



PRESSAL T.<sup>®</sup>  
Global Compact

# Communication on Progress

2012



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# The Executive Vice President's report

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This report outlines some of the activities and results for 2012 relating to our commitment to the Global Compact. The report is based on the ten principles from the Global Compact. We have chosen to only write about the activities once, even though many of them relate to more than one principle.

Specific measurements and results are only described where relevant.

We aimed to make this report reader-friendly, while providing a good impression of our intentions, initiatives and actions.

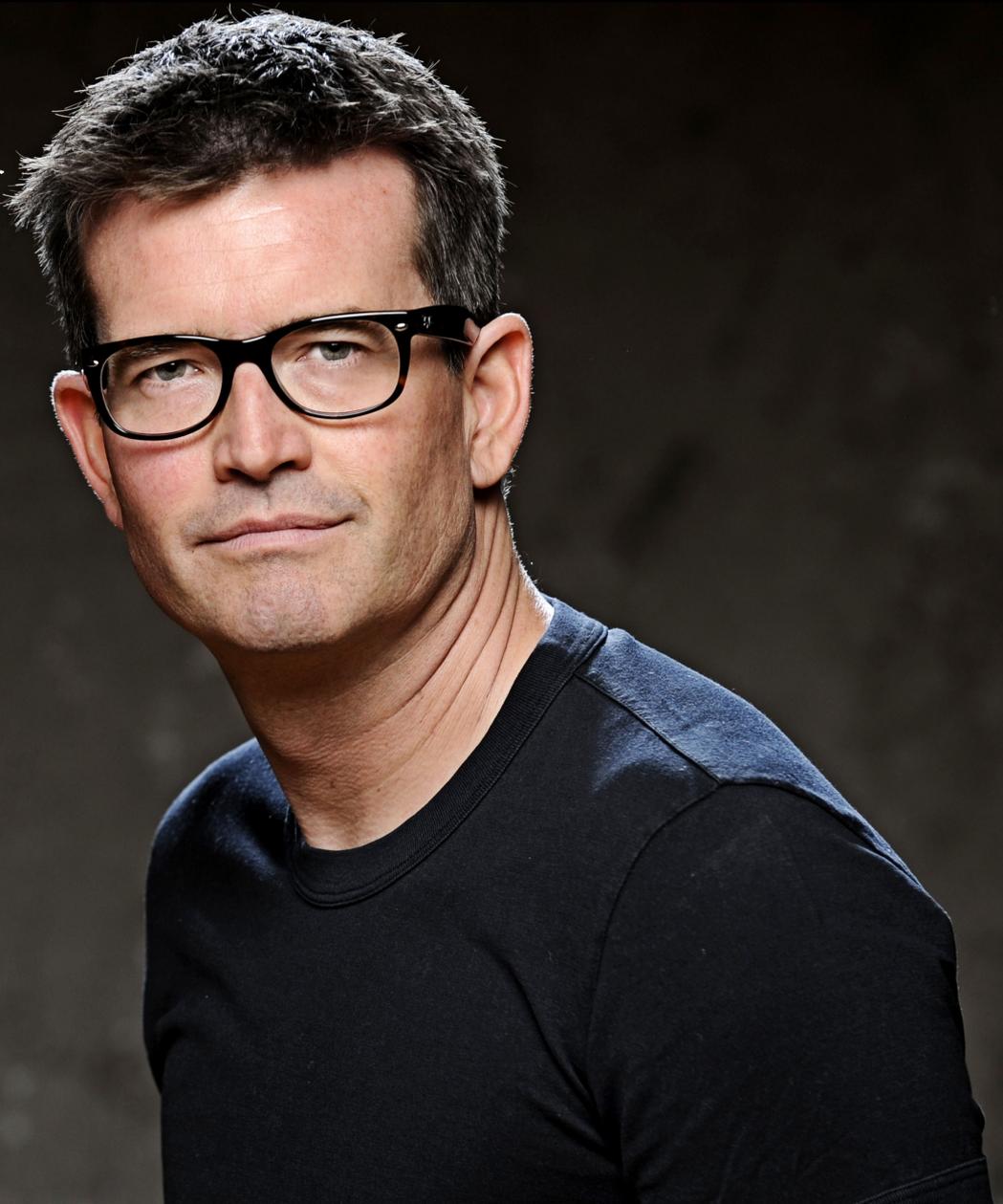
With this report, I wish to demonstrate our continued support of the Global Compact.

