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PRESSEMITTEILUNG

A great place to work: The University of Hohenheim is “Stuttgart's Most Attractive Employer”

In the 2024 “Most Attractive Employers in the City” ranking by the business magazine Capital and the statistics portal Statista, the University of Hohenheim came in first place.

PRESSEFOTOS unter www.uni-hohenheim.de

Social responsibility and commitment in the region: Employees expect more from their employer than just good career opportunities. The “Most Attractive Employer in Stuttgart” in 2024 is the University of Hohenheim. It is one of the 50 most popular employers in southern Germany. This was confirmed by local employees in an anonymous online survey conducted by the business magazine Capital and the statistics portal Statista. To determine the most attractive employers in 20 metropolitan areas, they surveyed a total of around 9,000 employees in 2024.

Those working at the University of Hohenheim have an attractive employer: At the small university with the most beautiful campus in Germany, employees know what they are working for. Not only good career opportunities and salary determine whether employees perceive an employer as attractive. The values embodied by the employer also play a part, as well as the societal role.

For this reason, the respondents to the “Most Attractive Employers in the City” ranking also assessed whether companies are committed to causes in the region and make their mark on the economic location – and whether they act in a socially responsible manner toward their own workforce and business partners. Also on the agenda was the question of whether employees would recommend their company as an employer.

For this purpose, the statistics portal Statista selected 2,500 employers from 20 metropolitan regions in Germany with staff sizes between 250 and 5,000 employees – and had the employees in the respective region vote. More than 9,000 employees living either in the respective cities or within a 50-kilometer radius took part in the online Access Panel survey. They not only rated their own employer, but were also able to submit ratings for other local companies.

As a result of top ratings, 10 institutions in each city made it onto the final top ten list and can call themselves the “most attractive employers in the city.” The University of Hohenheim topped the poll in Stuttgart in 2024, the sixth time in a row it has been among the top ten. In second and third

place this year are Südwestrundfunk (SWR) and Bauknecht.

Sustainability as a central topic

The topic of sustainability plays a special role at the University of Hohenheim: Sustainability was already one of its central founding ideas. Even up until the present day, the university combines bioeconomy as the core research area to link research, teaching, and studies as well as administration.

Sustainability is lived out at the University of Hohenheim – not least through the employees and through student groups, which are involved in many different sustainability activities. More: <https://www.uni-hohenheim.de/en/portrait>

Family-friendly, diversity-friendly, bicycle-friendly

Family-friendly working and study conditions, on-campus childcare, and support for family caregivers: Back in 2004, the University of Hohenheim was the first university in Baden-Württemberg to receive the basic certificate for the “audit familiengerechte hochschule” (family-friendly university audit) from berufundfamilie Service GmbH. It received a permanent certificate in 2020.

More: <https://www.uni-hohenheim.de/en/family-friendly>

The potential of diversity: The University of Hohenheim actively opposes discrimination of any kind – be it due to gender identity, ethnic or social origin, religion, age, sexual orientation, or physical or mental abilities. It was one of the first two universities in Germany to receive the “audit vielfaltsgerechte hochschule” certificate. The development audit was also conducted by berufundfamilie Service GmbH. More: [https://www.uni-hohenheim.de/pressemitteilung?tx_ttnews\[tt_news\]=59424](https://www.uni-hohenheim.de/pressemitteilung?tx_ttnews[tt_news]=59424)

The University of Hohenheim also aims for sustainability when it comes to mobility: In 2020, it became the first university in the state to receive the ADFC “Bicycle-Friendly Employer” seal in silver for its special commitment to bicycle culture. Its work in this area included new high-quality storage facilities, a volunteer bicycle representative, rental bicycles, self-help workshop, and campaigns for employees and students. In short, the University of Hohenheim has been promoting cycling for years. The university's mobility plan with short, medium, and long-term measures for better accessibility and more climate friendliness form the basis for these measures. The mobility plan takes all means of transport into account. More: <https://www.uni-hohenheim.de/mobility>

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