

## Respons elected employee magazine of the year

DONG Energy's employee magazine, Respons, has been elected employee magazine of the year 2009 by the Association for Internal Communications (Foreningen for Intern Kommunikation).

The panel of judges describes their choice as follows: *"Respons has received high scores in all the assessment criteria we find important. You instantly want to leaf through the magazine, which in a very energetic way tells the readers about daily life in the company. Directors, managers and employees have a chance to speak side by side – about what is going on at the main locations, out in the field, during work hours, during coffee breaks and at parties and jubilees. And the magazine always brings a 'well done' article on the back with a portrait and photo of a good energy colleague who is rewarded with a trophy and flowers."*



Moreover, the panel of judges mentions that:

*"The magazine has a beautiful layout which expresses joy and humour, and includes nice pictures, illustrations and graphics. There is also room for critical subjects and news from external media which affect the company."*

The front page of Respons no. 13 was especially highlighted as it very clearly indicates that this is a "magazine for the employees".



Niels Karlsen from Internal Communications accepted the award

## Facts

The purpose of the Association for Internal Communications is to develop internal company communication, including employee magazines, intranet and other internal media. The nearly 80 members of the association include a number of municipalities, regions and agencies, and also companies such as Post Danmark, TDC, Jysk, Cowi, Grundfos, DR, Maersk, Danske Bank, Novo Nordisk, Vattenfall and the Danish national bank.