



# Corporate Social Responsibility (CSR) Report 2019



# Contents

We believe .....	3
Our agenda is green.....	4
About Gubra.....	5
How to measure social and environmental accountability? .....	6
Five comparable CSR indicators.....	7
Forest and nature project Løkkeby .....	8
Promoting the UN Sustainability Goals (SDGs).....	10
Investments and donations related to key focus SDGs .....	11
Gubra's future-fitness.....	12
Reflections .....	17
Appendix .....	18



**Gubra's CSR-Vision: To formulate and implement a radically new approach to corporate social responsibility and play an active role in the fight for a more sustainable world.**



## We believe

The science is crystal clear. Our current way of life is highly unsustainable. If we do not change our way of living, including the way we do business, we are going to pass down a planet to future generations that is in much worse shape than the one we inherited from our ancestors.

So, what role do we as a company play in this needed transition? An important step is transparency. Stakeholders need to know what companies are doing – not just anecdotes and intentions, but transparent, relevant and cross-company comparable information.

In this report Gubra introduces a new approach to Corporate Social Responsibility (CSR) reporting. We want to demonstrate that it is possible to produce an honest and transparent report that shows our social and environmental achievements; and at the same time highlights the areas we are not actively promoting, or not yet performing according to existing benchmarks or own aspirations. Our ambition with this report is to introduce a new template for CSR reporting – a transparent template that enables cross-company comparisons with respect to social and environmental performance, regardless of sector and size.

Gubra wants to be a CSR-frontrunner, to set an example. In 2019, we designed an ambitious CSR-policy based not on strategic considerations, but on ethical reflections. These ethical reflections are well-covered in our CSR Policy (July 2019). With this report at hand, we focus on the results and accounts of our approach and methodology.

We hope our approach will inspire others not to settle for the current mantra of win-win, but to raise the bar further and recognize that sustainability comes with a price tag. Doing good and doing well, without any trade-offs, is a fairy tale!

Enjoy the read!

**Niels Vrang (Co-founder), Jacob Jelsing (Co-founder) and Henrik Blou (CEO)**

Gubra, Hørsholm, Denmark May 2020

# Our agenda is green

'Being carbon negative' represents one of Gubra's four key CSR pillars which are a result of our ethical reflections and approach. In our view, the ongoing climate crisis requires that companies like ours must go beyond carbon neutrality and become carbon negative.

## Our four key CSR guidelines are:



Donate 10 percent of our pre-tax profit to environmental activities every year, beginning in 2019.



Keep order in our own house by living up to commonly accepted international environmental and social standards.



Reduce our carbon emissions in the best way possible and be carbon negative by offsetting more CO<sub>2</sub> than we are emitting.



Inspire and engaging politicians and other companies to fight for a greener, more sustainable world.

These guidelines have led to several concrete policies. For instance, on top of donating 10 percent of our pre-tax profit to environmental activities, we also impose an internal tax on all air travel balancing all flight expenses dollar to dollar. The flight tax and the 10-percent-funds are transferred to Gubra's Green Pool that supports green activities.

## More information about our green thinking and activities

You can find information on Gubra's ethical approach and CSR activities on our website and in our [CSR Policy](#).

Note that the data presented in our CSR report and in the appendix has not been validated by a State Authorised Public Accountant. The main goal this year has been to present a new approach to CSR-reporting that enables stakeholders to make cross-company comparisons. We have been discussing and revising the indicators right up to the publication deadline, making chartered accountant validation for our first CSR report impossible.



# 3,970,753 DKK

were transferred to Gubra's Green Pool in 2019.  
Gubra supports environmental activities  
every year with funds from this pool.

# About Gubra

Gubra is a privately held biotech company with two primary areas of business: Pre-clinical contract research services and proprietary early target and drug discovery programs. Our main areas of research are preclinical studies of obesity, diabetes, diabetic complications, and NASH, and we have developed small rodent based animal research models that are among the most sophisticated available worldwide. We apply the 3R principles (replacement, reduction, and refinement) to all animal studies.

We not only have a passion for doing great science for the benefit of millions of patients worldwide; we are also concerned about climate changes, the general degradation of the environment and associated decline in biodiversity.



## A selection of our green impacts

### Gubra's Green Pool

10 percent of our pretax profit is designated green activities. On top of this, we have also imposed an internal tax on air travel balancing all flight expenses dollar to dollar for carbon offset initiatives.

