



# *Cleaning for humanity*

**The business is daily maintenance cleaning. The mission is fairness, compatibility of career and family, to actively drive development, and to create prospects on the labour market.**

More than just a job. *magdas* REINIGUNG has made it its mission to provide opportunities. Language skills that can be improved, a refugee or migrant background, learning difficulties, caring responsibilities or being over 50: there are many reasons why the labour market struggles with people. At *magdas* REINIGUNG, those who want to do a good job are given the chance to work and receive individual support. The aim is to create new prospects and development opportunities in addition to securing a living wage. Next to managers and the HR department, *magdas* offers social counselling that provides support and also stands by the side of all employees in the event of personal challenges.

At around 100 locations, more than 170 cleaning staff clean over 100,000 square meters every day, many of them in retirement homes, office buildings, kindergartens, and schools. And daily can be taken literally. Because *magdas* REINIGUNG does not clean at night. In this way, a socially relevant activity is not pushed out of sight and the professional and private social participation of employees is strengthened.

The majority of the cleaning products applied are tensides based on European oilseed crops, which are used sparingly and professionally. The proportion of cleaning products according to the Cradle2Cradle Gold standard is constantly growing. And the aim is 100% wherever possible. This is how *magdas* REINIGUNG shines with radiant surfaces and sustainable practices.

Stories like Ali's show that it often doesn't take much more than a chance. After fleeing from Afghanistan, he started as an unskilled worker at *magdas* HOTEL in 2018. During the coronavirus pandemic, he switched to *magdas* REINIGUNG. And realised that his journey wasn't over yet. He wants to give back to people. That's why he applied for educational leave, completed his school diploma, and arranged an internship in the care sector. In early 2025, he completed his training as a qualified nursing professional with distinction and now works in a care home. Ali was supported, among others, by *magdas* social counselling — but he achieved everything on his own.

## About *magdas*

Caritas der Erzdiözese Wien founded *magdas* in 2012 with the intention of resolving social issues wherever possible in an economic way. The social business is convinced that everyone can do a good job and therefore creates prospects for people who do not even receive a chance with many other employers. *magdas* REINIGUNG, *magdas* HOTEL, *magdas* ESSEN, *magdas* RECYCLING are the company's four business segments. They all provide high-quality products and services with social value. More than 200 people work at *magdas*, of whom the majority have experienced difficulties accessing the job market. For further details, visit [www.magdas.at](http://www.magdas.at).

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