



FEIEA

President's Message



Preparing the Future

FEIEA is well aware of the trends and innovations beyond internal and integrated communication in Europe, and around the world.

New issues and technologies like the use of big data, automation and artificial intelligence are headlining along with social networking, fake news, instantaneous news and feedback.

This will be (or it is already) the day to day business of our organizations and therefore part of our role as communicators.

We must be ready to handle all these issues with the necessary transparency, an issue that every day is more vital for the reputation of our organizations.

The European GDPR is also setting the benchmark for all personal data processes including those regarding organizations' employees.

Evaluating all these enormous and challenging topics makes me believe that mobility – how organizations manage their human power and produce value for the organization – will be the next buzz word for management and therefore communicators. It's about how we manage work routines that were imported from the 19th or 20th century including balancing family, flexible working, home-work travels, facilities.

FEIEA is attentive and preparing the future!

António Rapoula
FEIEA President

About **FEIEA**

Formed in Copenhagen in 1955 as the 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 10 countries (2017): Austria, Belgium, Denmark, Italy, Portugal, Slovakia, Slovenia, Spain, Switzerland and United Kingdom.

FEIEA's main goal is to connect European internal communicators, speaking with a European voice on internal communication issues at a pan-European level across the European Union and business, economic, academic and social organizations across Europe.

FEIEA's independence provides a network of professional support for internal communication professionals whose responsibilities include communication strategy and planning, employee engagement and change management, as well as the management and delivery of print-based, audio-visual or electronic communication channels.

It aims to broaden members' knowledge of corporate communications issues, encouraging the practice of 'doing things the right way'.

Our **mission**

The development and awareness of the profession of internal communication is our main goal delivered through the organization of our events, providing best-practice sharing and networking at a European level. The implementation of a professional certification programme for internal communication is our next step.

This will consolidate FEIEA as one of the few federations within Europe with a main purpose - the focus on internal communication itself - not an industry such as oil, post or railways. We don't represent management or syndicates: we truly represent people and the professionals that communicate with them.

FEIEA's mission is to develop and maintain a dynamic and open European single market that enables members to meet the challenges of globalization. We aim to provide tools and support that will help associations to stimulate innovation, and to promote pan-European visibility. We also aim to improve the range and quality of products and services for individual members and Associations, in order to deliver higher support standards, better pan-European opportunities, and a prosperous economic future for all Associations.

Council Chairman



Daniel Ambühl

Council Chairman

FEIEA's highest forum is its Council which represents all the national member associations within the FEIEA federation. The Council meets at least once a year and elects a Council Chairman for a three-year term to chair its meetings.

Council Members

AUSTRIA

VIKOM - Verband für Integrierte Kommunikation



President: Christian Schroffer

FEIEA link: Doris Ludewig

Schwarzenbergplatz 4

1031 Vienna , Austria

Phone +43 (0)1 71135-2413

vikom@iv-net.at

www.vikom.at

BELGIUM

BVIC – Belgische Vereniging voor Interne Communicatie



President: Peter Op de Beeck

FEIEA link: Martine Van Driessche

Postbus 123, 2018, Antwerp, Belgium

Phone +32 474 17 99 35

secretariaat@vonknetwerk.be

www.vonknetwerk.be

DENMARK**FIKOM - Foreningen for Intern Kommunikation**

President and FEIEA link:: Henrik Vinther

Bækmosen 16, 2670 Greve – Denmark
 Phone +45-4369 3832 / +45-30787978
 henrik@fikom.dk
 www.fikom.dk

ITALY**ASCAI - Associazione per lo Sviluppo delle Comunicazioni Aziendali in Italia**

President: Maurizio Incletolli
FEIEA link: Massimo Greggia

Piazza del Gesù, 49, 00186 Roma – Italy
 info@ascai.it
 www.ascai.it

PORTUGAL**APCE - Associação Portuguesa de Comunicação de Empresa**

President: Eduardo Guedes de Oliveira
FEIEA link: Paula Portugal Mendes

Av. do Brasil, 35 - 1º B
 1700-062 Lisboa, Portugal
 apce@apce.pt
 www.apce.pt

SLOVENIA

SIK/PRSS - Slovensko društvo za odnose z javnostmi



Slovensko
društvo
za odnose
z javnostmi

President: Tina Cipot
FEIEA link: Urška Ojsteršek

Tivolska cesta 50
SI-1000 Ljubljana
Slovenia
Tel.: + 386 030 313 500
prss@piar.si
www.piar.sl

