

Brunata Corporate Social Responsibility Report 2010-11

The activities chosen by Brunata a/s for this report are an integral part of the company's business strategy. We wish to continue to focus on these areas and also expect the themes to inspire new themes as the company develops. The report outlines three selected key areas: environment and climate, dialogue with interested parties and employees. It has been produced in collaboration between Finance, Consumption Accounts and Marketing together with various company employees.



Managing Director Keld Forchhammer

A handwritten signature in blue ink, which appears to be 'Keld Forchhammer', written over a horizontal line.

Approved 30 June 2011

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Brunata



Environment and climate - from meter to decision basis

*Connection with Brunata's strategy:
Increases availability of value-adding services*



Consumption
Measuring
Behaviour

Background

In 2008, Brunata a/s formulated a company strategy which contributed to focusing on Brunata's future as a meter company delivering a decision basis for optimisation and reduction of resource consumption, leading to environmental improvements, including reduced pollution and CO₂ emissions from users and suppliers. In 2009, when COP15 inspired everyone to think about climate and environment, Brunata really rediscovered how we deliver meter data as a basis for decisions and changed user behaviour. It turns out that when consumers know how much water, heating, etc. they use and what it costs, they automatically reduce their consumption by 10-40 per cent. Brunata therefore aims for the company's products to have a clear value for consumers and society generally in terms of optimisation of resources.

Policy / catalyst

In the current financial year, we have particularly focused on the part of the policy involving development of information in our services aimed at strengthening the users' basis for optimising their exploitation of heating and water, along with the visualisation forms required to maintain savings.

Activity 1

The development of information has contributed to ongoing improvement of Brunata WebMon. This has resulted in the establishment of a user-defined alarm module, which is activated when the consumption changes. The user can define the changes that activate the alarm - right down to a consumption difference of e.g. a litre of water. In addition, it is possible to save entries and reports so that WebMon users can easily compare consumption variations.

Result

The improvement meets the customer demand for a detailed alarm function. There have been no complaints about the alarm module from customers during the financial year.

Dilemma

When the meter is only read annually - and this still applies to the majority of consumption measurements - it is not possible to monitor ongoing consumption changes, such as running toilets.

For more information about data, please contact Regional Director Lysdahl.

Activity 2

In this financial year, Brunata has been involved in activities intended to teach us more about how to strengthen the decision basis of our users. This has resulted in several meetings and workshops as part of the projects 2100.nu and Gate 21 as well as an actual user survey, where we with two partners and Plan C under Gate 21 investigate energy behaviour in two housing associations in Brøndby.

Result

Interviews as part of the user survey have commenced. Six qualitative interviews will be carried out and a planned 500 questionnaires will be circulated. There is a definite plan for the next step

of the project, which after the surveys have been carried out will finish with a user workshop, where the participants will test various theses about possible ways of improving energy behaviour.

Dilemma

Sed 'Dilemma' below under Brunata's dialogue with interested parties.

For more information about data, please contact Marketing Manager Lise Bonde.

Environment and climate - environmental management

*Connection with Brunata's strategy:
Increases availability of value-adding services and focus on production costs and product quality*



Background

Brunata has an environmental policy and is environmentally certified in accordance with the international DS/EN ISO 14001:2004 standard for environmental management. As a result of the policy, Brunata in 2006 set up an environmental committee, which in the current financial year among other things has worked to reduce travel. This has resulted in the development of version 2 of our DriveBy meter reading method as well as a leasing agreement ensuring that unavoidable driving is done in the optimal vehicle makes in terms of fuel consumption, pollution and traffic safety.

Policy / catalyst

In this financial year, we have focused particularly on the part of the policy involving reduction of Brunata's driving consumption, resulting in resource savings and environmental improvements.

Activity 1

Further development of the meter reading method - DriveBy version 2.

Result

The new reading method has resulted in an estimated tenfold increase in the number of meters read remotely per employee compared with manual reading. At the same time, this allows the driving requirement to be reduced by the equivalent of 28 service vehicles - assuming the vehicle is manned by two service technicians who only read meters (and do not carry out installation, etc.).

Dilemma

The above calculation is based on an interim, rough estimate in order to illustrate the driving savings. We will develop a valid calculation model for this purpose in 2011/12.

In our CSR Report 2009-10, we touched on the dilemma of increased remote reading reducing the possibilities of monitoring e.g. heating and water supply, especially in social housing. We have attempted to alleviate this by an updated version of the savings advice on www.brunata.dk.

For more information about data, please contact Technical Director Søren Svanebjerg.

Activity 2

Agreement entered about leasing of Brunata's vehicle park

Result

79 vehicles with commercial licence plates are today leased from a Danish leasing company. The vehicles are fitted with the latest safety equipment and reduce fuel consumption by 25 per cent compared with the earlier makes. In addition to the actual fuel savings, we also believe reduced fuel consumption is one of the most effective ways of reducing CO₂ emissions.

Dilemma / future

We use the optimal vehicle makes, but still have not introduced electric vehicles or bicycles in major cities such as Copenhagen. We can also become even better at planning our service visits so that a customer is always served by the service technician who is closest.

For more information about data, please contact Controller Mette Havn Lorenzen.