Best regards



Executive Vice President

Pressalit A/S



# Communication on Progress 2012

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## About Pressalit and the Global Compact initiative

Pressalit is one of Europe's leading suppliers of toilet seats (Pressalit Seats) and kitchen and bathroom solutions for people with disabilities (Pressalit Care). Owned by the Boyter family, Pressalit has been headquartered in Ry, Denmark since its founding in 1954. Pressalit now has 376 employees, 7 subsidiaries and a small toilet seat manufacturing operation in Thailand.

Pressalit has supported the Global Compact initiative since 2002 and has always strived to promote this good

message in communications to all Pressalit employees and in connection with knowledge sharing activities outside of the company. Social responsibility has always been a part of Pressalit's agenda. Since its founding, the company's management has been dedicated to taking social responsibility as a partner and member of the community in the local town of Ry. Therefore, we were also proud to win the 2011 CSR People Prize, the highest CSR distinction of its kind in Denmark, for our efforts in the area of Corporate Social Responsibility.

## Values of Pressalit

The values of Pressalit form the roots of the company's culture and the foundation for the company's actions and activities. Our values are as follows: We listen. We give. We play. We act. The core of our CSR work is our involvement in the Global Compact and the ethical guidelines we have formulated on the basis of the UN recommendations for responsible behaviour by business owners and leaders. On this basis, we have identi-

fied three core areas in our CSR work: Joint Responsibility, Employees and Environment. Within these core areas, we seek to take our responsibility in a conscious manner and contribute to a world outside the company's internal sphere, we take care of the employees who have chosen Pressalit as a workplace, and we act responsibly in the environmental arena.

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# Special activities

## E-learning



Pressalit launched an e-learning platform in 2012. This included the development of a course on our ethical guidelines for all new employees. These ethical guidelines are based on the ten principles of the Global Compact relating to human rights, labour, the environment and anti-corruption. Thus, employees have the opportunity to learn about the ten principles and about the importance Pressalit attaches to the principles and their influence on employees' daily work. We at Pressalit attempt to make the ten principles of the Global Compact relevant and tangible everywhere – not just in countries facing more evident challenges in areas such as human rights.



# 2012

## The Paralympic Games



As a main sponsor of the Danish Sports Organisation for the Disabled (DHIF) for nearly 10 years now, Pressalit had the pleasure of following the 2012 Paralympic Games in London. This sponsorship is not simply a passive donation of funds, but rather a partnership in which DHIF and Pressalit use the best of two worlds to promote dedication and the competitive spirit. The partnership has resulted in the establishment of Pressalit Sports Academy, where the Danish athletes receive training by sports psychologists and physiotherapists from Team Denmark.

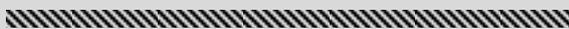
This edition of the Paralympic Games is now over, but the athletes have a lot to look back on with pride. The 28 Danish participants set 21 personal records and succeeded in bringing home 5 medals. As a main sponsor of DHIF, Pressalit is thrilled to have the opportunity to support and be a part of the team behind such talented athletes.



# Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and Principle 2: make sure that they are not complicit in human rights abuses.