SPAIN

DIRCOM – Asociación de Directivos de Comunicación



President: Montserrat Tarres
FEIEA link: Sebastián Cebrián

Paseo de la Castellana, 193, 1ª Planta
28046 Madrid
Spain
Tel.: + 34 91 702 13 77
informacion@dircom.org
www.dircom.org

SWITZERLAND

SVIK/ASCI- Schweizerischer Verband für Interne Kommunikation

President and FEIEA link: Daniel Ambühl

SVIK | ASCI

Geschäftsstelle
Postfach 576
3000 Bern 7
Phone: +41 31 301 24 24
info@svik.ch
www.svik.ch

UNITED KINGDOM

IoIC - Institute of Internal Communication

President and FEIEA Link: Suzanne Peck



Suite GA2,
Oak House,
Woodlands Business Park,
Linford Wood,
Milton Keynes MK14 6EY
Tel: +34 (0)1908 313755
enquiries@ioic.org.uk
www.ioic.org.uk

Executive Board

FEIEA is governed by the Executive Board, elected by the Council for a three year term. It manages FEIEA running its activities and services.

President



António Rapoula

Vice - President



Suzanne Peck

Vice - President



Massimo Greggia

Treasurer



Henrik Vinther

Secretary General



Carlos Manuel de Almeida



FEIEA

EUROPEAN ASSOCIATION FOR
INTERNAL COMMUNICATION

Secretary General Message



FEIEA 2.0

Dear members of FEIEA,

During 2017, FEIEA faced new challenges focused on the near future.

We launched a new online platform that will allow FEIEA Grand Prix to grow, become more professional and take care of the access issues for supplied material.

It was a challenge to adapt the online tool to FEIEA's needs which did lead to some technical issues, which were taken on board.

2017 was also the year when FEIEA improved organization of the best practice seminar, FEIEA Finest, supporting our members learning and expectations.

With the help of all FEIEA members, I truly believe that FEIEA will be able to achieve its deserved awareness and become Europe's leading Association for Internal Communication and communicators!

I am ready ! We are ready !

Carlos Manuel de Almeida
FEIEA Secretary General

2017 Highlights

Notable dates

2017: Slovakia (AICO) withdrew its Full Member status

2017: Council Electoral meeting in Paris, France

2017: FEIEA Grand Prix Judgment Weekend in Cascais – Lisbon, Portugal (between the 14th and 16th of October)

24th edition of FEIEA Finest & Grand Prix Award Ceremony on the 22nd of February 2018 in Paris, France.

management

1 dircom event (Spain)

2 Council Meetings

7 Executive Meetings

11 External Web-Letters

5 Internal Web-Letters

1 Annual Reports

2017 Grand Prix

overview

European IC experts celebrate FEIEA awards success

More than 60 people from different European countries celebrated the best internal communications in Europe at a gala event held in Paris, France.

The Grand Prix is the highlight of the European Association for Internal Communication's (FEIEA) calendar and comprises 14 classes ranging from best internal communication strategy to best digital communication.

The evening event on 8th of February in Paris, France was hosted by FEIEA.

For the first time in FEIEA's history, we produced a video explaining the FEIEA Grand Prix and introduced an Online Platform to manage all judgement and registration process. The FEIEA Grand Prix featured 49 shortlisted entries from Belgium, Czech Republic, Italy, the Netherlands, Portugal, Slovakia, Slovenia, Switzerland, and the UK.

FEIEA President Antonio Rapoula welcomed our guests that were present in Paris to celebrate and acclaiming the height of European best practice in internal communication. Overall, there were 96 entries from across Europe.