### How to reduce Danish CO<sub>2</sub> emissions by 70 percent in 2030?

Gubra has participated in one of the 13 Climate Partnerships (Regeringens Klimapartnerskaber) set up between the Danish Government and Danish businesses.

### Less meat, more organic

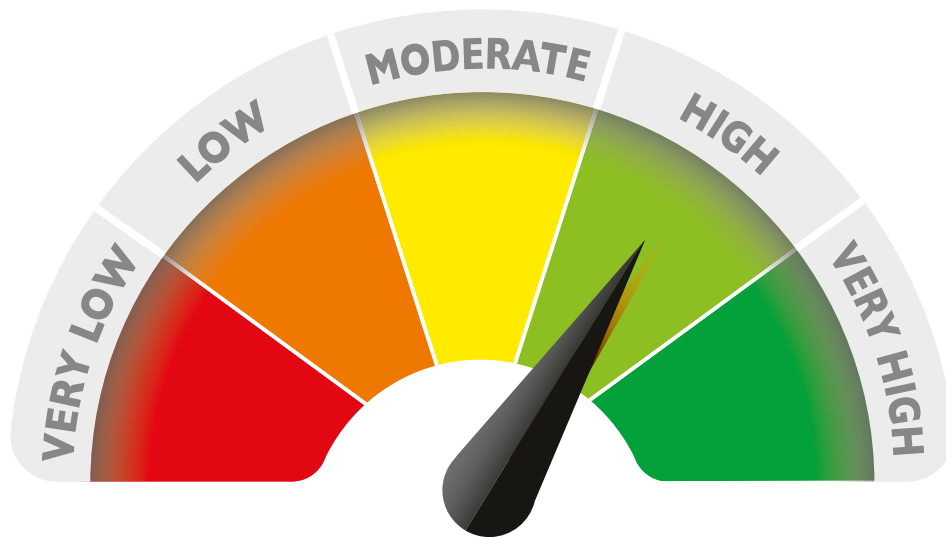
Over the years, we have gradually reduced the use of meat (especially beef) in our canteen serving primarily vegetable-based meals every week. Our canteen is more than 95% organic.

### Inspire and engage

We engage with politicians and Danish businesses to create awareness and spur action for a more sustainable world. This engagement turned into more than 14 active debates and articles in radio, newspapers, and other public fora.

View all Gubra [CSR activities](#) on our website.

## How to measure social and environmental accountability?



The widely recognized UN Sustainable Development Goals (SDGs) cover all the key challenges that humanity is facing. It therefore makes perfect sense that they play a major role in many corporate responsibility strategies and reports. However, the current way of reporting on the SDGs does not enable stakeholders to measure and compare different companies' concrete efforts with the SDGs. Today, almost every company claims to work with the SDGs and current reporting is often characterized by anecdotes and specific case stories related to the SDGs.

Inspired by existing Environmental, Social and Governance (ESG) indicators, we have created a framework of five Corporate Social Responsibility (CSR) indicators. The five indicators are designed to enable stakeholders to compare companies' real efforts to act socially and environmentally responsible. Our aim is to demonstrate that it is possible to construct a set of comparable and relevant CSR indicators that enable stakeholders to make cross-company comparisons regardless of size and sector.

To make SDG reporting relevant and comparable, we believe that companies in relation to each of the 17 SDGs should specify:

1. How much money the company has donated in order to promote the specific goal.
2. How much money the company has invested in order to promote the specific goal.

1 is not necessarily better than 2, but this approach not only informs stakeholders on what actions the company has taken, but also on how many resources it has been willing to donate and/or invest in promoting the goal. This last part is important, because willingness to donate and invest in projects often indicates the level of commitment.

# Five comparable CSR indicators

In this section Gubra's five CSR-indicators are presented and it is stated in numbers how Gubra performs according to each indicator. The Climate Indicator – total sum of greenhouse gas emission minus offset - is seen in relation to revenue to ensure comparability between different-sized companies. For more information on the math behind the Climate Indicator and green-house gas (GHG) emissions Scope 1, 2 and 3 please refer to the Appendix. SDG Donations, SDG Investments and Future- Fit indicators are covered in depth in separate sections later in this CSR report.



## Climate indicator

expresses the number of tons of greenhouse gasses emitted (Scope 1, 2 and selected Scope 3 emissions) minus carbon-offset per DKK million in revenue for the year 2019<sup>1</sup>.