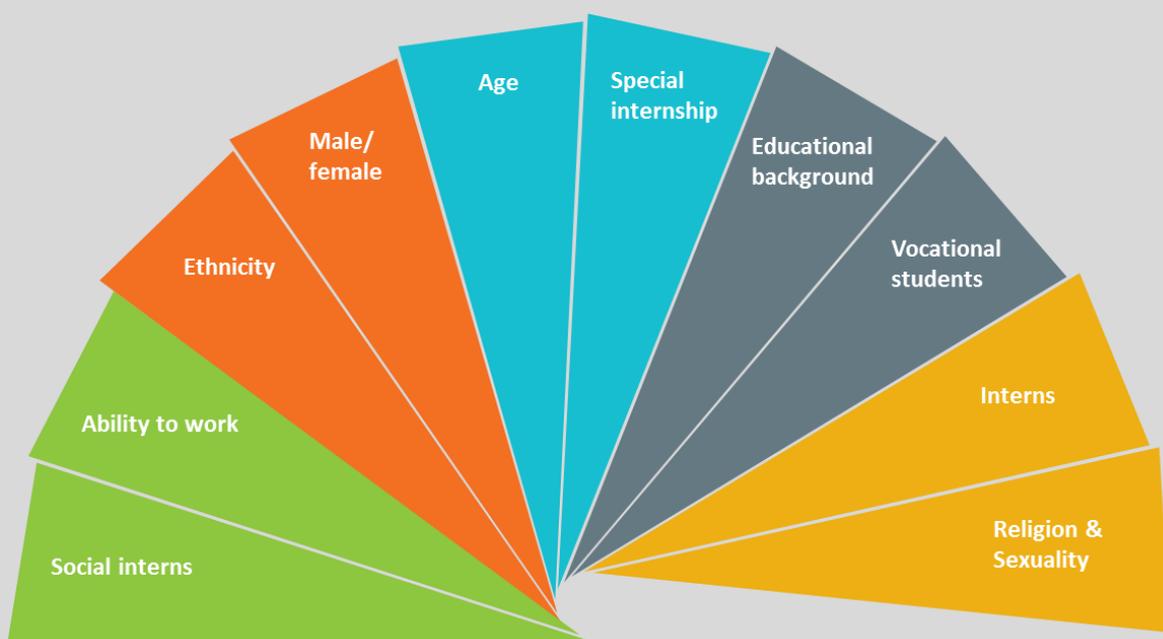
## Diversity



At Pressalit, the Global Compact's two principles on human rights are closely tied to our thoughts and views on being a company that believes diversity makes us stronger. Thus we assign great importance to diversity and we have defined it according to the fan below consisting of ten parameters.

Based on our views on diversity, we work to ensure the most diverse staff possible in every department of

Pressalit. In 2011 we implemented a "spectrum of diversity" programme requiring managers at Pressalit to consider the composition of employees in each department. The managers had to choose three parameters on which they would achieve diversity. We use these parameters in connection with recruitment, which means that the composition of the staff is taken into consideration when hiring new employees.



## Basic vocational training

In 2012, the first trainee completed his basic vocational training (BVT) at Pressalit. We did not hire the trainee on the basis of his skills, but rather a desire to give young people with special needs an opportunity to gain training in the company. We have now hired two more BVT trainees in the kitchen and reception, and we are considering hiring a replacement for the first trainee position in our Care production, taking the total number of BVT trainees to three. The BVT programmes are typically two years long, involving practical tasks to equip trainees with professional skills and experience in being part of a working culture, thereby strengthening and expanding the personal and social skills of the trainee. The programme is individually tailored, with trainees participating in some courses along the way (e.g. labour market training courses) or other instruction to supplement their completed primary education.



## Trainees and interns

In Denmark there is a strong focus on the fact that many young people have a hard time finding trainee positions in connection with their vocational education, which requires a combination of school instruction and practical training in a company. Pressalit strives to be a responsible company in this area. We want to ensure close interaction with the educational system and the young people in need of a trainee position to complete their education.

