

## Communication 057/2024

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### **An Award for the BfR Magazine – What we’re achieving**

#### **The institute’s in-house magazine wins silver at BCM Awards**

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Great news at the end of the year: the “BfR Magazine – What we’re achieving” won silver at Best of Content Marketing Awards (BCM Awards). “A pleasant surprise.” These were the words with which the judges explained their decision for the award’s recipient in the category “internal communications”. They held particular praise for the magazine’s close ties with and participation of the target group, namely the employees of the BfR.

The award was presented for the magazine’s October 2023 issue “Zu den Akten” (“On file”). The BCM Awards is a prize for corporate publishing products in Germany. Among submissions, it only considers publications in marketing and corporate communications which have a strong informational core and are not purely advertising. The BCM Awards are hosted by the Content Marketing Forum (CMF) of the Association of Content Marketing Experts in German-speaking countries.

One of the BfR's central tasks is scientific risk assessment. However, scientists are not the institute's only employees. With more than 1,000 BfR employees, the in-house “BfR Magazine - What we’re achieving” aims to increase the visibility of as many of its employees as possible. In addition to broader coverage of the BfR, the magazine therefore offers many smaller stories from the institute as well as a colourful mix of numbers, information, and work-related tips. A special feature is that many of the articles are researched and written by the employees themselves. In addition to a small print issue, the articles are published on the BfR intranet.

The first BfR magazine was published in 2010. It received a visual and content update in 2022. In the run-up to the magazine relaunch, the BfR conducted a survey of its employees. The result showed that three-quarters of respondents liked the magazine, rating it “good” or “very good”. For many, it is an important part of their daily work. The BfR magazine is published twice a year.

### **Further information**

Further information as well as all nominees can be found at:

<https://bestofcontentmarketing.com/>

[https://bestofcontentmarketing.com/wp-content/uploads/2024/10/Shortlist\\_bcm\\_2024\\_gold.pdf](https://bestofcontentmarketing.com/wp-content/uploads/2024/10/Shortlist_bcm_2024_gold.pdf)

A selection of the contents of the BfR magazine in the BfR's LinkedIn profile:

<https://www.linkedin.com/company/bundesinstitut-f-r-risikobewertung>

## About the BfR

The German Federal Institute for Risk Assessment (BfR) is a scientifically independent institution within the portfolio of the Federal Ministry of Food and Agriculture (BMEL) in Germany. The BfR advises the Federal Government and the States ('Laender') on questions of food, chemicals and product safety. The BfR conducts independent research on topics that are closely linked to its assessment tasks.

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