In 2019 Gubra emitted **600** tons of greenhouse gasses<sup>2</sup> and purchased **6,088** tons of carbon-offset, while the company had a revenue of **200.8 mDKK**.

$$\frac{600 \text{ t} - 6,088 \text{ t}}{200.8 \text{ mDKK}} = -27 \text{ t/mDKK}$$



## The socioeconomic indicator

expresses the percentage of revenue (a) spent on corporate tax and (b) income taxes withheld and paid on behalf of employees in the year 2019.

In 2019 Gubra paid **7,124,541 DKK** in corporate tax and paid **34,376,826 DKK** in income tax on behalf of employees, while the company had a revenue of **200,780,233 DKK**.

$$\frac{7,124,541 \text{ DKK} + 34,376,826 \text{ DKK}}{200,780,233 \text{ DKK}} = 20.67\%$$



## SDG Donations

expresses the percentage of revenue that Gubra has donated to projects promoting at least one of the 17 SDGs in the year 2019.

In 2019 Gubra donated **1,215,000 DKK** to projects promoting at least one of the 17 SDG, while the company had a revenue of **200,780,233 DKK**.

$$\frac{1,215,000 \text{ DKK}}{200,780,233 \text{ DKK}} = 0.61\%$$



## SDG Investments

expresses the percentage of revenue that the company has invested in projects promoting at least one of the 17 SDGs in the year 2019.

In 2019 Gubra invested **178,100 DKK** in asset promoting at least one of the 17 SDG, while the company had a revenue of **200,780,233 DKK**.

$$\frac{178,100 \text{ DKK}}{200,780,233 \text{ DKK}} = 0.09\%$$



## Future-Fit

concerns Gubra's future-fitness status seen in relation to the Future-Fitness Business Benchmark tool<sup>3</sup>. More specifically the indicator expresses how many of the 23 break-even goals presented by the Future-Fit Foundation Gubra has achieved.

**In 2019 Gubra realized 17 of the 23 break-even goals.**

<sup>1</sup> We have used the online measuring tool <https://www.carbonfootprint.com> to calculate our carbon emissions.

<sup>2</sup> Gubra's greenhouse gas emissions are calculated and reported in conformance with the guidelines presented by the Greenhouse Gas Protocol (2004). According to the Greenhouse Gas Protocol Corporate Standard reporting on scope 1 and scope 2 emissions are required. In relation to scope 3, Gubra includes emissions related to employees' business travel and commuting to and from work.

<sup>3</sup> The Future Fit Business Benchmark is a free strategic management tool for companies to assess, measure and manage the impact of their activities <https://futurefitbusiness.org/explore-the-benchmark/>



View from the hilltop in Løkkeby Enge looking towards the West.

## Example of one of our exciting green activities

Forest and nature project Løkkeby is one of Gubra's green activities of 2019. New forest will be planted early spring 2021.

# Forest and nature project Løkkeby

On the island of Langeland in the South Funen archipelago, Gubra has bought a piece of land with the purpose of restoring it back to its original natural habitat. Forest- and nature project Løkkeby is a local and physical manifestation of Gubra's green CSR strategy to support the climate and biodiversity. Gubra has already supported several green projects and organizations in Denmark and abroad (e.g. Denmark Planter Træer, Wildlife Works in Kenya, Fugleværnsfonden, and more). With this, Gubra initiates a new kind of local project that the whole company can be part of.

### About the project

The plan has been drawn and laid out. 78 hectares of hilly terrain and lowland meadows are now waiting to be planted with 220.000 trees and bird attracting native plants, shrubs, and bushes. In addition, stretches of wet areas will be recreated which will help restore good natural conditions for a rich bird life that once characterized the place.

“Our ambition is to create a project that supports both climate objectives and biodiversity. Our thesis is that one does not exclude the other.

With a set company target of planting 1 million trees by 2025 and an ongoing climate crisis there is no time to waste - neither for us or the rest of the world for that matter,” says Niels Vrang.

Niels and Jacob are completely aware that what Gubra does will not have significant impacts on the global climate and biodiversity crisis, but this should not keep them from trying. “We all have to do our share and one thing is absolutely sure: Changing the course of the world will come at a cost,” says Jacob Jelsing.



Løkkeby beach



The view across Løkkeby Meadows. The hilltop and the existing small forest area are seen on the left in the picture.