Over the years, Pressalit has seen trainee and intern programmes as a natural part of our social responsibility. We have trainees and apprentices in numerous

departments, from production and logistics to finance and sales.

Trainees and apprentices have a network at the company that meets approximately once every other month to discuss an agenda with various topics, as well as to plan the network's joint tasks. For example, the trainees and interns attend to the many requests to visit our production facilities from associations, schools, other companies, etc. The network also works together to prepare a meal for the company's employees once a year. The tasks of this project cover the entire process, from planning and shopping, to cooking and serving.



## Interns

We work with three different types of internships at Pressalit: we offer students from institutions of higher education a semester-long internship at the company and the opportunity to write their thesis with Pressalit as a case company. We offer work experience positions as a part of the vocational education system. Lastly, we offer internships for the unemployed and those seeking to clarify their ability to work following long-term absence from the labour market due to sickness.

## Semester internship

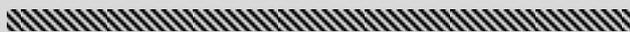
Every year, Pressalit offers opportunities of internships for students enrolled in a course of higher education. No salary is paid to students in internships, which usually last about six months. We strive to ensure that both students and Pressalit benefit from these internships. Students are expected to contribute with new knowledge, creative ideas and the ability to put theory into practice. In return, we offer challenges, sparring and a good environment for learning and development.

In 2012, Pressalit participated in two events at the Aarhus University School of Business and Social Sciences. The first event was called “A day with Pressalit” and the second was called “Company Dating”. Both events are part of the sponsorship agreement we have with Aarhus University to strengthen our external Employer Brand in relation to the relevant target group of business and engineering students. Our primary objective by participating in these events was to find candidates for the spring internships in HRD & Policy and Seats Sales, OEM. We want to meet the students face to face and promote Pressalit as a workplace by talking with them – thus we

also brought our current trainees and interns with us as Pressalit ambassadors. Many students took the opportunity to have an informal chat with us about everything from the specific internships to our business, products, company culture and values. The many talks with interested students have already shown positive results, as we are receiving a steady and strong flow of applications from qualified students.

On Monday, 5 November, Pressalit welcomed two visitors as part of the “Job Shadow” programme. Job Shadow is organised by Aarhus University’s Career Centre and gives graduate students or recent graduates the opportunity to follow an employee at a Danish company. The day provides participants with insight into the work life awaiting them and inspiration on how they can utilise their education in practice. Our objective by participating in Job Shadow was to show our company and workplace to participants and to generally increase the visibility of Pressalit by supporting the event. This participation thereby strengthens our external Employer Brand.

## Company centre / partnership agreement



For the past two years, Pressalit has had a partnership and company centre agreement with Skanderborg Municipality. Under the agreement, the company has made seven openings available for people who for one reason or another are outside of the labour market. Pressalit offers to find tasks for these seven trainee programmes; in addition, numerous departments at Pressalit have made a colleague available to introduce the trainee to the workplace.

From the company's perspective, we see the trainees as an opportunity to get a helping hand with solving some tasks; in return, some of the company's employees spend some time on a recruitment conversation, task planning, follow up and reporting to the trainee and the

municipality – in addition to the hours that are spent on introducing the employee to the department. An added benefit of meeting these trainees is that we at Pressalit gain an insight into different people and lives that we do not normally encounter at our workplace. For example, we have had a number of trainees who have been through long periods of stress and are now starting to get back on their feet in the labour market through a trainee position at Pressalit. Such trainees provide us with a good understanding of the potential effects of stress and how to handle employees returning to the labour market. The company can use this knowledge in connection with its own employees and thus hopefully avoid some of the common pitfalls in treating employees who are sick from stress.

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# Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

## Well-being

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Under the heading “presence, recognition and visibility”, numerous departments in the production have worked to accommodate the desire for increased cooperation with management, as expressed by employees in the 2011 health check. In a couple of departments, this has resulted in the establishment of a board where each employee indicates how the past week has been: not so good, good, or very satisfactory.

