

## **EIRM IS 'RISK SERVICE PROVIDER OF THE YEAR'**

On April 17 2008, EIRM – the European Institute for Risk Management – accepted the official Strategic Risk award for Risk Service Provider of the Year. The ceremony took place in Paris at the 2008 European Risk Management Awards.

The award, the first ever for a Danish organization, was given in recognition of EIRM's development of PRIMO Denmark. PRIMO Denmark is a risk management association that was created to support the advancement of risk management as an executive-level issue in local authorities.

EIRM is a knowledge broker established in 2001 expressly to advance the cause and quality of modern risk management practices. Modern risk management practice represents a significant departure from traditional approaches, focusing as it does on the challenge of managing all organizational risks in accordance with an organization's strategic objectives. EIRM has succeeded in meeting its stated ambitions through a wide array of educational initiatives, research and information dissemination activities, and—notably—its risk community building activities, of which PRIMO Denmark is its most successful example.

Director of EIRM Finn Kjær Jensen said after the ceremony: *"This is a recognition that we highly value. It is a confirmation that EIRM, and now PRIMO Denmark, have been successful in promoting the cause and practice of effective risk management. The award will certainly provide us with a real morale boost as we carry our activities far beyond Danish borders. Indeed, PRIMO organizations now exist in a number of European countries and we are actively engaged in supporting the development of PRIMO wherever interest may be found."*

The launch of the PRIMO Denmark was a direct response to the Danish municipality reform of 2005. Since then, PRIMO Denmark has undertaken a number of initiatives—most recently its project for setting new standards for the handling of public sector risks. PRIMO Denmark produces a website and newsletters that reach over 800 chief executives and specialists and it runs more than 30 meetings and seminars each year, reaching over 1000 public leaders and risk managers.

The annual PRIMO Denmark conference will this year be held on June 13 2008 in Odense. One of the themes this year is climate change and speakers will among others include Professor Bjørn Lomborg. Inquiries about the conference can be made to Malene Marfelt at [mmma@eirm.com](mailto:mmma@eirm.com).

General inquiries about EIRM or PRIMO Denmark can be made to:

Contact person:  
Director Finn Kjær Jensen  
European Institute for Risk Management  
Skt. Gertruds Stræde 5, 1129 København K  
[fkj@eirm.com](mailto:fkj@eirm.com) / +45 7025 2545

[www.primodanmark.dk](http://www.primodanmark.dk) / [www.eirm.com](http://www.eirm.com)