# Forest and nature project Løkkeby



## Afforestation

Afforestation is the process of planting new trees and forest. Forest- and nature project Løkkeby supports both climate objectives and biodiversity. It is divided into two properties: Area 1 (45 hectares) and Area 2 (33 hectares).

## Climate

Planting 50 hectares of new forest. Approx. 14.4 hectares will be planted with pine trees such as larches and douglas fir. These will account for the largest CO<sub>2</sub> uptake in the forest's first 40 years.

## Biodiversity

Five new lakes will be established on the two properties as well as meadows, bird attracting native plants, shrubs and bushes. Nature conservation and restoration of a part of Løkkeby Enge (approx. 13 HA) will create new biotopes with the potential for increased biodiversity.

# Promoting the UN Sustainability Goals (SDGs)

Gubra is dedicated to promoting the SDGs. We do both donations and investments as part of our CSR work. Most donations and investments are promoting more than one SDG. However, in our reporting we only include each donation or investment under one SDG in order to avoid double counting.

As a biotech company that helps bring new medicines to patients, almost all investments made in our business and internal research programs could potentially be listed under **SDG 3** concerning Good Health and Well-being. We have decided not to do so. In our opinion that would be mixing up business and CSR in a way that would inflate CSR figures and reduce transparency. That does not change the fact the SDG 3 is truly important to us and one of our four selected key focus SDGs.

We have decided to focus on additionally three SDGs as sustainable development areas beyond our own field of business, that we actively wish to engage in and support:

**SDGs 13, 14 and 15.** In our opinion these goals relate to the most severe challenges we are currently facing – climate change and loss of biodiversity<sup>5</sup>.

During 2019, as part of our CSR-guideline ‘Order in own house’, we have also invested in areas that relate to other SDGs.

## Green SDGs below:

- Key focus SDGs: 3, 13, 14 and 15
- ‘Order in own house’ SDGs: 7 and 12

More information on Gubra’s donations and investments in the SDGs 2019 next page.

## Promoted SDGs 2019



<sup>4</sup> For more information on the rationale behind our selection of SDGs we actively wish to promote and support, please read Gubra Corporate Social Responsibility Policy (2019).

## Investments and donations related to key focus SDGs

3 GOOD HEALTH AND WELL-BEING



SDG3 is a matter of serious concern to us, but it is also part of our core business. We think we do the fairest presentation of our CSR activities by listing zero investments under this SDG.

13 CLIMATE ACTION



- Gubra donated DKK 500.000 to 'Danmark Planter Træer', DKK 100.000 to 'Den grønne studenterbevægelse', DKK 450.000 to Wildlife Works' Kasigau Corridor REDD+.
- Gubra has invested in climate friendly commute solutions (e-bikes) for our employees for the value of DKK 30.600.

14 LIFE BELOW WATER



We have previously donated to Plastic Change. However, no donations or investments to this SDG have occurred in 2019.

15 LIFE ON LAND



Gubra have donated DKK 100.000 to Fugleværnsfonden and 65.000 DKK to the distribution of the book 'Farvel til dansk landbrug' to all mayors and members of parliament in Denmark.