The awards comprise a rigorous two-part process with entries judged by national associations first, then recommended entries going forward to the pan-European jury.



Judging for the Grand Prix itself takes place in three stages:

1 - National round:

Each FEIEA member association organises a National judging panel that assesses all the entries. The national round selects up to three entries per class.

2 - Semi final round:

All entries received from the National round are evaluated at this stage. The pan-European jury will then vote for final Winners and Runners-up. The Jury comprises international experts from the FEIEA member countries;

3 - Final pan-European round:

In October 2016, a group of eight judges, representing six different countries meet in Paço de Arcos, near Lisbon (Portugal) during one weekend to analyse, discuss and evaluate all entries selected for the final phase:

- Erwin Van Overloop from Belgium (VONK)
- Giorgio Agagliati from Italy (ASCAI)
- José Luis Cavalheiro from Portugal (APCE)
- Mark Hill from the United Kingdom (IoIC)
- Mateja Edelbaher from Slovenia (PRSS)
- Mercedes Castelló from Spain (DIRCOM)

Finalists and winners per country

	Finalists	Winners	Nominees
Belgium:	9	1	5
Portugal:	15	2	8
Italy:	7	1	5
Spain	23	2	7
Slovenia:	9	2	5
Switzerland:	7	1	5
United Kingdom:	8	2	5
Netherlands:	8	1	3
Slovakia	6	1	3
Czech Republic:	3	0	3
Total	95		

CLASS 1 (Best internal communication strategy)

WINNER: PROOF (VGZ is a leading cooperative) from the Netherlands

Nominee: NOS (Customer first) from Portugal

Nominee: IKEA Italy (IKEA / earthquakes) from Italy

Nominee: Aduno Group (Aduno Group) from Switzerland

Nominee: Bistro Agency (ŠKODA AUTO) from Czech Republic

CLASS 2 (Best change communication strategy)

WINNER: Deloitte | Weshare, Serviços de Gestão, S.A. (Risk Advisory launch) from Portugal

Nominee: DmieunMikoabtiloianr (DmieunMikoabtiloianr) from Switzerland

Nominee: Universitairy Hospital Antwerp (Simplify JCI) from Belgium

Nominee: Realdolmen (Update its strategy) from Belgium

Nominee: Roche Farma España (Roche Spain moved to a new Headquarters) from Spain

CLASS 3 (Best multi-national communication strategy)

Canceled

CLASS 4 (Best multi-language publication)

WINNER: TESCO (aMtioAnGsAZINE CE OUR TESCO) from Slovakia

Nominee: Facil (DNA of FACIL) from Belgium

CLASS 5 (Best internal magazine / newspaper)

WINNER: beetroot (Horizon) from the United Kingdom

WINNER: Zavarovalnica Triglav, d. d. (Magazine Obzornik) from Slovenia

Nominee: Gabinete De Prensa Inforpress S.L. (Circle is Ecoembes) from Spain

Nominee: Generali Svet (Internal magazine) from Slovakia

Nominee: Volkswagen Navarra (A Punto is Volkswagen Navarra's internal magazine) from Spain

CLASS 6 (Best photograph)

WINNER: Zavarovalnica Triglav, d. d. (28page magazine Obzornik) from Slovenia

Nominee: Beetroot (RBS) from the United Kingdom

Nominee: Bistro Agency (ŠKODA Challenge event) from the Czech Republic

Nominee: CTT – Correios De Portugal, S. A (Joana's Dream) from Portugal

Nominee: Petrol D.D. (Returning to society to represent the value Respect) from Slovenia

CLASS 7 (Best infographic or graphic image (e.g. illustration, cartoon))

WINNER: Realdolmen (Repositioning and rebranding) from Belgium

Nominee: CTT – Correios De Portugal, S. A (Jogos Nacionais dos CTT) from Portugal

Nominee: Ikea Italy (IKEA Italy launched a project in stores) from Italy

Nominee: Petrol D.D. (Editorial board of internal magazine) from Slovenia

Nominee: Zavarovalnica Triglav, d. d. (tries to understand employees) from Slovenia

