid following severe earthquakes in Turkey and Morocco in 2023. "We want to collaborate with other companies to develop concepts that demonstrate effective solutions," says Haury. Proposals for aid projects from employees are welcomed with open arms at cosnova. For example, the "cosnova says NO" initiative, which campaigns against gender-based violence against women, was inspired by an idea from two employees.

By hosting the corporate partners meeting in Sulzbach, cosnova is once again making it clear that a network is emerging that extends far beyond the region and aims to highlight corporate social responsibility.

About cosnova Beauty

cosnova Beauty has its headquarters in Germany and distributes its decorative cosmetics brands essence and Catrice in around 90 countries worldwide. In 2024, the family-owned business achieved net sales of 954 million euros. cosnova is the 6th largest company for "Decorative Cosmetics" in the world and the 2nd largest by unit sales.

Besides its beauty business, the cosnova Group also invests in a variety of companies and assets, some to utilize synergies in the beauty segment and others as stand-alone investments. cosnova has grown substantially since it was founded more than 20 years ago. Around 900 employees at various locations around the world are committed to the company's success story.

About UNICEF

UNICEF has been helping children for over 75 years. Founded in 1946, the United Nations Children's Fund was established to support children in war-torn Europe. Today, it works in over 190 countries to help every child develop healthily, grow up safely and attend school, regardless of their religion, skin colour or background. In collaboration with numerous partners, UNICEF provides families with support in areas such as health, family planning, hygiene, nutrition and education, as well as offering humanitarian aid in emergency situations. For more information, please visit www.unicef.de.

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