

Brunata Corporate Social Responsibility Report 2012-13

The activities covered in the report by Brunata a/s are an integral part of the company's business strategy.

This report describes the status of our chosen key areas – environment and climate, dialogue with interested parties and employees – and outlines how far we have reached within them.



Managing Director Michael Staal

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

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Brunata

The Brunata logo consists of the word "Brunata" in a bold, black, sans-serif font. Below the text is a horizontal bar divided into two equal segments: the left segment is red and the right segment is blue.

Environment and climate – from meter to decision basis

*Connection with Brunata's business strategy:
Increase the number of value-adding services focused on the customer
Increase the number of activities creating value for the environment*



Background

Through metering, Brunata provides a decision basis for reducing the consumption of water and heating, both by changing consumer habits and by optimising operation – e.g. by monitoring leaks in the supply. In addition, Brunata supplies humidity meters whose data give the consumers an insight into the humidity status in the home. Correct reduction of water and heating consumption not only enables the individual consumer to save money, but is also expected to result in environmental improvements – including reduced consumption and CO₂– through lower emissions from consumers and suppliers. In addition, humidity metering is expected to result in a better interior climate and exploitation of heating as well as to reduce the consequences of damage from damp in the form of mould fungus, rot, etc.

Brunata's empirical data show that when consumers become aware of how much water, heating, etc. they consume and the cost of their consumption, they reduce it by 10-40 per cent, if metering has not previously been done. If the consumption is also visualised to the consumers, e.g. via regular information about consumption and costs, the consumption is expected to be reduced by a further ten per cent.

Brunata thus aims for its products to have a clear value to the consumers and society in relation to optimisation of resources and the associated environmental benefits.

Catalyst

In the current financial year, we have focused on improving our costumers' opportunity to receive an alert in case of unusual consumption.

Activity

Brunata has prioritised the development of an alert in Brunata WebMon, which is a web-based programme for presentation of meter data. Brunata WebMon access requires electronic meters in a BrunataNet system.

Result

An alert recording deviations right down to e.g. litre level in the case of water. The meter owners themselves define when an alert is to be activated and the email address to which the alert will be sent.

Dilemma / the future

Brunata can make data available, but that does not imply that they will be used by the residents.

For more information about data, contact Communication Manager Lise Bonde.

Environment and climate

*Connection with Brunata's business strategy:
Increase the number of activities creating value for the
environment*



Background

Brunata is environmentally certified in accordance with the international environmental management standard DS/EN ISO 14001:2004. As a result of the environmental interest and certification, Brunata in 2006 set up an environment group, which over the years has investigated relevant topics within climate and environment in the company – typically related to waste sorting and the consumption of electricity and fuel. This year, the environment group was asked to consider how to strengthen the focus on the company's internal environmental management.

Catalyst

The desire for a greater understanding of how a company can incorporate environment and climate internally and how Brunata can strengthen the environmental management within the organisation.

Result

An internal investigation of how Brunata can strengthen the value of its work with environment-related issues in accordance with the employees' interests. A questionnaire survey, *Internal Environmental Communication in Brunata a/s*, October 2012, with response rate of 67 out of approx. 150 possible replies, showed that:

- 86 per cent completely agree that it is important to work in a company that focuses on the environment
- 96 per cent completely agree or agree that Brunata's strategy must also be green
- The main environmentally related issues (in order of priority) are: sustainable production methods, reduced electricity consumption, waste sorting, reduced fuel consumption, internal communication about environmental activities, recycling and employees taking responsibility for the environment.
- The main internal channels (in order of priority) are: information via group meetings, intranet, newsletters and emails.

This is the first time Brunata has systematically researched the employees' attitude to the company's commitment to environment and climate. The research has produced new input to the environmental management at Brunata and follow-up on the conclusions of the report has become a regular agenda item at the environment group meetings. As a result of the research, it was also recommended that the environment group is expanded with representatives from Production and HR.

Dilemma / the future

It is a good idea to spend resources on this kind of research.

For more information about data, contact Communication Manager Lise Bonde.

