

PRESS RELEASE

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European Great Place to Work® Special Award Winners announced

Copenhagen, Denmark - May 20, 2010: The Great Place to Work® Institute has announced the winners of the five European Special Awards 2010. These awards honour European companies with exceptional workplace practices.

The Danish company **Creativ Company**, retailer of art supplies, wins the “**Inspiring Leadership - this is not just a job**” Special Award. Although it is relatively small, with only 95 employees, Creativ Company has managed to make a difference, not only for its own employees, but also for socially marginalized groups in society, including people who suffer from physical or mental disabilities, such as industrial injuries, drug addiction, or eating disorders.

The Irish Retail Pharmacy chain, **Unicarepharmacy** wins the “**Speaking the Truth - Credible Communication**” Special Award. The company has been through a very challenging period in the past couple of years. Yet throughout these difficult times, the company’s leaders did not isolate themselves, but rather they reached out to their “colleagues,” as the company’s employees are known, to make sure that people understood what was happening - and help them understand how they could pitch in to help avoid layoffs.

The winner of the “**Listening - Getting Employees Involved**” Special Award is the Irish branch of **Mars**, the global maker of chocolate bars, pet foods, and other products. Mars has developed a variety of practices to engage employees in the company’s progress and provides an array of methods to gather people’s input. “There is no ‘us and them feeling,’ wrote one employee in this year’s Trust Index® Survey. “It makes everyone feel important in the wider view of the company’s success, and everyone’s opinions are important and encouraged.”

The Greek bottling company of **Coca-Cola HBC** wins the “**Developing the Full Potential of Employees**” Special Award. Coca-Cola HBC Greece provides a wide range of opportunities for employees to develop themselves. In this year’s Trust Index® Survey, employees of Coca-Cola hailed the training they receive as world-class: “Coca-Cola HBC is one of the few companies in Greece that develops employees’ competencies to the maximum.... Employees get the right training and motivation in order to give 100% of themselves”.

The winner of the “**Caring for Employees in Times of Need**” Special Award is **3M Germany GmbH**. The company offers a wide array of support services - including financial support, counselling, flexible scheduling, and more - to ensure that both employees and their family members have a strong base of support in tough times.

The Special Awards are given as part of the annual recognition of the 100 Best Workplaces in Europe. More than 1,300 companies in 17 European countries participated in this year’s evaluation process, which used extensive employee surveys and independent evaluations of workplace practices to determine the 100 Best Workplaces and identify the Special Award nominees. The winners of the awards, as well as the 100 Best Workplaces, were announced at a Gala Award Ceremony in Madrid, Spain on May 19, 2010. Photos of the event can be downloaded on www.greatplacetowork-europe-conference.com.

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“Despite the current economic crisis the quality of the Best Workplaces in Europe continues to improve,” says Palle Ellemann, Managing Director for Great Place to Work® Institute Europe. “and the 100 Best in Europe are still hiring, 2.2% more people in the past 12 months. This is less than previous years, but at the same time the 100 Best are improving productivity by 12.9%, which is the reason why these companies continue being extremely successful businesses.”

About the Great Place to Work® Institute

A global research and consulting firm with representation in more than 45 countries in Europe, the Americas, Asia, and Oceania, the Great Place to Work® Institute has been dedicated to “building a better society by helping companies transform their workplaces” for the past 27 years. The Institute uses its Trust Index® employee survey and Culture Audit® to create the lists of the 100 Best Workplaces in Europe, in addition to similar lists in more than 45 countries around the world. The Institute recognises the world’s best workplaces and provides conferences, workshops, and advisory and advisory services to those who seek to create great workplaces of their own. For more information, please visit www.greatplacetowork-europe.com.

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