## Absence

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In recent years, Pressalit has worked hard to reduce absences among staff employed on conditions similar to those of salaried employees. Pressalit has a goal of a 3 per cent average absence rate at the company level; there is still a way to go, although great progress has been made.



## Health check

As part of the efforts to reduce absences, Pressalit has also worked with well-being initiatives. In 2011-2012, Pressalit participated in a large-scale health project conducted by the trade union 3F with the support of The Fund for Better Working Environment and Labour Retention. As a part of the project the employees of Pressalit were offered a health check in the autumn of 2011 and again in the autumn of 2012. In 2012, all employees were also offered the opportunity to participate in an extra health check in connection with a research project conducted by the National Research Centre for Work.



# 4 focus areas

- Based on the health project in 2012, Pressalit chose to work focused on

## Smoking policy

In the spring of 2012, a decision was made at a cooperation committee meeting to make all of Pressalit smoke-free as of 1.1.2013. This means that employees are not allowed to smoke on the company's premises. As a part of the health project, efforts were made to identify measures to help colleagues who want to stop smoking.



## Employment with special conditions

Pressalit did not take any special initiatives in 2012 to increase the share of employees with special conditions in the company, which is currently at about 6 per cent – a level the company finds acceptable at the present time.

In the company's service department, 100 per cent of the staff are employed with special conditions, a large number of whom are responsible for cleaning. A job rotation project was introduced in 2012 for these employees, offering them the opportunity to get training in cleaning techniques through a few weeks of training at a vocational school. Employees receive full pay during training and the company hires a temporary replacement with full pay while the employee is attending the course. This scheme is an employment tool to help un-

employed persons back into the labour market and to train current employees. The job rotation scheme is thus without financial costs for Pressalit. So far, only one employee has accepted the offer, but the head of the department hopes that more employees will take the training course when they hear about the experiences of the first employee. The intention of the job rotation was to give employees on flexible conditions an opportunity to earn formal professional competencies and certificates of their abilities, while also give unemployed persons the opportunity to be a part of the company during the time the employee is taking the course. Ultimately, we hope that the idea will spread so that more unskilled employees gain a professional boost in competencies for the benefit of themselves, the company and society as a whole.

## four areas:

### Diet

It is important to the company to offer its employees a variety of healthy, tasty, well-prepared and nutritious foods every day. The lunch breaks are a natural part of the working hours in Pressalit as we believe that nutrition influences the well-being of our employees.

The food offered through the company's lunch programme is generally very healthy, including large amounts of fruit and vegetables and homemade whole grain bread, as well as the hot dish of the day and various sandwich options. In connection with the health project, we conducted a survey which would help us to increase the level of participation. Unfortunately, the

survey did not result in a clear and financially acceptable answer.

In autumn 2011, the company announced that all salaried employees at Pressalit would automatically be enrolled in the lunch programme and thus also deducted the cost charged to employees. In summer 2012, the cooperation committee decided that all newly hired staff employed on conditions similar to those of salaried employees would also be automatically enrolled in the lunch programme. Pressalit thereby hopes to make a healthy impact on dietary habits and generate greater support for the company's lunch programme.

### Exercise

In connection with a healthy diet, Pressalit has also focused on exercise by offering exercise opportunities to our employees. For example, a spinning group meets once a week, while others attend family swimming or relaxation groups. It is also possible to establish new exercise groups by gathering 12-15 employees interested in participating. Based on the report from the health check in 2011, we know that a larger proportion of employees desire more exercise opportunities through their employment with the company. Despite numerous attempts to identify wishes and ideas for specific exercise initiatives, the working group of the health project has not yet succeeded in finding more initiatives than those already in place.



