

Brunata Corporate Social Responsibility Report 2011-12

The activities chosen by Brunata a/s for this report are an integral part of the company's business strategy. This financial year, a particular focus on organisational development with a number of new initiatives and changes has resulted in less focus on environment, climate and dialogue with interested parties than in previous years. However, the report describes the status of our chosen key areas – environment and climate, dialogue with interested parties and employees – and outlines how far we have got within each of these.



Managing Director Michael Staal

A handwritten signature in blue ink that reads "Michael Staal". The signature is written in a cursive style and is positioned above a thin horizontal line.

Approved 30 August 2012

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Environment and climate – from meter to decision basis

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



Background

In 2008, Brunata a/s formulated a company strategy, which contributed to highlighting Brunata's future as a meter company delivering a decision basis for reducing resource consumption through operation optimisation and behaviour. Reduced resource consumption is expected to result in environmental benefits – including reduced pollution and CO₂– in the form of reduced emission by consumers and suppliers. Brunata regularly has the opportunity to highlight that meter data create the basis for decisions and environmentally beneficial changes of behaviour by the consumers, as our empirical data show that when consumers know how much water, heating, etc. they use and what it costs, they reduce their consumption by 10-40 per cent. Brunata thus aims for the company's products to have a clear value for consumers and society generally in terms of optimisation of resources and the associated environmental benefits.

Policy / catalyst

This financial year, we have particularly focused on the part of the policy involving improvements of user interfaces to increase the consumers' interest in and therefore basis for optimising the exploitation of and saving heating and water.

Activity

Improved layout of the resident element of Brunata WebMon. WebMon is a software module enabling residents to see e.g. their heating consumption online.

Result

A modern layout which takes into account that consumers must be inspired and want to monitor their consumption using Brunata WebMon.

Dilemma / future

Brunata can make data available, but that does not imply that the residents use them.

For more information about data – contact Communications Manager Lise Bonde.

Environment and climate – environmental management

*Connection with Brunata's business strategy:
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 this policy, Brunata in 2006 set up an environmental committee, which over the years has typically highlighted and investigated relevant subjects within climate and environment. This year, the committee thus chose to focus on documentation of Brunata's vehicle usage and fuel consumption.

Policy / catalyst

To measure is to know – documenting Brunata's fuel consumption implies documenting the company's CO₂ emissions.

Result

After replacement of the entire vehicle park in the first quarter of 2010 to ensure that Brunata uses the most optimal vehicle makes in terms of fuel consumption, pollution, traffic safety and economy, we expected a close monitoring of the fuel consumption. The fuel consumption has undoubtedly been reduced, but it has turned out to be difficult to calculate the overall effect of changing to new vehicle models accurately.

Dilemma / future

It is estimated that the greatest future improvements can be realised through better planning and management of the usage of company vehicles.

For more information about data – contact Communications Manager Lise Bonde.

Dialogue with interested parties

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



Background

This financial year, Brunata has continued its collaboration with Gate 21, Plan C in Albertslund Municipality. Gate 21 develops ambitious solutions to municipal climate and energy challenges in a collaboration of local authorities, knowledge institutions and private companies. Brunata is an active partner in the Plan C project Energy Efficient Solutions, along with the Alexandra Institute and the Bo-Vest property administration. This year, the result has been user surveys, analysis and planning of a user workshop.

Policy / catalyst

Brunata's wish to supply a decision basis resulting in changes of behaviour and environmental improvements by consumers and suppliers, partly through visualisation of meter data. Brunata also regards the dialogue with interested parties as a contribution towards the company's corporate social responsibility.

Activity

This financial year, Brunata has continued its involvement in Gate 21, Plan C through the project around environmentally friendly renovation of social housing and local authority buildings. Further information is provided here: <http://gate21.dk/Billeder/filer/Faktaark/PlanCpr%C3%A6sentation.pdf>

Result

On the basis of an actual user survey – some 250 replies to 800 questionnaires sent to residents in two housing associations under Bo-Vest in Brøndby – as well as some qualitative interviews, Brunata was involved in planning a workshop where the same residents will consider further how their information requirements can be met by specific solutions. The full workshop concept is ready for implementation by the project partners (Plan C, the Alexandra Institute, Bo-Vest and Brunata) and invitations have been distributed.

Dilemma / future

Brunata regards its participation in Gate 21 as part of its corporate social responsibility with a view to finding some solutions for more efficient exploitation of energy resources for the benefit of consumers and local authorities.

For more information – contact Communications Manager Lise Bonde.

Employees

*Connection with Brunata's business strategy:
Intensifies 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. This financial year, there has thus been a focus on involving all employees in an organisation development project and continuing the implementation of cognitive coaching of the employees. The purpose of the latter is to improve communication and the opportunities for conflict solution in the organisation.

Policy / catalyst

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

Activity 1

In connection with the appointment of a new Managing Director, work on action plans was initiated at all levels of the organisation. It has been very important to involve the employees in the process to ensure familiarity with and commitment to the tasks handled by each function.

Result

A survey of the employees' involvement in the process showed that the vast majority are generally positive and feel that they are included in the process.

Dilemma / future

We believe the involvement of employees in change processes as described above will provide the best long-term result. Despite the relatively high costs involved, it will continue to have a high priority.

Activity 2

This financial year, 27 employees have participated in the cognitive coaching course as a conversation tool followed up by an exam.

Results

The course among other things focuses strongly on the importance of understanding and experiencing the value of one's work. At Brunata, we have found that it not only inspires employees to appreciate the value of their work, but also to become even better at appreciating the value of the service we provide to our customers.

Dilemma / future

It is difficult to measure the specific effect and long-term value of the course in relation to the financial cost associated with offering all employees participation in the course, but we will continue to prioritise it.

For more information – contact Communications Manager Lise Bonde.
