



PRESS RELEASE

FEIEA ACCLAIMS THE BEST EUROPEAN PRACTICES IN INTERNAL COMMUNICATION

Rome, 16 November 2015 – Once again, FEIEA celebrated the best internal communication practices in Europe. This year's FEIEA Grand Prix gala ceremony in Rome on 16 November was extra special: both FEIEA and the hosts, Italian association ASCAI, were celebrating 60th anniversaries.

FEIEA Grand Prix is an annual award competition which seeks to recognize excellence in internal communication and promotes the sharing of best practices in Europe. The competition gives internal communication practitioners an opportunity for their work to be assessed by an international jury against high standards of practice, according to fixed criteria.

This year 101 finalists from across Europe were finalists at the competition in 14 internal communication categories: from printed, visual and digital communication to strategies and events. After three judging rounds (at national and pan-European level) international experts in the jury selected the best entries in each category.

Entries were received from 13 countries in 13 different languages, 77 entries from our members and 24 from non-members. These represented 70 different companies, associations and institutions across Europe from 25 different sectors.

This year the awards event was organised in Rome in cooperation with FEIEA's Italian member association ASCAI. The 2015 Grand Prix Winners were revealed at the gala event which took place inside a marvellous 17th century palace - Palazzo Altieri, in the very heart of Rome. Before the awards, guests heard case studies and experiences from some best-in-class practitioners and had the opportunity to meet internal communication professionals from across the continent, to exchange knowledge and experience.

FEIEA connects internal communicators since 1955

Formed in 1955, in Copenhagen, as a non-profit Federation of European Industrial Editors Associations, FEIEA is now the European Association for Internal Communication, embodying co-operation among national member associations, currently in 11 countries: Austria, Belgium, Czech Republic, Denmark, Italy, Portugal, Slovakia, Slovenia, Spain, Switzerland and United Kingdom.

FEIEA's main goal is to connect European internal communicators. It aims to speak with a European voice on internal communication issues at a pan-European level. It aims to broaden members' knowledge of corporate communications subjects, encouraging the practice of 'doing things the right way'. The development and awareness of the profession of internal communicators is FEIEA's main goal through the organization of our events, providing best-practice sharing and networking at a European level.



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2015 is a year of celebration as it marks the 60th anniversary of FEIEA and its member association in Italy - ASCAI. In 1955 FEIEA was founded with the aim of gathering business communicators across Europe. A few hundred kilometres south, in the same year, ASCAI was also born, attracting expertise from top Italian companies.

FEIEA's President António Rapoula: »Over the years many things have changed, except one: FEIEA's and ASCAI's commitment to internal communication excellence - the same commitment shown year after year by Grand Prix winners from all over Europe. We are proud to celebrate this important moment together with ASCAI and among all European colleagues!

Through these national associations, FEIEA provides a network of professional and collegiate support for internal communication professionals, whose responsibilities include communication strategy and planning, employee engagement and change management, as well as the management and operation of print-based, audio-visual or electronic communication channels. This makes FEIEA a unique federation.«

Maurizio Incletolli, ASCAI President, stated: »Companies face a very delicate task: promoting clear and simple communication based upon the needs of the audiences directly involved. At ASCAI, we have been following that principle for the past 60 years and having the possibility of showcasing the best practices from around Europe in this difficult yet fascinating field on our home soil, makes us proud and certain of working in the right direction for the next years. In this respect, cooperating with FEIEA and sister associations across Europe can only enhance our continuous commitment for promoting the effectiveness of internal communications in the business environment.«

And FEIEA GP 2015 winners are ...

