

# Press release

October 18th, 2023

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## Outstanding employer qualities at NSB GROUP

**NSB GROUP receives "Top Job" seal for outstanding employer qualities. A corporate culture that puts the employees at the center is honored with this award.**

Buxtehude - The employer analysis "Top Job" is tailored to the medium-sized parameters in company management. A scientifically based employee survey developed specifically for this purpose evaluates the culture of the participating companies. The feedback from the employees of the NSB GROUP was consistently positive. Qualities became apparent in the areas of diversity & sustainability as well as employee retention & talent management.

The employees particularly appreciate the offer of situational work and the various approaches to implementing sustainability. Here, the NSB GROUP can be measured against eight of the 17 UN SDGs. The high level of employee loyalty goes hand in hand with transparent talent management, which opens prospects for all interested employees. This includes coaching and mentoring offers.

NSB promotes creativity and innovation and encourages everyone to contribute new ideas and develop unusual solutions. The creative freedom is large and shows appreciation. The decisive factor is the personal attitude and an open mindset.

NSB as an organization assumes responsibility for better cooperation in the social environment of the employees: locally, for example, by running a kindergarten, by supporting the local handball club or generally through a feeling for social trends and the needs of the employees. Internationally, NSB is involved in ecological projects such as Eyesea, the reforestation of coral reefs or the supervision of master theses in the field of sustainability, e.g., seagrass as a CO2 sink.

NSB GROUP is aware that only all employees together can create a positive, inspiring environment in which people enjoy working, where they can develop personally and professionally and are proud to be part of the company.

For the organization with 152 employees in Buxtehude and Singapore, it is the first award as a "Top Job" employer - in addition to the TOP 100 seal in 2021 and 2023. For 20 years, the Center for Employer Attractiveness, zeag GmbH, has been awarding the quality seal to companies that make a remarkable effort to promote a healthy workplace culture.

"Employer attractiveness is a crucial strategic issue for any company that wants to be successful in the long term," says former Vice-Chancellor Sigmar Gabriel, patron of "Top Job", affirming the award-winning companies in their actions.

"In times of changing employee expectations, economic activity shaped by AI and questions about the future of work, it was and remains NSB's goal to attract people who will help shape the future of our company. I am therefore extremely pleased and motivated

by the "Top Job" award. It is a seal of approval that we owe to our employees!" says Tim Ponath, Chief Executive Officer (CEO).

For Caroline Baumgärtner, VP People and Talent Development, bottom-up feedback is indispensable in a transformation process: "Any change in values is supported by everyone. An unbiased corporate culture supports this process and also provides answers to the questions of why and how. However, we are not resting on our laurels. With the help of the results from the "Top Job" analysis, we will expand our standards as an employer to remain innovative and inclusive at the same time. Working together to achieve excellent results for the maritime cluster is in our DNA."

Researchers from the Institute for Leadership and Human Resource Management at the University of St. Gallen, led by Prof. Dr. Heike Bruch, surveyed employees online and analyzed the HR tools used. The decisive factor for the award is first and foremost the employee survey.

The award-winning companies may now carry the "Top Job" seal for the next two years. All award-winning employers can be found at [www.topjob.de](http://www.topjob.de).

#### **About the NSB GROUP**

NSB GROUP is a maritime service company with headquarters in Buxtehude and locations in Singapore, on the Philippines, Korea, and China. Its history goes back to 1982. In addition to traditional technical management, the services offered by the ship management company include commercial management, crew management and training, insurance services, engineering, and newbuilding. In total, NSB manages a fleet of about 50 ships. NSB GROUP employs around 150 people on land and 1,700 at sea worldwide. [www.nsb-group.com](http://www.nsb-group.com)

#### **About „Top Job“ and zeag GmbH**

Employer shine as a driver of success: The Center for Employer Attractiveness, entrepreneurial zeag GmbH, is the organizer of the premium award "Top Job" and focuses on the qualitative strengthening of German medium-sized companies and their workplace culture. Founded in 2014 by Silke Masurat, the nationwide pioneering company combines seal management, employer branding and corporate development under one roof. In close cooperation with the University of St. Gallen, zeag GmbH uses "Top Job" analysis to examine the employer attractiveness and sustainability of companies. It provides support in case of need for improvement and awards outstanding companies as best employers in Germany. The scientific management of the benchmarking is in the hands of Prof. Dr. Heike Bruch and her team of the Institute for Leadership and Human Resource Management at the University of St. Gallen. The project's patron is Sigmar Gabriel. Analytical procedures that have been tested for years and are tailored to individual needs characterize the quality of zeag GmbH just as much as its pioneering position on the German market.

[www.topjob.de](http://www.topjob.de)



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