



PLOUGMANN VINGTOFT®



# Sustainability Report 2016



## Statement of support by our CEO

Since the latest report on our sustainability progress in 2015, we have implemented a new corporate strategy.

We strongly believe that what we do is important to society and that we can make a difference.

As a company, we also believe that we have an obligation to contribute to and to make a positive impact on society. Therefore, as a natural element of our corporate strategy, we are devoted to keep focusing on and developing our corporate social responsibility (CSR) activities.

*Plougmann Vingtoft is determined to make a difference by strengthening knowledge, innovation and creativity.*

With our vision, we wish to inflict on our surroundings as well as nurture our own need to know the deeper meaning of our function in society, and acknowledge our field of work as part of something greater.

By strengthening the knowledge, we help the community, the companies and the people to take advantage of the huge potential which is unfolded in and around the global IPR system. By strengthening innovation and creativity, we show that development and success is built on good ideas and the ability to think outside the box.

According to our vision, we wish to contribute to society by helping a number of start-up businesses each year. You can read more about this at our homepage.

Helping start-up businesses is a way for Plougmann Vingtoft to excel in the field of sustainability. Moreover, it is a way of showing that we take our social responsibility seriously and act on it.

Going forward, our CSR will form an active part of the Plougmann Vingtoft brand with focus on promoting projects, cooperation and supporting universities conducting research within green and renewable energy, whilst also being linked closely to our human resource strategy on the job satisfaction of our employees.

Taken all together, Plougmann Vingtoft's identity will be reflected internally and externally as active participation in and improvement of the environment we operate in.

At Plougmann Vingtoft, we look forward to reporting on our progress on the social responsibility by living our vision, and we hope that you will enjoy reading this year's sustainability report.



*Annette Siewert Lindgreen*  
Annette Siewert Lindgreen  
CEO

# Our employees

## Professional development in focus

Plougmann Vingtoft is one of Scandinavia's leading consulting firms when it comes to strategic consulting, managing, protecting and commercializing of intellectual property rights (IPR).

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. Hereby, our employees set new standards for what clients can expect from the cooperation with an IPR consultancy.

We have a strong focus on the further development of our employees. All of our IPR specialists receive external as well as internal training tailored to their individual function and level. In this way, all attorneys are introduced to processes that secure a consistent high level of quality in each single task.

We always have focus on having the highest qualified and skilled people among our employees and consequently, we keep on investing in providing our employees with relevant education.

This past year, we have focused our training on preparing our attorneys and specialists for the important changes on the European scene of IPR, which is i.a. affected by the EU patent package comprising the Unitary Patent and the Unified Patent Court (UPC) as well as the coming new EU trademark legislation.

As soon as the new changes become effective, they will cause both challenges and opportunities that IPR owners need to consider, and it is a top priority for Plougmann Vingtoft to be able to provide the best counselling to our clients and associates on this topic at all times.

Our IPR coordinators also participate in additional training and education, and many of them are QIPA - Qualified Intellectual Property Administrators - and QTMA - Qualified Trade Mark Administrators.

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





### Offering students and interns relevant job experience

We continuously bring student assistants into our company as a part of our social responsibility, since it is a great way of preparing young people for their work life after graduation.

This year we have decided to recruit even more young people on a part-time basis as student assistants and interns.

Offering students part-time employments is a way of ensuring that our students also have time to study while working for us.

As for interns, we enter an agreement with their educational institution and offer students an internship, where they can practice their new skills, after they have completed their education/courses.

### Networking to create awareness about a career as an IPR attorney

The education of IPR attorneys is solely provided by IPR firms, and it is of great importance that companies take on the responsibility of investing in educating new IPR attorneys. At Plougmann Vingtoft, we take this very seriously. This year we have five IPR attorney trainees receiving IPR attorney training.

We also invest time in networking with students at universities, and provide lectures about career opportunities within the field of IPR.

### Diversity is our strength

Being an internationally oriented company, we believe in employee diversity, which means that we set our team of experts independent of age/seniority, ethnicity, nationality and gender.

