

UNGC COP Peer Review 2019 at Maersk – Meeting Minutes

Peer review/feedback session on the attendees' 2018 COP reports

Participants

- **Maersk:** Lene Bjorn Serpa and Yasmin Olsen
- **Carlsberg:** Sam Wainwright
- **Ørsted:** Ida Krabek, Anders Kirkeby Larsen and Grace Livingstone
- **Novo Nordisk:** Charlotte Bengt and Elena
- **Novozymes:** Santosh Govindaraju and Jens F. Munch-Petersen

<i>Company</i>	<i>Focus areas for feedback</i>
Maersk Maersk report	<ol style="list-style-type: none"> 1. The slightly shorter format/structure and briefer approach to certain issues 2. Materiality model and its application to specific issues 3. The change from the mid-section fold-out regarding “Our ambitions and progress” in the 2017-report (p. 24-27) to an “Overview of targets and progress” at the end of the 2018-report (p. 38-39) 4. Reporting in relation to the SDGs
Carlsberg Carlsberg report	<ol style="list-style-type: none"> 1. Increased integration of financial performance narrative at the beginning 2. Increased focus on consumer-relevant stories 3. How can the report be made even more concise (excluding data section) <p>Link to video that highlights key stories/numbers from the report</p>
Ørsted Ørsted report	<ol style="list-style-type: none"> 1. The tone of voice and way we present and communicate our work: Almost every chapter in the report starts with a message about the larger societal challenge at hand rather than taking our own business as a starting point. The first page in the report is dedicated to the 2018 IPCC report that stressed the need to keep global warming below 1.5°C. <ol style="list-style-type: none"> a) Does outside-in approach work well as a means to communicate concisely and stakeholder-oriented, or is it blurring the storytelling of our own business and performance? What could be changed? b) Are there any examples where you think communication becomes incomprehensible to outsiders (e.g. too energy specific)? 2. SDG reporting <ol style="list-style-type: none"> a) What do you think is successful about our approach to reporting on the SDGs and societal impact at large? b) What changes would you like to recommend? (focus: pages 2-3, 7-8 and 43-44 in report). 3. Programme overview In 2018, we decided to consolidate our sustainability programmes and SDG contributions in a two page overview (pages 43-44). <ol style="list-style-type: none"> a) Does this give the reader a clear understanding and overview of our sustainability priorities and performance and the link between our sustainability programmes and the impact on the SDGs? b) If not, what could be changed?
Novo Nordisk Novo Nordisk report	For their 2018 report, Novo Nordisk wanted to create a lean, online solution that did not replicate content that was already published elsewhere. Additionally, they had some challenges from management to slim down the reporting to suite certain requirements.

	<p>As they keep their Integrated Report content focused on communicating what the company is steered by, they have the usual challenges in presenting supplementary ESG information without producing a dedicated sustainability report. How can this be improved?</p> <ol style="list-style-type: none"> 1. Would you go to a COP report or chose a “supplementary ESG info” report instead? 2. Could we keep the COP as a web page with directions to where to find the information (for eg. like Novozymes)? 3. As a specific topic we would also like to hear your considerations behind how you have reported on Human Rights in your latest report?
<p>Novozymes</p> <p>Novozymes report</p>	<ol style="list-style-type: none"> 1. Integration of SDG contributions to our material issues – is the linking apparent and easy to read in the matrix and value chain assessment? 2. Feedback on the structure and length of the report. How can we make the report more lean? 3. Are there any specific topics/information missing?

Feedback to Novozymes

- Novozymes has an integrated report. The 2018 COP report is structured into three overall sections Materiality, Progress and Engagement and includes a CEO statement of continued commitment.
- The peer group provided great feedback on the one-page overview on the Progress on Ten Principles and the improved Driving action with our stakeholders page. The peer group also really liked the Novozymes’ online version of the COP report. Novozymes received great feedback on the new Sustainability highlight page. However, it would be good to include some context to the numbers and figures along with page references.
- The peer group noted that some issues in the Novozymes’ materiality matrix are still SDG-relevant even though they are not identified explicitly within the SDG framework eg. Responsible Sourcing or Product Stewardship. Novozymes could consider renaming these issues as ‘Key/strategic SDG material issues’. The flagship initiatives are spread across the materiality matrix and not focused in the top right corner along with the high material issues– the feedback from the group was that this structure is a bit strange to the reader.
- The peer group liked the value chain assessment table, however Novozymes could consider adding key actions for each issue to make it easier to read and help get a quick overview.
- Spotlight stories within the COP are great but missing a clear structure. For example:
 - Biorefining spotlight story tells a really good story, but there could be more concrete information focusing on Novozymes contribution.
 - Montanaro spotlight story has a more aligned layout with shorter quotes.
- To reduce the overall length of the COP report, the peer group suggested to shorten the CEO letter and also consider turning the Policy advocacy and government partnerships and Action through industry and global organizations pages into an overview table with lesser detailed information.