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An honour: BfR Magazine - What we're achieving The institute's in-house magazine wins a gold FOX AWARD

Great news at the end of the year: The "BfR Magazine – What we're achieving " has been honoured with a gold FOX AWARD. The jury particularly praised the editorial quality of the institute's magazine and endorsed the magazine's concept of "excellent efficiency performance" in the Associations, Societies, Organisations and Foundations category.

The award went to the December 2022 edition, "Von Abschieden und Neuanfängen" (Of farewells and new beginnings). The FOX AWARD recognises marketing and communication concepts in print and digital formats. The jury's criteria include: the selection of communication channels that are appropriate for the target group; the content and visual realisation; and the extent to which the concept and execution combine into a coherent whole in order to achieve an impactful communication solution.

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 print edition, 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: overall, three-quarters of respondents liked the magazine, rating it "good" or "very good". For many, it is an important part of their everyday work. Its editorial quality is particularly appreciated - a judgement that the FOX AWARDS jury did not contradict. The BfR magazine is published twice a year.

Further information:

Information about the award and the jury's statement:

https://foxawards.de/awards-2023/BfR-Magazin-Was-wir-bewegen_1147.html

Selected contents of the BfR Magazine on the BfR's LinkedIn profile:

<https://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.

This text version is a translation of the original German text which is the only legally binding version.

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