With inspiration from a company visit to Midtvask, we have implemented a couple of pilot projects with a few minutes of elastic band training during working hours. Based on training from an occupational therapist, a group of employees were introduced to using elastic bands for short exercises that benefit different muscle groups. The background for implementing the training with elastic bands is that the National Research Centre for Work conducted a study showing that just 2 minutes of daily training can reduce pain in the neck and shoulders.

# Environment



Principle 7: Businesses should support a precautionary approach to environmental challenges;  
Principle 8: undertake initiatives to promote greater environmental responsibility; and  
Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Pressalit has set a goal of reducing its consumption of energy by 15 per cent by 2015. In spring 2012, the company's employees were invited to participate in an internal competition to come up with best ideas for energy saving initiatives. Many constructive proposals were submitted, which could be categorised into three main groups: ideas about production and recycling of energy, ideas about changing attitudes about energy and ideas for direct energy reduction.

For ideas about changing attitudes, it was estimated that the company could reduce consumption by 5 to 10 per cent just by thinking about where we turn on

and turn off the power: are computers turned on around the clock, are the lights on in empty meeting rooms, do we also use the lights during summer periods, are our toilet seat forms always heated up and ready to use?

Ideas regarding direct energy reductions included changing light sources, e.g. replacing older fluorescent tube with more sustainable energy sources and using more motion sensors and light meters.

In the coming years, Pressalit will work to translate these ideas into action on the way to reaching our goal of a 15 per cent reduction.



# Anti-Corruption

*Principle 10:* Businesses should work against corruption in all its forms, including extortion and bribery

Pressalit has continued to strengthen its anti-corruption efforts in 2012 by incorporating our code of conduct, which includes anti-corruption as one of its five main areas. For example, our code of conduct is now always a part of employee recruitment, ensuring that the company's positions on important issues such as anti-corruption are present from employees' first contact with the company.

Pressalit has also intensified efforts regarding our code of conduct as a whole by developing an e-learning programme that is available to all employees, and which all new employees must complete during their first

months of employment. With the e-learning programme, we sought to present aspects of the ethical guidelines to give employees an understanding of their personal responsibility to abide by the guidelines on appropriate behaviour – even when bribery or large gifts are not a part of working life. This e-learning programme is aimed at all employees in the company and not just employees who are most at risk of encountering corruption, such as our sales and purchasing functions. In our view, these categories of employees require additional training in awareness of anti-corruption.



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# Follow-up on goals for 2012

## In 2012, Pressalit:



- Maintained its level of trainees/interns at approx. 1.7 per cent
- Maintained its level of staff employed with special conditions at approx. 6 per cent
- Had 20 social trainees in 9 different departments, for periods of a few days to 10-11 months, including trainees involved in a sickness benefit project to return to the labour market
- Had 9 semester interns from 2 different educational institutions, in 3 different departments
- Managed to maintain the historic satisfactory result in absences – but without reaching the goal of 2 per cent in short-term absences and 1 per cent in long-term absences, unfortunately.
- For information about environmental results, reference is made to the green accounts at [www.pressalit.dk](http://www.pressalit.dk)

## Comments on goal fulfilment in 2012



Pressalit had set a goal of having 30 social trainees and interns in 2012. We did not reach the goal due to cuts in the production staff at the start of 2012, as we chose not to have trainees working alongside terminated employees. Pressalit also has some reservations about the

expedience of calculating this number, as the length of trainee and intern programmes varies greatly, while the hours of each individual can vary from just a few hours a week to full time, due to our relatively high number of trainees on sickness benefit.

# Goals for 2013

- Maximum absence rate of 3 per cent  
(2 per cent in short-term absences and 1 per cent in long-term absences)
- Maintain a level of 2 per cent of trainees/interns (1 per cent BVT)
- Secure a level of at least 5 per cent employees with special conditions
- To have 20 trainees in social trainee programmes
- To have 4 people in internships as a part of their basic business training studies
- Continued reduction of environmental impact in accordance with the green accounts on our website