

Gubra Key CR guideline no. 3

Inspiring and engaging politicians and other companies to fight for a more sustainable world

Gubra cannot solve the grand challenges the world is facing on its own. In the big picture, our direct contribution will be small, but hopefully we can inspire more powerful players – and that will contribute to changing the game.

Here is a full list of our climate opinion contributions and engagements.

2020

- + **Politiken**. Danish Newspaper article. January 19. Gubra Sustainability Consultant PhD Claus Strue Frederiksen and Martin Marchman Andersen publish an article in the Danish newspaper on responsible consumption. Paper version only.
 - + **Politiken**. Opinion article. January 24. Gubra co-founders Jacob Jelsing and Niels Vrang publish an article in the Danish newspaper on carbon offset.
<https://politiken.dk/debat/debatindlaeg/art7616609/Vi-m%C3%A5-ikke-stoppe-med-at-klimakompensere-p%C3%A5-grund-af-nogle-brodne-kar>
 - + **Information**. Opinion article. January 24. Gubra co-founders Jacob Jelsing and Niels Vrang publish an article in the Danish newspaper on carbon offset.
<https://www.information.dk/debat/2020/01/behoever-vente-paa-teknologien-klimakompensation-kan-goere-virksomheder-co2-neutrale-dag>
 - + **Politiken**. Opinion article. January 29. Gubra Sustainability Consultant PhD Claus Strue Frederiksen and Associate Professor at Copenhagen University Martin Marchman Andersen publish an article in the Danish newspaper on carbon offset.
<https://politiken.dk/debat/debatindlaeg/art7625174/Klimaeksperter-p%C3%A5stande-om-nyttel%C3%B8s-klimakompensation-er-uheldig>
 - + **Økonomisk Ugebrev**. Feature article. February 7. Gubra co-founders Jacob Jelsing and Niels Vrang and Sustainability Consultant PhD Claus Strue Frederiksen publish a feature article in the Danish newsmedia Økonomisk Ugebrev on carbon offset.
<https://esg.ugebrev.dk/sektioner/ledelsesetik/mediedebat-klimakompensation-et-noedvendigt-vaerktoej/>
 - + **Supertanker P1**. Marts 11. Sustainability Consultant PhD Claus Strue Frederiksen participates in a Danish radiobroadcast about CSR.
<https://www.dr.dk/radio/p1/supertanker/supertanker-2020-03-10>
- Sn.dk**. April 18. The Danish newspaper publish and interview with Sustainability Consultant PhD Claus Strue Frederiksen on carbon offset and a potential partnership between Gubra and Hørsholm Kommune.
<https://sn.dk/Hoersholm/Ny-aftale-skulle-goere-Hoersholm-CO2-neutral-Saadan-gik-det-ikke/artikel/934361>

Økonomisk Ugebrev. May 15. The Danish news media publishes an interview with CEO Henrik Blou about a potential partnership between Gubra and Hørsholm Kommune.
<https://esg.ugebrev.dk/sektioner/politikogsamfundsansvar/rigide-regler-stopper-opp-projekter-om-klimatiltag/>

Supertanker P1. May 26. Sustainability Consultant PhD Claus Strue Frederiksen participates in a Danish radiobroadcast about Ayn Rand's philosophy and her support of the minimal state.
<https://www.dr.dk/radio/p1/supertanker/supertanker-fri-for-at-betale-skat>

MedWatch. June 6. The Danish news media publishes an interview with CEO Henrik Blou about Gubra's forest and nature project at Langeland.
<https://m.medwatch.dk/article/12183849>

Børsen. Feature article. June 8. Sustainability Consultant PhD Claus Strue Frederiksen, Professor Lorenzo Masse and Gubra co-founder Niels Vrang publish a feature article in the Danish newspaper Børsen about CSR.
<https://borsen.dk/nyheder/opinion/ansvarlighed-er-ikke-en-gratis-omgang>

Børsen. Newspaper article. June 23. Interview with Co-founder of Gubra Niels Vrang on the lack of concrete and binding CSR reporting.
<https://borsen.dk/nyheder/generelt/borsselskaber-ser-stort-paa-fn-raad-om-ansvar>

Fyns Amtsavis. Newspaper article. August 26. The Danish newspaper publishes an interview with CEO Henrik Blou about Gubra's acquisition of 78 hectares of land on the Danish island Langeland. The purpose of 'Forest and Nature Project Løkkeby' is to raise new forest and improve biodiversity.