As an example, we employ both Japanese and US patent attorneys, and our staff holds many nationalities and different cultural backgrounds, which enables us to understand and communicate even better with our stakeholders and communities all over the world.

The male/female ratio of our company is close to being 44/56 which also contributes to providing gender diversity in our company

Recently, at our online platforms we have launched video portraits of some employees sharing their stories about working for Plougmann Vingtoft: <http://www.pv.eu/about/job-career/>



## Job satisfaction

Every second year we conduct a thorough workplace assessment survey on the physical and psychological work environment of our employees.

The overall results of the latest survey labelled 2015 were positive, and the conclusion was that the working environment provides an atmosphere of trust between management and employees. More than 8 out of 10 employees report on experiencing an overall satisfaction with their job.

However, the survey also revealed certain issues, which are to be attended among our staff to enhance the job satisfaction curve.

A number of focus areas were given special attention: increasing appreciation from managers to employees, working on individual motivation factors and reducing the noise level in the office to enhance the level of concentration.

Moreover, to meet our employees' expressed need for new challenges, we constantly look for new ways to develop their skills.

Most recently we established a new business area and invited our employees to participate and broaden their competences and thereby increase their job satisfaction.

As always, we are striving to learn from the results of the survey and will continue to work on all aspects of the well-being of our employees in order to be an attractive workplace.



## Facts and figures

We have 80 employees (equal to 59 FTEs), 35 male and 45 female

The average age at Plougmann Vingtoft is 43

49% of our employees have been at the company more than 6 years

19 of our 37 IP attorneys are qualified European Patent Attorneys

*“87% of our employees participating in the 2015 survey are very satisfied with their job and their workplace at Plougmann Vingtoft”*

*Workplace Assessment 2015*





## Ethical standards

We highly value an open and transparent communication with our stakeholders and clients, and irrespective of the size of a client, we always organize a process tailored to the needs, budget and the goals of the specific client.

Our business terms cement that our relationship with our clients are built on a healthy foundation of mutual trust and balancing of expectations.

As a consequence of this, we have included a list of ethical standards in our business terms. The section describes that our main priority is to look after the interests of our clients and to safeguard their rights and our independency as professional advisors. We do so by operating within an ethical framework that is subject to codes of conduct of trade-related international organizations like ADIPA (Association of Danish Intellectual Property Attorneys), EPI (European Patent Institute), ECTA (European Communities Trade Mark Association), FICPI (International Federation of Intellectual Property Attorneys) and NPF (Norwegian Association of IP Attorneys).

*”To retain our independency as advisors, our employment policy incorporates prohibition against insider trading and restrictions against financial engagements with clients or suppliers. Likewise, our attorneys are restricted from being involved within the field of intellectual property rights outside their capacity as employees of Plougmann Vingtoft.”*

Business terms: <http://www.pv.eu/about/business-terms/>



## 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 in the environment and society.

The clean technology sector is one of our primary industries and an important strategic focus. 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 common benefit of our society.

### Communication on sustainable inventions

Within our team of IPR attorneys we have a highly competent and innovative cleantech team that helps 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.

Through many channels, including online articles, case stories and blogs, we communicate the stories behind the different inventions.

Through our magazine 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.

Additionally, we share stories of the societal impact of inventions and the strategic importance of IPR for example as means for creating financial security and covering risk management.



# Networks and sponsorships

## Learning by helping others

As one of the only IPR firm in Denmark, Plougmann Vingtoft offers in-house services relating to technology transfer services and commercialization of inventions. This is offered through our specific brand: [www.tto.eu](http://www.tto.eu).

We focus these services on helping companies and assisting universities in commercializing their inventions. Also, we help to improve the overall performance of their technology transfer units through implementation of innovation management processes.

Plougmann Vingtoft enjoys the cooperation with entrepreneurs and students, and the university sector is one of our most innovative and inspiring client bases.

Firstly, we help our clients obtain protection of their specific invention. Secondly, there are occasions where we choose to partly sponsor such inventions of upcoming businesses, because we find it important to aid the good ideas and promote innovation that helps society as a whole.