CLASS 1 (Best internal communication strategy)

Winner: Corporate Understanding for ALK
(Communicating the Focus 2018 strategy) from Denmark

2nd place: IWC Schaffhausen
(TOP SECURE - security awareness campaign) from Switzerland

3rd place: Vodafone Portugal
(Vodafone Portugal and the 'Next Generation Fibre') from Portugal

CLASS 2 (Best change communication strategy)

Winner: Financial Directorate of the Slovak Republic
(Tactical Internal Communication of the ISFS-SD Project – Communication - Key to the Success) from Slovakia

2nd place: Ahold
(Ahold-Spar acquisition) from the Czech Republic

3rd place: Proof / Flickering Wall
(KPMG - true) from the Netherlands

CLASS 3 (Best multi-national communication strategy)

Winner: Intesa Sanpaolo
(A multi-national, multilingual Corporate WebTv) from Italy

2nd place: ŠKODA AUTO a.s.
(One Million Campaign) from the Czech Republic

3rd place: Deloitte Portugal
(D:Runners_Deloitte Portugal) from Portugal

CLASS 4 (Best multi-language publication)

Winner: EDP - Energias de Portugal
(EdpON revista / edpON magazine) from Portugal

2nd place: AS3
(25 anniversary - As3) from Denmark

3rd place: C3 Creative Code and Content GmbH
(Bosch Zünder) from Germany

CLASS 5 (Best internal magazine)

Winner: WIND Telecomunicazioni Spa
(Voiceup) from Italy

2nd place: T-Mobile Czech Republic a.s.
(Echo magazine) the Czech Republic

3rd place: SBB AG
(Unterwegs (En route / In viaggio)) from Switzerland

Honour Diploma: Bruggli
(unterwegs) from Switzerland

CLASS 6 (Best internal newspaper)

Winner: Beetroot/Heathrow Airport
(Heathrow Life) from the United Kingdom

2nd place: Volkswagen Slovakia, a.s.
(Svet VW) from Slovakia

3rd place: Luka Koper - Port of Koper
(Luški glasnik) from Slovenia

CLASS 7 (Best photograph)

Winner: 44 Communications
(The Globe, December 2015, Philip McHugh Portrait) from the United Kingdom

2nd place: CTT Correios de Portugal
(Vila Nova de Cerveira (in Aposta Magazine)) from Portugal

3rd place: Proof / Flickering Wall
(Delta Lloyd - Hide & Seek) from the Netherlands

2015
FEIEA
GRAND
PRIX

CLASS 8 (Best front cover)

Winner: 44 Communications / Barclaycard
(The Globe December 2014) from the United Kingdom

2nd place: Touring Club Suisse
(Zoom, das Mitarbeitermagazin) from Switzerland

3rd place: Montepio
(Montepio magazine) from Portugal

CLASS 9 (Best cartoon/illustration/graphic image)

Winner: Instituto de Informática
(Agora SEI! (Now I Know!)) from Portugal

2nd place: ING Bank N.V.
(A human approach works) the Czech Republic

3rd place: BVIC - Belgsiche Vereniging voor Interne Communicatie
(Congress cartoon 'emotions in internal communications') from Belgium

CLASS 10 (Best digital communication)

Winner: Sequel Group
(kfl) from the United Kingdom

2nd place: Proof / Flickering Wall
(Heineken - Green Room) from the Netherlands

3rd place: BNP Paribas Fortis
(Dixit Today) from Belgium

CLASS 11 (Best Intranet)

Winner: REN - Redes Energéticas Nacionais, SGPS, S.A.
(Best Intranet) from Portugal

2nd place: Pristop
(Freshteller) from Slovenia

3rd place: Siemens Austria
(together.community) from Austria

CLASS 12 (Best audio-visual)

Winner: Intesa Sanpaolo
(A multi-national, multilingual Corporate WebTv) from Italy

2nd place: Sequel Group for Barclays
(ZSL Special Children's Day video) from the United Kingdom

3rd place: Proof / Flickering Wall
(KPMG - true talk) from the Netherlands

CLASS 13 (Best use of social media)

Winner: Siemens Portugal
(X-PHOTO Campaign) from Portugal

2nd place: Sequel Group
(Buzz- Reaching the top leaders) from the United Kingdom

3rd place: Zurich Switzerland
(WHAT'S UP) from Switzerland

CLASS 14 (Best internal communication event)

Winner: EDP - Energias de Portugal
(EDP ONE Encontros 2014) from Portugal

2nd place: Enel Spa
(Enel Family Day) from Italy

3rd place: Generali Poist'ovňa, a.s. & Siemens s.r.o.
(Wishing tree by Generali and Siemens) from Slovakia