Brunata's dialogue with interested parties



*Connection with Brunata's strategy:
Enhances turnover and market position*



Background

Brunata still has no specific policy for dialogue with interested parties, but it has undertaken a number of related activities in the financial year. The dialogue has for example comprised an intensified collaboration with the Gate 21 project in Albertslund Municipality. This involves developing and introducing energy efficient solutions in the municipalities by collaboration between local authorities, knowledge institutions and private companies. In addition, we have participated in 2100.nu, aimed at reducing CO₂ emissions on Østerbro by 10 per cent during the period May 2010 to May 2011. As part of our collaboration with 2100.nu, Brunata and two other partners from 2100.nu have offered free water saving checks to housing associations on Østerbro. In addition, Brunata entered into collaboration with 2100.nu and the Danish School of Design about designing a tool to increase consumers' awareness of their energy consumption.

Catalyst

Approx. 60 per cent of Copenhagen's energy consumption is used by residents in their homes. Brunata wishes to understand the most effective way - apart from individual consumption measuring - of influencing the users to exercise the most appropriate energy behaviour for the benefit of the environment, the natural resources and the economy.

Activity 1

Presentation of our measuring systems and the visualisation tool Brunata WebMon at actual workshops organised by Gate 21 in September and December 2010. Participation in workshops around the development of actual pinprick projects in April 2011 in Gate 21. Participation in innovation meeting in 2100.nu with the other partners in the project in April 2011.

Results

Participation in these projects has helped Brunata to clarify internally which concepts the company wishes to test. It has also resulted in many discussions and projects on social and climate issues, although these have not yet led to actual results, apart from the project outlined under Brunata's dialogue with interested parties (see above).

Dilemma

From a consumer point of view, there are numerous resource suppliers and measurements to

consider and it can be difficult to coordinate and get an overview of all this information. Brunata regards participation in Gate 21 and 2100.nu as part of the company's social responsibility with a view to finding solutions to the most efficient exploitation of energy resources which are really useful for the users and the local authorities. At the same time, Brunata regards it as contributing to implementing its strategy as well as a possible future source of income. However, it is not always easy to find a balance, as partner collaboration is time-consuming and in the short term operates more on an ideas level than in practice.

Activity 2

With the course 'Sustainable Energy Consumption' at the Danish School of Design (autumn 2010) as a starting point, the Danish School of Design, 2100.nu and Brunata together developed a 'learning lab' for 16 students. The result was a project report which was an exam subject for the students and a paper concept as product. The activities carried out by Brunata were: Planning of the collaboration, company visit at Brunata, two follow-up visits and ongoing replies to questions from the three students who chose to work on a Brunata issue. Brunata also participated in the reception after the end of the course where all the students' results were presented.

Results

The result was a report by the three students outlining the methods used (e.g. anthropological) as well as a specific suggestion for a tool.

Dilemma

It is completely relevant, interesting and (socially) important that Brunata enters into collaborations with educational institutions, but it can be difficult to provide sufficient and timely feedback to the students as this kind of work often has to give way to more business-critical activities.

For more information about data, please contact Marketing Manager Lise Bonde.

Employees

*Connection with Brunata's strategy:
Strengthens focus on the organisation*



Background

In 2008, Brunata's employee policy was supplemented by a fifth dimension in the strategy development, aimed at intensifying focus on the organisation. In the current financial year, a process group has thus been established (see Pingus below) and managers and employees have received cognitive coaching training. The purpose of the latter is to strengthen communication and the opportunities for conflict solution in the organisation. The expected result is both to maintain Brunata as an exciting workplace undergoing development and to improve the chances of successfully implementing the company's strategy.

Policy / catalyst

This financial year, the management has focused on strengthening communication and conflict handling at Brunata and on further developing strategically important processes at Brunata.

Activity 1

In the current financial year, all managers have participated in cognitive coaching and needs management training and all employees have been offered cognitive coaching as a conversation tool. In the current financial year, 32 employees and 41 managers have participated in a course

followed up by an exam.

Results

The courses have strengthened managers' and employees' communication skills (ability to listen, communicate and (self)motivate) and the opportunities for conflict-handling through a common language. It has strengthened the chances of making a good start on and successfully finishing work tasks, partly by creating greater focus on the value experience provided by solving a task and on the measurable results.

Dilemma

The course is most effective when everybody has participated, but as personal matters are also included in such courses, employee participation is voluntary. A balance needs to be maintained (dilemma) in the amount of pressure which managers can and wish to apply to the employees, so for now we are pleased that some people have taken part and hope that the rest will follow suit, e.g as a result of personal recommendations.

For more information about data, please contact HR Director Ane Fischer Rasmussen.

Activity 2

With focus on optimising the employees' resources and work effort in the company, a process group - Pingus - was established in 2010. Overall, it is led by five Brunata managers. The purpose of Pingus is to develop value-adding processes within Brunata's strategically important areas: Business Development, Product Supply, Establishment and Operation and Consumption Accounts. For the employees, the result will among other things be the replacement of inappropriate processes by new ones and the involvement of the employees in ideas generation, evaluation, etc.

This financial year, participatory ideas generation was fostered at a joint morning meeting with some 200 employees in Denmark as part of Pingus and since then further work has been done on the ideas proposed for optimising processes. Specifically, a number of functions and procedures in the company have been changed. In addition, it has been decided to consolidate our nine local branches into three regional centres. All employees have been offered the opportunity to continue at one of the regional centres and the large network of local travelling employees will be maintained so that all customers are served by familiar service technicians.

Results

- Strengthened and more transparent processes within Consumption Accounts as well as Establishment and Operation
- Redistribution of workload, which among other things has reduced overtime and allowed existing capacity in other regions to be exploited
- Greater profits
- More correct accounts on time

Dilemma

Closure of six local branches, including several in fringe areas, which has of course been difficult for the employees. The problem was alleviated by offering more work from home.

For more information about data, please contact Consumption Accounts Manager and Process Leader Peter Larsen.