2019

- + **Økonomisk Ugebrev.** Newspaper article. August 25 - The Danish news media publishes an interview with Co-founder of Gubra Niels Vrang and Sustainability Consultant PhD Claus Strue Frederiksen about Gubra's CSR policy.
<https://esg.ugebrev.dk/sektioner/csr-ledelse-strategi/gubra-oeremaerker-hver-10-overskudskrone-til-csr-formaal/>
- + **Danish climate festival. Aalborg.** September 11. Sustainability Consultant PhD Claus Strue Frederiksen gives two talks and participates in a panel debate about CSR at the climate festival in the Danish town Aalborg.
- + **Børsen.** Newspaper article. September 12. The Danish newspaper publishes an interview with CEO Henrik Blou, Gubra Co-founder Niels Vrang and Sustainability Consultant PhD Claus Strue Frederiksen about Gubra's CSR policy LINK To be updated.
- + **Danmark planter træer TV2. Danish television show.** September 14. Gubra founders Jacob Jelsing and Niels Vrang participate in the Danish national funding show to raise funds for planting as many trees as possible.
- + **Meeting by Aalborg Municipality.** Talk. September 23. Sustainability Consultant PhD Claus Strue Frederiksen gives a talk about Gubra's CSR policy at a meeting arranged by Aalborg Kommune.

- + **Ansvarlige investeringer.** Danish Podcast. October 19. Sustainability Consultant PhD Claus Strue Frederiksen participates in a podcast episode on CSR and ethics. <https://www.spreaker.com/user/joachimkatstrup/finalcut-gubra-clausstruerfrederiksenint>
- + **Information.** Danish newspaper article. October 19. The Danish newspaper publishes and interview with Sustainability Consultant PhD Claus Strue Frederiksen about Gubra's CSR policy. <https://www.information.dk/moti/2019/10/hvorfor-baeredygtighed-betale>
- + **Ansvarlige investeringer.** Danish Podcast. October 28. Sustainability Consultant PhD Claus Strue Frederiksen and Gubra Co-founder Niels Vrang participate in a podcast episode on Gubra's CSR policy. <https://www.spreaker.com/user/joachimkatstrup/er-csr-etik-eller-forretning-afsnit-2-sa>
- + **Klimaet under forandring – og hvad så? Book.** November 1. Sustainability Consultant PhD Claus Strue Frederiksen contributes with two chapters in the Danish publication on climate change. <https://www.frydenlund.dk/boeger/varebeskrivelse/5498>
- + **Information.** Danish newspaper article. November 15. Sustainability Consultant PhD Claus Strue Frederiksen publishes feature article in the Danish newspaper on sustainable consumption. <https://www.information.dk/debat/2019/11/goer-produkters-baeredygtighedsstatus-transparent-tilgaengelig>
- + **Ansvarlige investeringer.** Danish podcast. November 26. Sustainability Consultant PhD Claus Strue Frederiksen participate in a podcast episode on CSR reporting. <https://www.spreaker.com/user/joachimkatstrup/future-fit-et-kritisk-eftersyn>
- + **Erhvervsstyrelsen.** Public hearing response. December 1 - Sustainability Consultant PhD Claus Strue Frederiksen submitted a response to the public hearing about CSR reporting arranged by *Erhvervsstyrelsen* ([The Danish Business Authority](#))
- + **Den grønne studenterbevægelse.** Talk. 16. December - Sustainability Consultant PhD Claus Strue Frederiksen gives a talk on CSR at a meeting arranged by the [Den grønne studenterbevægelse](#) (Danish Green Student Movement)
- + **DI BUSINESS.** Interview. December 17 – The Danish news media *DI Business* publishes an interview with CEO Henrik Blou about Gubra aiming to become carbon negative. <https://www.danskindustri.dk/di-business/arkiv/nyheder/2019/12/dansk-biotekselskab-vil-vare-c02-negative/>