

## **Project 100 – lining up for the future with young ideas**

Beginning of 2018, the SORG Company starts with “Project 100” – a competition of the 100 best ideas around the topic “company of the future”.



All employees at the Lohr and Gemünden sites aged 30 or younger are asked to present their ideas and projects to a four-member jury (consisting of Mr. Alexander Sorg, Mr. Arjen Steiner, Mr. Robert Daniels and Prof. Jürgen Werner). Whether focusing on work in general, industries, products, business models – every idea is valuable.

Throughout the whole competition period, Mr. Daniels and Mr. Steiner are available to the participants as mentors and are open for any questions, but also for requests and suggestions from the young employees. Besides idea finding, conception and procedure this also concerns the design of the room (or think tank, if you like), which will be made available to the competitors this year. Creative minds are thus given the space and time to experiment and run free creatively as well as to fully exploit their potential.

During the competition, the jury will make a preselection from the ideas submitted. The participants, who thus made it to the next round, are invited to a weekend trip, where they can share their ideas and work on their concepts together with the management. The company is keen to develop and elaborate the submitted ideas. It is supposed to be something for the future. At the end of the project, the three best ideas or concepts will be awarded.

Why did SORG start the project?

The SORG Company realized: the future orientation of the company must be supported more intensely. And when it comes to the future, the next generation is in demand. The younger employees should get involved, bring in fresh ideas as well as good suggestions and actively help shape the company. Questioning time-honored practices, re-thinking and changing things we are used to is the motto. The executives are sure that the company can only benefit from new, different and young perspectives. The company wants to use the creative potential of the younger employees and encourage them to think small, big or even out of the box.

The project is definitely not going to be a one-hit wonder, but will remain part of the SORG philosophy in the years to come. It is planned to bring up the project in the following years on a larger scale and to include other areas besides the Lohr and Gemünden sites.