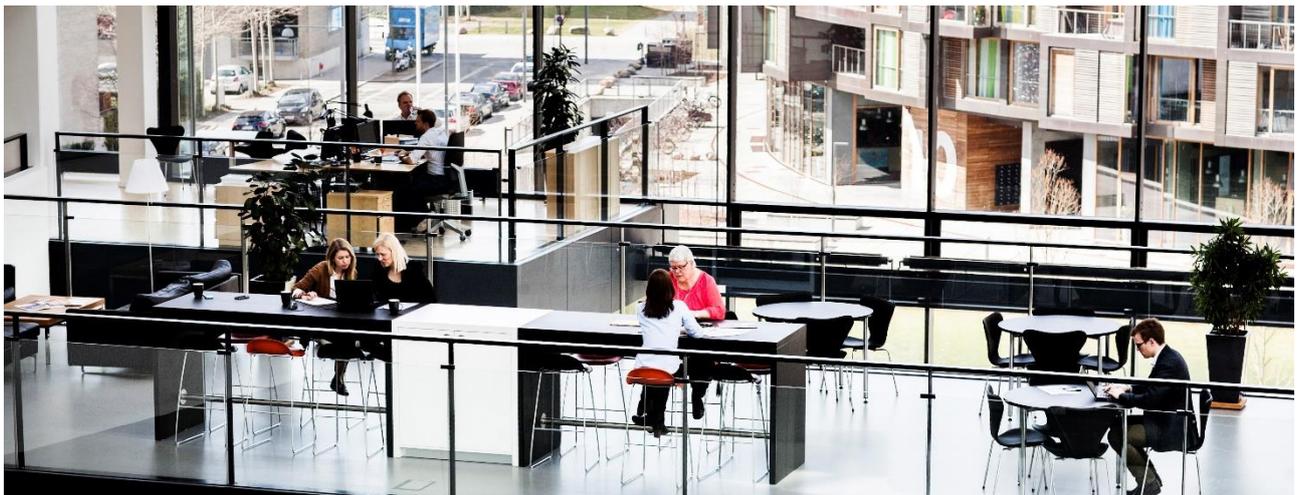
This is a way for us to make a difference by strengthening knowledge, innovation and creativity.



We have previously supported creative entrepreneurs such as the people and projects behind the trademarks DROPBUCKET® and SITPACK®.

We did this because we found that both initiatives were innovative and true to our focus on sustainability. Read the exciting story behind SITPACK® here:

<http://www.pv.eu/clients/startups/monomono-kickstarter-success-through-tailored-trademark-consulting/>



# Anti-corruption

## Denmark – still the world’s least corrupt country

Fortunately, administrative corruption, business corruption and other forms of corruption are very rare in Scandinavia. In May 2015, Denmark received a score of 92 on the Corruption Perception Index (CPI) in a global study performed by the World Justice Project (WJP; no data for 2016 has been published by August 2016). Thus, Denmark is the least corrupt country in the world for the third year in a row. See full country profile for Denmark on the WJP’s website: <http://data.worldjusticeproject.org/#/groups/DNK>

## Our Commitment

Plougmann Vingtoft is committed to non-acceptance of all forms of bribery directly or indirectly, and we make an effort to ensure that all of our employees are aware of this policy.

As highlighted in the section dealing with our ethical standard, Plougmann Vingtoft complies with the guidelines of Danish legislation regarding the ban of insider trading of stocks.

Furthermore, we apply strict governance of e.g. financial approval procedures, and we keep our IT/IS and data security policies at a very high level to ensure the best possible protection of our clients’ data and information at all times.



# What we believe at Plougmann Vingtoft

It is our vision to make a difference by strengthening knowledge, innovation and creativity.

In accomplishing this, we help people and companies to take advantage of the huge potential, which is unfolded in and around the global IPR system, and we show that development and success is built on good ideas and the ability to think outside the box.

This ideal is reflected in our daily work and lived through our company's four core values: commitment, credibility, creativity and competence.



**Plougmann Vingtoft**

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