

Sustainability Report 2013



Statement of support by the CEO

Throughout the past years the focus of CSR has, for many businesses, moved from solely supporting the 'greater good' to being a strategic discipline placed on the corporate agenda as the tendency shows that in order to provide a trustworthy message about your social responsibility your CSR activities must be connected to the core of your business. In this sense, the result of CSR is two-fold: your company is able to support the greater good while also strengthening its competitive power as a business.

Similar to CSR, strategic use of intellectual property rights can also improve your company's competitive power. At Plougmann & Vingtoft we consider ourselves to be our clients' navigators to increased competitive power. Our employees and their knowledge are thus our greatest asset and, ultimately, the core of our business.

Our efforts in supporting the personal and professional development of all of our employees has been, and continues to be, an important area in our Human Resources department. Therefore, we are very pleased that the results of our employee satisfaction survey, conducted earlier this year, shows that we have a good working environment and a high job satisfaction among our employees.

In our daily work our paths cross with clients and stakeholders ranging from large, multi-national corporations to innovative start-up companies and inventors. Supporting the UN Global Compact is a matter of taking a stance and signaling to our stakeholders that we care to be a responsible business in all possible aspects.

Being involved with innovation and new inventions on a daily basis also gives us the opportunity to give back by providing guidance and in some cases sponsoring initiatives that we believe to be truly unique and able to provide a societal and environmental difference. We hope that you will enjoy reading this year's Communication on Progress report.



Annette Siewert Lindgreen

A handwritten signature in blue ink that reads "Annette Lindgreen". The signature is written in a cursive, flowing style.

Our employees

Continuing professional development

As a knowledge-based consultancy our employees are our greatest asset. We invest in having a position on the market as trusted advisors to our clients in areas that are vital to their business. This means that our employees are setting new standards for what customers can expect from the cooperation with an IPR consultancy.

We have a strong focus on the further development of our employees. In addition to the European Qualifying Examination (EQE), all our IP attorneys receive internal training tailored to their individual function and level. In this way, all attorneys get introduced to processes that secure a consistent high level of quality in each single assignment.

Our IP coordinators also participate in additional training and education, and many of them are QIPA – Qualified Intellectual Property Administrator.

Furthermore, a number of our consultants also work as lecturers at educational institutions such as the University of Copenhagen and the Technical University of Denmark.

Diversity at our company

As an internationally oriented company we welcome employees from any part of the world, as we see diversity as a strength and competitive advantage in an international company like ours.

Our international diversity also benefits our clients as we can provide legal expertise in the form of a Japanese Patent Attorney and a U.S. Patent Attorney. Currently, we have employees from many European countries as well as Japan.

The male/female ratio of our company is close to being 50/50 which also contributes to providing gender diversity at our company.





Job satisfaction

Earlier this year, we conducted a large survey with the purpose of mapping out the physical and psychological working environment of our employees. The results were very positive and showed that both our physical and psychological working environment is above the average in comparison to similar Danish companies. Key words such as cooperation, trust, security, and job development were highlighted in the concluding report. Naturally, we are very pleased with these results and we will continue to work on all aspects of the well-being of our employees in order to continue to be a desired place of work.

84 % of our employees feel that their workplace at Plougmann & Vingtoft has great personal meaning for them

Facts and figures

We have 76 employees, 37 male and 39 female

The average age at Plougmann & Vingtoft is 44

71 % of our employees have been at the company more than 4 years

20 of our 32 patent attorneys are certified European Patent Attorneys

Focus on innovation and clean technology

Working with clean technology

The world of intellectual property revolves around innovation and inventions. Many of the inventions we work with are smart solutions which contribute to making small or large changes regarding the environment and society at large.

One of the primary industries in which we work is the clean technology sector. Clean technology relates to products and services that improve operational performance, productivity or efficiency while reducing costs, inputs, energy consumption, waste or pollution. Creators of clean technology need patent protection for their inventions and investments, as it secures their business and stimulates further innovation - for the good of all of us.

Communication on sustainable inventions

Within our team of consultants we have a competent and innovative cleantech team whose work helps to promote technological development which can improve environmental conditions. Besides working with the technological aspects of cleantech, our experts are also keen on communicating the results and impacts of various inventions within this sector.

Our magazine BRIGHT NOW is a channel for communication about the stories that lie behind inventions. Through BRIGHT NOW, we have told stories about using algae as a 'green' form of aircraft fuel, the development of a special type of fish feed for sustainable fish farming, using ozone for efficient water purification, and a solution for environmental garbage sorting and recycling.

Using ozone in the fight to purify water.

The Swedish company, Primozone explains how bombarding effluent with ozone, the earth's natural sunscreen, provides us with an efficient water purifying method.



With BRIGHT NOW we share stories of the societal impact of inventions



Networks and sponsorships

Learning by helping others

As intellectual property consultants, we meet innovative people on a daily basis, both at large corporations and small start-up companies. In order to keep our network updated and gain access to new contacts, Plougmann & Vingtoft is a member of CONNECT Denmark.

CONNECT Denmark is a network for growth, innovation and business development where businesses from various sectors can help innovators realize their ideas. CONNECT Denmark is a nonprofit organization, which consists of about 900 people from more than 400 companies in all parts of Danish business life. It is the only network that offers knowledge sharing between experienced business people and small and medium-sized companies and as a member, we have the opportunity to be a mentor for companies with great growth potential.

Our membership of CONNECT Denmark gives us access to committed and inspiring people and thus not only keeps our network but also our own minds updated.

Sponsorship of inventions

A client base which is also very innovative and inspiring to us is the university sector. Plougmann & Vingtoft enjoys cooperating with entrepreneurs and students and in one particular case we not only helped our clients obtain protection of their invention but took the opportunity to partly sponsor the invention as we believed that this was an innovative and truly great initiative.

DropBucket is a garbage bin made for single use when the need for bins is larger than normal, for example at festivals and concerts.

During occasions where the density of people is larger than normal, such as outdoor events like festivals, the amount of littering also rises. A group of students from the Technical University of Denmark has provided a solution for solving this problem with the invention of the DropBucket.

Dropbucket is a garbage bin designed to be transported in folded condition and quickly be set up. It is made of recycled cardboard and the material is enhanced in order to make it water-resistant. When the DropBucket is full, the entire waste bin can be thrown away, along with the garbage.

The idea and concept behind the DropBucket is simple, yet very efficient and is part of solving a large environmental issue. Therefore, we were not in doubt whether or not to sponsor this project.





Plougmann & Vingtoft

Plougmann & Vingtoft is a European intellectual property consultancy which places IPR on the agenda of top management for our clients. Our mission is to strengthen our clients' competitive power by working with IPR.

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Plougmann & Vingtoft
intellectual property consulting