

# CORPORATE RESPONSIBILITY – HIGHLIGHT OF OUTCOMES & MEASURES

This document sets out to highlight the overall management of the CSR policy in PFA during 2012 and includes the measures and objectives achieved. The overview is extracted from the CSR report for 2012 and information on the CSR-pages at pfa.dk.

Field	Measures and objectives	UN Global Compact Principle
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## Overall CSR policy

Managing and communicating the CSR policy internally	<ul style="list-style-type: none"> <li>Anchoring the new CSR policy across all departments</li> <li>Implementation of more than 70 projects, which supports elements in the CSR policy.</li> </ul>	Commitment to UN Global Compact
Managing and communicating the CSR policy externally	<ul style="list-style-type: none"> <li>Developing new CSR-pages and structure at pfa.dk</li> <li>Launching the CSR policy.</li> </ul>	Commitment to UN Global Compact

## Responsible Corporate Practice

Whistle-blower scheme	<ul style="list-style-type: none"> <li>Launching the whistle-blower scheme internally to PFA employees</li> </ul>	1-6 & 10
Code of Conduct and self-assessment for suppliers	<ul style="list-style-type: none"> <li>Developing new Code of Conduct and self-assessment for PFA's suppliers.</li> </ul>	1-10

## Responsible Corporate culture

Skill development and guidelines for advisers	<ul style="list-style-type: none"> <li>Developed a certification scheme, which aim at ensuring that all advisers have a broad knowledge base and can provide uniform, technically competent advice to customers. The certification of advisers is being implemented through an external system developed in collaboration with the Danish Insurance Academy.</li> <li>PFA put together the advice from the pension consultations into a set of guidelines which provide a clear overview of PFA's recommendations. This provides both the individual customer and the adviser with an overview and confidence during the consultation. The guidelines are available at pfa.dk.</li> </ul>	1
Working climate and health	<ul style="list-style-type: none"> <li>50 managers attended courses in job satisfaction management where they obtained the knowledge and tools to handle dissatisfaction, prevent stress and create satisfaction for employees in a busy working day.</li> <li>PFA is committed to create a good working climate and health conditions for the employee as it stimulates a reduction in sickness absence. In 2012 the sickness absence was reduced by 0.4 per cent to a total of 2.9 per cent.</li> </ul>	1,6
Job satisfaction	<ul style="list-style-type: none"> <li>PFA made an annual survey to measure the employee's job satisfaction. The results showed an increase of 5 points from 72 in 2011 to 77 in 2012. This is far above the average on the labour market and also higher than the industry average.</li> </ul>	1,6

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## Responsible Value Creation

Managing and communicating responsible investments	<ul style="list-style-type: none"> <li>• Worked with the Responsible Investment Board to further integrate ESG elements in the investment processes.</li> <li>• Screening all shares and corporate bonds, updating the exclusions list and the mandate for engagement with companies who are at risk to conflict with the guidelines.</li> <li>• Communicated responsible investment experiences and knowledge, answered to surveys and requests by stakeholders and media.</li> </ul>	1-10
Responsible investment in government bonds	<ul style="list-style-type: none"> <li>• Formalised structure and guidelines for responsible investment in government bonds.</li> </ul>	1-10
Reporting to PRI	<ul style="list-style-type: none"> <li>• Participated in the PRI pilot for developing a new reporting scheme.</li> </ul>	
Environment and climate policy	<ul style="list-style-type: none"> <li>• PFA's knowledge of and experiences with energy efficiency were described in a guide, which included concrete examples and served to provide inspiration for other owners and tenants in office properties.</li> </ul>	7,8,9
Energy efficiency at the head quarters	<ul style="list-style-type: none"> <li>• Reduced CO2-consumption by 2 per cent in 2012.</li> </ul>	8
Waste management	<ul style="list-style-type: none"> <li>• Implemented a new waste management system. The aim of the system is to reduce the consumption of paper, change the behavior of employees and increase the proportion of paper which PFA sends for recycling.</li> </ul>	8

## Relationships and Dialogue

Promoting understanding of pensions	<ul style="list-style-type: none"> <li>• PFA's significance for the pension savings of people in Denmark and for Danish society is reflected in PFA's visibility and reputation. In 2012, PFA was mentioned in the press on 2,713 occasions, which represents an increase of 16 per cent compared to 2011.</li> <li>• PFA was one of the first in the industry to provide transparency for the return at market rate. PFA developed and presented an overall figure for key figures for return at market rate. The key figure N1M can be used by anyone.</li> <li>• PFA introduced the "Pension Estimator" (Pensionstallet), which shows the strength of the individual Dane's pension savings. With the introduction of the Pension Estimator, PFA is hoping to set new standards for advisory services and to make it easier for customers to relate to pension, and thus ensure that customers receive the best possible advice.</li> <li>• PFA developed an early retirement benefit calculator which provided an overview of how much you could receive in early retirement benefits and the size of the tax-free premium. In this way, PFA contributes to the consumer being able to make a qualified choice in the light of the new regulations, rates and off-setting of pension savings.</li> <li>• PFA participated in and supported the establishment of Fakta om Pension (Facts about Pension). An internet-based tool for pension savers, which can compare pension plans established through an employer across pension companies. The tool is part of the industry's initiatives regarding openness and transparency.</li> </ul>	Increasing transparency
Customer dialogue	<ul style="list-style-type: none"> <li>• PFA's Customer Board comprises 70 managers from the largest customers. The Customer Board met 4 times and focused on different topics such as the pension debate in companies, customer satisfaction and the customer experience.</li> <li>• In 2012 PFA was in contact with more than 500.000 customers, which is an increase in more than 85.000.</li> </ul>	1

Customer satisfaction	<ul style="list-style-type: none"> <li>• PFA measures customer satisfaction several times a year and works to maintain a good performance.</li> <li>• PFA received 353 complaints in 2012. In total, 50 per cent of the complaints were settled with supplementary information and advice. The number of customers who had their complaints fully or partially granted in their favour has remained stable, 26 per cent and 25 percent in 2011 and 2012, respectively.</li> <li>• Customer Representative received 66 queries of which 59 were complaints. This was 7 fewer than the year before. Many of the queries in 2012 were related to communication and dissemination of information and have resulted in measures which have improved communication of information both in letters to the individual customers and at pfa.dk.</li> </ul>	1
PFA Live Life Foundation	<p>In 2012, the year's good causes from the PFA Live Life Foundation were divided into three projects:</p> <ul style="list-style-type: none"> <li>• Landsforeningen Autisme's project Madglad</li> <li>• TUBA – nobody should grow up with alcoholic parents</li> <li>• Angstpilot.dk – an application which gives people help in dealing with anxiety in everyday life</li> </ul>	
Support for associations and voluntary works	<ul style="list-style-type: none"> <li>• PFA has through partnerships and support activities assisted in improving social conditions in Denmark and around the world.</li> <li>• PFA has business partnerships with: <ul style="list-style-type: none"> <li>– The Danish Red Cross</li> <li>– Engineers Without Borders</li> <li>– WWF Denmark</li> <li>– The Copenhagen Concert Hall</li> </ul> </li> <li>• Further to that the PFA has supported 28 organisations with donations.</li> </ul>	

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