CLASS 8 (Best digital communication channel)

WINNER: SEAT (mundoSEAT app) from Spain

Nominee: LafargeHolcim España SAU (Zero Project) from Spain

Nominee: Lloyds (Lloyds needed a way to connect) from the United Kingdom

Nominee: PROOF (VGZ) from the Netherlands

Nominee: SmBuBnikation (SmBuBnikation) from Switzerland

CLASS 9 (Best intranet)

WINNER: MAPFRE (MAPFRE's Global Intranet) from Spain

Nominee: Enel spa (Enel video) from Italy

Nominee: Grupo CH (Intranet in the CH) from Portugal

CLASS 10 (Best audio-visual project)

WINNER: Baumann Koelliker Grupp (Bmaun mi kaantnion Koelliker Gruppe) from Switzerland

Nominee: Deloitte | Weshare (Making an impact that matters) from Portugal

Nominee: NOS (Christmas 2016) from Portugal

Nominee: SmwuisnsikLaitfieonSwitzerland (SmwuisnsikLaitfieonSwitzerland) from Switzerland

Nominee: The Royal Bank of Scotland's (Royal Bank of Scotland's) from the United Kingdom

CLASS 11 (Best use of social media / application)

WINNER: Nationwide (the largest building society in the world) from the United Kingdom

Nominee: BNP Paribas Fortis (Sociabble - internal employee advocacy platform) from Belgium

Nominee: PwC (AuditorProud aimed) from Spain

CLASS 12 (Best internal communication event)

WINNER: Vodafone Portugal (All Hands Meeting 2017) from Portugal

Nominee: Bistro Agency (Management conference attended by ŠKODA) from Czech Republic

Nominee: Deloitte (Deloitte Spain Annual Meeting) from Spain

Nominee: Maters & Hermsen (Social Summit brought together 700 people) from the Netherlands

Nominee: Volkswagen Slovakia (Volkswagen Slovakia) from Slovakia

Diplomas

Honour Diplomas appointed by FEIEA Members

2017

Andrea Zorzi

Appointed by ASCAI–Associazione per lo Sviluppo della Comunicazione Aziendale in Italia



Financial Information 2017

FEIEA BACK OFFICE - ASSOCIAÇÃO DE COMUNICAÇÃO INTERNA

STATEMENT OF RESULTS BY NATURE

INCOME AND EXPENSES	NIF 513,199,241		Unidade: €
	31/12/17	31/12/16	
Sales and Services	24 650,00	35 076,50	
Operating Subsidies			
Cost of Goods Sold	-19 745,37	-27 276,87	
Supplies and external services			
Personnel expenses			
Impairment / reversals of inventories			
Impairment of receivables			
Provisions			
Other Income and Gains	616,19	0,03	
Other Expenses and Losses	-609,09	-466,93	
Income before depreciation, financing expenses and taxes	4 911,73 €	7 332,73 €	
Depreciation and amortization expenses		0,00	
Operating Income (before financing expenses and taxes)	4 911,73 €	7 332,73 €	
Interest and similar income obtained			
Similar interest and expenses incurred			
Restricted before taxes	4 911,73 €	7 332,73 €	
Tax over the period's income		-183,86 €	
Net Income for the Period	4 911,73 €	7 148,87 €	