Dialogue with interested parties

*Connection with Brunata's business strategy:
Increase the number of value-adding services focused
on the customer*



Background

In the current financial year, Brunata has completed its collaboration with Plan C, Gate 21 in Albertslund Municipality as the project has come to an end. In recent years, Gate 21 and Plan C have developed ambitious solutions to the municipal climate and energy challenges in a collaboration between municipalities, knowledge institutions and private companies. Brunata has been an active partner in the project Energy Efficient Solutions under Plan C with the Alexandra Institute and Bo-Vest property administration. In the current year, the result has been the implementation of two user workshops and a final summary of what information the end users want in relation to their water and heating consumption.

Catalyst

A desire for continuous provision by Brunata of a useable decision basis for optimising the end users' consumption habits and improving the exploitation of water, heating, etc. Brunata also regards the dialogue with interested parties as contributing towards meeting its corporate social responsibility.

Activity

In the current financial year, Brunata has continued to participate in the Plan C project 'Visualisation of energy consumption in homes' under Gate 21. Read more about Plan C here: www.gate21.dk

Result

As follow-up of an actual user survey (see Brunata's CSR Report 2011-12), Brunata, with Plan C, the Alexandra Institute and Bo-Vest, organised and implemented a follow-up workshop in August 2012. Here the same residents were able to work with various ideas for visualisation of energy consumption. The input from the workshop (24 participants) resulted in sketches for a website with information about the consumption of water, heating and hot water. The sketches were presented at a further workshop in October 2012 for ten new residents and the results from this workshop are part of the presentation of an ideal consumer website with information about water and heating consumption.

Dilemma / the future

Brunata regards its participation in projects such as Gate 21 as part of its corporate social responsibility with a view to finding ways of achieving more efficient exploitation of energy resources which are useful for the customers. However, achieving a balance between the involvement in these and more business-critical projects remains an ongoing challenge.

For more information, contact Communication Manager Lise Bonde.

Employees

*Connection with Brunata's business strategy:
Capable employees in a healthy organisation*



Background

Over the last five years, Brunata has intensified its focus on the organisation. In the current financial year, the focus has among other things been on the employee satisfaction survey, management training and employee training in Cognitive Coaching/ Dialogue as a Tool.

Catalyst

In this financial year, the management has wished to develop strategically important processes at Brunata further, based among other things on employee surveys and input, collaboration with external consultants and internal courses.

Activity 1

Brunata carried out a combined satisfaction survey and work place assessment in autumn 2012, presented the results and subsequently implemented a series of simple 'Friday tasks' with the purpose of enabling the organisation to work further on the challenges registered in the survey.

Result

The employees have expressed satisfaction with the Friday tasks which give them an opportunity to discuss and provide input to the management. The management has been inspired by the employees' input into the formulation of a new management basis at Brunata.

Activity 2

Brunata has involved external consultants, who have been selected on the basis of the criterion that they collaborate with the employees in the organisation in both the analysis and the implementation phase.

Result

The consultants have regularly noted the great commitment and the openness with which the employees have provided input and participated in the process.

Dilemma /the future for activities 1 and 2

We believe involving employees in processes of change as described above will give the best results in the long term. Despite the relatively high costs involved, this will continue to be a high priority.

Activity 3

In the current financial year, 15 employees have participated in the course Cognitive Coaching/Dialogue as a Tool with subsequent exam and the group management have participated in a follow-up course.

Results

The course among other things focuses on the significance of understanding and experiencing the value of one's work. At Brunata, we have experienced that it not only inspires employees to see the value of their work, but also makes them even better at seeing the value of the service we provide to our customers. Moreover, the employees have been enthusiastic about the boost which the course has given their private lives outside work.

Dilemma / the future

It is difficult to measure the actual effect and long-term impact of the course in relation to the costs associated with offering participation to all employees, but our assessment is that the activity promotes readiness to implement changes in the company. Many employees have expressed great satisfaction and Brunata will continue to make this a priority.

For more information, contact Communication Manager Lise Bonde.
