

POLICY & EFFORT

OVERALL CSR POLICY AND MANAGEMENT

Field	Initiatives and objectives
Overall CSR policy and corporate responsibility	
	The policy has been communicated using PFA's internal media and externally using PFA's homepage.
	All new employees are made aware of the CSR policy, guidelines and strategies at an introduction course.
	In 2011, PFA is updating the whistleblower arrangement in accordance with rules on sound corporate management. The reporting will in future be made to the Group's Chief Internal Auditor, who will assess the specific reporting and suggest relevant initiatives based on this.
Environment & climate policy	
Governance	The strategy is communicated to all employees.
	30 ambassadors communicate important information to the relevant business areas.
	A steering committee with representatives from key areas follows up on efforts and collection of data.
Climate and environment management Building	Reduce electricity and heat consumption by 10 % in 2010. New objective to reduce consumption by an additional 10 % in 2011.
	Improved monitoring of waste management and new routines with environmentally friendly service provider.
	Monitor water consumption which is at a stable level at 9,109 m ³ per year.
	Water consumption primarily originates from PFA's headquarters Mariana Park, Copenhagen, Denmark.
Climate and environment management Purchase	CO ₂ reduction from corporate cars.
	CSR is always on the agenda at status meetings with suppliers.
	All suppliers must complete a self-evaluation form regarding environment and climate.
	Increase the number of suppliers who hold environmental certifications.
	Reorganisation to fairtrade and organic products in connection with gift items and in-house consumption of tea, coffee, sugar etc.
Other	Reorganisation to CO ₂ neutral taxi driving.
	PFA buys RECS from Horns Rev 2, corresponding to its electricity consumption.
	RECS 2010 corresponds to 2,400 MWh.

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Investments 2010	
Governance	Establishment of RI Board. The RI Board was set up at the beginning of 2010.
	Update responsible investments guidelines: guidelines implemented in PFA Asset Management (PFA Kapitalforvaltning).
Implementation of UN PRI principles 1-3	Development of new voting policy. Casting of votes at both Danish and international markets.
	Ongoing integration of ESG in the portfolio: screening of all shares and corporate bonds: updated mandate for engagement with companies who are at risk to conflict with the guidelines.
	Integration of ESG within alternative investments. Methods for evaluating alternative investments contain KPIs for environment and climate as well as social issues.
	Increase the percentage of successful engagement cases that do not reach the point of exclusion.
Reporting	Annual reporting of integration of ESG to UN PRI – second year reporting.
	Achieve a high position in UN PRI's annual benchmark.
Products and market	
Products, services and dialogue	Monitoring of new regulations, competitors, prices and market.
	Monitoring of customer satisfaction.
	Offer supplementary products that prevent illness. Supply of preventive well-being hotline and HR hotline, development and implementation of Active Claims Handling have resulted in a noticeable improvement of the number of employees who return to work after illness.
Partner to society – Governance document: support and financial contributions guidelines	
Sponsorships, support and financial contributions	PFA Live Life Foundation (PFA Brug Livet Fonden): Selection of new strategic partnerships under the PFA Live Life Foundation (PFA Brug Livet Fonden) 2011.
	Support advertising to organisations within social issues, promotion of health and prevention of illness.
	Sponsor support and other financial support: World Diabetes Foundation, Child Fund Alliance (Børnefonden), the Children of Greenland (Grønlands Børn), the Mary Foundation, Save the Children Denmark.
	Employee support: Clothes drives to Save The Children Denmark
	Business partners: Engineers Without Borders Denmark, Danish Red Cross.
	Employee pool: Five projects were granted support.