Balance Sheet 2017

FEIEA BACK OFFICE - ASSOCIAÇÃO DE COMUNICAÇÃO INTERNA

VAT 513 199 241

Unit: €

HEADINGS	31/12/17	31/12/16
ACTIVE		
Non Current Assets		
Property, Plant and Equipment		
Intangible Assets		
Financial investments		
Other Financial Assets		
Assets Deferred Taxes		
	0,00 €	0,00 €
Current Assets		
Inventories		
Customers	22 718,60 €	17 973,50 €
State and other public entities	854,43 €	
Other Accounts Receivable		
Deferrals		
Cash and Bank Deposits	12 169,78 €	16 872,67 €
	35 742,81 €	34 846,17 €
Total Assets	35 742,81 €	34 846,17 €
SHAREHOLDERS 'EQUITY AND LIABILITIES		
OWN CAPITAL		
Capital Completed		
Other reserves		
Transited results	25 376,24 €	18 227,37 €
	25 376,24 €	18 227,37 €
Net Income for the Period	4 911,73 €	7 148,87 €
Total Equity	30 287,97 €	25 376,24 €
PASSIVE		
Non-Current Liabilities		
Provisions		
Financing Obtained		
Other bills to pay		
	0,00 €	0,00 €
Current Liabilities		
Providers	1 706,86 €	5 287,19 €
State and other public entities		183,86 €
Financing Obtained		
Other Accounts Payable	3 747,98 €	3 998,88 €
Deferrals		
	5 454,84 €	9 469,93 €
Total Liabilities	5 454,84 €	9 469,93 €
Total Equity and Liabilities	35 742,81 €	34 846,17 €

Audit Report 2017



PONTES•BAPTISTA
& ASSOCIADOS
SOCIEDADE DE REVISORES OFICIAIS DE CONTAS
AUDIT, TAX, ADVISORY

STATUTORY AUDITOR'S REPORT

(Free translation from a report originally issued in Portuguese language. In case of doubt the Portuguese version will always prevail)

REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

Opinion

We have audited the accompanying financial statements of FEIEA BACK OFFICE – Associação de Comunicação Interna (the Entity), which comprise the balance sheet as at 31 st December 2017 (showing a total of 35.743 euros and a total net equity of 30.288 euros, including a net profit of 4.912 euros) and the income statement by nature for the year then ended,

In our opinion, the accompanying financial statements are prepared, in all material respects, in accordance with the Accounting Standard for Small Entities adopted in Portugal under the Portuguese Accounting System for the sector nonprofite organizations.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and further technical and ethical standards and guidelines as issued by Ordem dos Revisores Oficiais de Contas (the Portuguese Institute of Statutory Auditors). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section below. We are independent of the Entity in accordance with the law and we have fulfilled other ethical requirements in accordance with the Ordem dos Revisores Oficiais de Contas code of ethics.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of management for the financial statements

Management is responsible for:

- the preparation of financial statements in accordance with the Accounting Standard for Small Entities adopted in Portugal under the Portuguese Accounting System;
- the preparation of the management report in accordance with applicable laws and regulations;
- designing and maintaining an appropriate internal control system to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error;

Pontes, Baptista & Associados, Sociedade de Revisores Oficiais de Contas, Lda | Capital Social 14.100 €
NIPC 507 970 241 | N.º de inscrição OROC: 209; na CMVM; 20161505
Chiado, Rua do Alecrim, 26, Piso 1, Escritório IV, 1200-018 Lisboa | T: +351 213 479 397

Audit Report 2017



PONTES BAPTISTA
& ASSOCIADOS
SOCIEDADE DE REVISORES OFICIAIS DE CONTAS
AUDIT. TAX. ADVISORY

- the adoption of accounting policies and principles appropriate in the circumstances; and
- assessing the Entity's ability to continue as a going concern, and disclosing, as applicable, the matters that may cast significant doubt about the Entity's ability to continue as a going concern.

Auditor's Responsibilities for the Audit of the Financial Statements

Our responsibility is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control;
- evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern;
- evaluate the overall presentation, structure and content of the financial statements, including the disclosures, in accordance with the Accounting Standard for Small Entities adopted in Portugal under the Portuguese Accounting System;

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Audit Report 2017



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& ASSOCIADOS
SOCIEDADE DE REVISORES OFICIAIS DE CONTAS
AUDIT. TAX. ADVISORY

- communicate with those charged with governance, including the supervisory body, regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Lisboa, 13 de novembro de 2018

PONTES, BAPTISTA & ASSOCIADOS
Sociedade de Revisores Oficiais de Contas
Representada por

Carlos Rodrigues

ROC 1270

(as traduções não são assinadas)

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FEIEA Back Office, Associação de Comunicação
for
FEIEA - European Association for Internal Communication



**EUROPEAN ASSOCIATION FOR
INTERNAL COMMUNICATION**