

Press release

RWE receives award for “Corporate Brand of the Year”

- RWE wins twice at German Brand Award 2021

Essen, 10 June 2021

Stephanie Schunck, Head of Group Communications & Public Affairs at RWE AG:

“How we present our brand spotlights the transformation of a company into one of the globally leading producers of electricity from the wind and the sun and with an additional focus on hydrogen. It is great to receive the German Brand Award in recognition of this. And it motivates us to remain on this path. RWE will be carbon-neutral by 2040 – with the full support of our workforce. In other words: RWE is living the energy transition. And our brand identity will continue to demonstrate this.”

RWE has won the highest accolade at the German Brand Award 2021. The company’s brand identity won the “Best of Best” award in the category “Corporate Brand of the Year”. In addition, RWE won gold as an “Excellent Brand” in the area of best products and corporate brands. This is in recognition of the ambitious and creative way RWE presents its brand, spotlighting its transformation into one of the globally leading providers of renewable energies and storage facilities, with an additional focus on the future market of hydrogen. At the same time, RWE is rigorously and responsibly exiting from coal and nuclear energy. At the core of how the company presents itself to the public is its purpose statement “Our energy for a sustainable life”, billions invested in renewable energies and storage facilities, as well as a clearly defined target of becoming carbon-neutral by 2040.

Frank Arens, Head of Public Relations, is delighted: “This award is also a recognition of the work of our creative agency Scholz & Friends as well as that of our employees, who strive daily to transform our company. This kind of award motivates everyone and is proof of the visibility of our efforts.”

The German Brand Award is considered one of the most important brand awards in the country. It was granted for the sixth time by the German Design Council and the German Brand Institute. It recognises companies that stand out from the competition with exemplary brand management, sustainable campaigns and unusual marketing projects.



German Design Council

The German Design Council is one of the world's leading centres of competence for communications and knowledge transfer in the area of design, brands and innovation. It currently counts over 350 companies among its members. The German Design Council was founded in 1953 on the initiative of the German Parliament with the aim of strengthening the design competence of German industry. Its many activities pursue one goal: To communicate the lasting increase in brand value that is created by the strategic use of design and innovation.

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RWE AG

RWE is one of the world's leading renewable energy companies. It has capacity of around 11 gigawatts based on renewable energy, including hydropower and biomass as well as a highly efficient gas fleet and an international energy trading business. RWE wants to expand this position by investing in onshore and offshore windpower, photovoltaics and storage technologies. As a driver of the energy transition, the company also focusses on innovative projects such as floating offshore as well as the generation and use of hydrogen. In addition to its core business, RWE generates electricity from nuclear energy and coal. Government-mandated phaseout roadmaps have been defined for both of these energy sources. The company has a total of around 41 gigawatts of generating capacity in its portfolio and employs around 20,000 people worldwide. RWE has a clear ambition: to be carbon-neutral by 2040. On its way there, the company has set itself ambitious targets for all activities that cause greenhouse gas emissions. The renowned Science Based Targets initiative has scientifically confirmed that these emission reduction targets are in line with the Paris Agreement.

German General Data Protection Regulation (GDPR)

Following the introduction of the GDPR, RWE would like to continue to send you press releases featuring information on the latest topics regarding RWE and to contact you via electronic means for this purpose. We hereby inform you that we have updated our privacy policy. We will not disclose any personal data that we have collected, stored and processed for the purposes of sending you our press releases to third parties. Your personal data has been submitted on a voluntary basis. You have the right to prohibit this use at any time. You have the right to obtain information from us concerning your stored personal data at any time and free of charge and to object to the processing or use of your data. If you do not wish to continue to receive press releases, please inform us of this via datenschutz-kommunikation@rwe.com. Your data will then be removed from our system and you will not receive any more press releases from us. Please direct enquiries regarding our privacy policy to datenschutz@rwe.com.

