

## Press Release

### RWE wins gold and two silver medals at the Employer Brand Management Awards 2024

- International recognition for the employer brand "Our energy has impact."

Essen, 20. September 2024

RWE has been honoured with one gold and two silver medals at the prestigious Employer Brand Management Awards (EBMA) for its outstanding performance in employer branding. The awards ceremony took place last Thursday in London.

In a high-calibre competitive environment, the employer brand "Our energy has impact." beat top international companies in the categories "*Best communication of the employer brand to the internal audience*" (gold), "*Best social media strategy*" (silver) and "*Best employer brand management from the energy and utilities sector*" (silver).

RWE has developed the employer brand "Our energy has impact." in order to attract and retain potential applicants and employees in an authentic and consistent way. The brand ensures that RWE is perceived uniformly as an employer worldwide - in all target groups, markets and regions.

The Employer Brand Management Awards are recognised as one of the most important international competitions in the field of employer branding. They recognise the most innovative and creative concepts for talent acquisition, employee retention and brand development. The jury, consisting of HR marketing and employer branding experts from all over Europe, praised RWE's creative concept. The visual link between employer brand and corporate brand and the clever use of the double meaning of "energy" were particularly well received.

**Katja van Doren, Chief Human Resources Officer and Labour Director at RWE AG:** "This success is great proof that our - still relatively young - employer brand is already proving its worth. With "Our energy has impact." RWE has positioned itself worldwide as one of the employers of choice in the energy sector. We have succeeded in attracting talented people worldwide and retaining them at RWE in the long term. The three fantastic awards will help us to be recognised even more strongly as an attractive employer in the future."



**For further enquiries:**

Jan Peter Cirkel  
Press office  
RWE AG  
T +49 5179 8451  
M +49 162 2524051  
E [jan-peter.cirkel@rwe.com](mailto:jan-peter.cirkel@rwe.com)

You can find further information on "Careers at RWE" [here](#)

**RWE AG**

*RWE is leading the way to a green energy world. With its investment and growth strategy Growing Green, RWE is contributing significantly to the success of the energy transition and the decarbonisation of the energy system. Around 20,000 employees work for the company in almost 30 countries worldwide. RWE is already one of the leading companies in the field of renewable energy. Between 2024 and 2030, RWE will invest 55 billion euros worldwide in offshore and onshore wind, solar energy, batteries, flexible generation, and hydrogen projects. By the end of the decade, the company's green portfolio will grow to more than 65 gigawatts of generation capacity, which will be perfectly complemented by global energy trading. RWE is decarbonising its business in line with the 1.5-degree reduction pathway and will phase out coal by 2030. RWE will be net-zero by 2040. Fully in line with the company's purpose - Our energy for a sustainable life.*

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