## Investments related to 'Order in own house'

7 AFFORDABLE AND CLEAN ENERGY



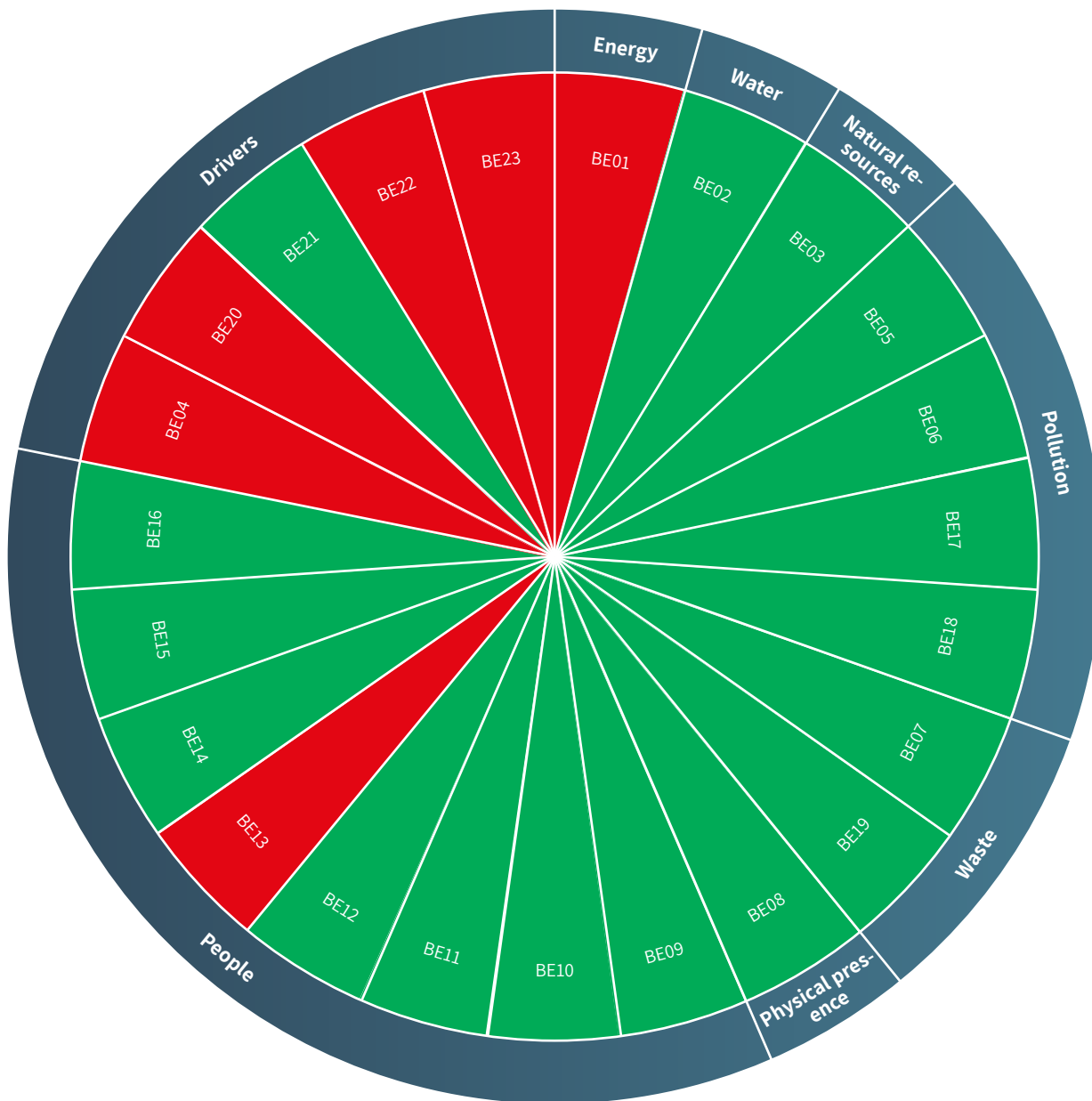
- Gubra has invested DKK 17.500 as an additional charge to our electricity supplier for green electricity certificates (additional charge DKK 0,03 per kWh).
- DKK 130.000 in switching from gas to district heating. Total investment DKK 1.3M depreciated over 10 years.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Gubra has made minor investments in operating a waste management system and in operating our canteen organically which is not included in this report.

# Gubra's future-fitness



The Future Fitness Benchmark tool is a free strategic management tool available on-line to help companies assess and manage the impact of their activities - environmentally, socially and financially. The tool lists 23 Break-Even Goals that are aligned with the SDGs and contribute to them <sup>6</sup>.







Below are listed our key takeaways working with this tool. Each goal is covered in depth on the following pages.

- 17 out of 23 break-even goals realized in 2019 according to internal analysis (based on Future Fit guidelines of April 2019).
- Some break-even goals considered non-realized due to lack of adequate internal control systems even though we regard them as otherwise generally fulfilled.
- Procurement is the single most challenging break-even goal as it is a tremendous task to go through all vendors and supply chains. We encourage better and standardized international certification related to the future fitness of products as well as cross industry supply chain collaborations.
- District heating is generally considered an environmentally friendly energy source. However, it is still not based solely on renewable sources in Denmark. We can only encourage politicians in Denmark to ensure that district heating becomes 100% renewable while at the same time taking environmental and biodiversity aspects into account.

<sup>6</sup> For more information on the Future Fitness Benchmark tool please visit <https://futurefitbusiness.org/explore-the-benchmark/>.

# Gubra's future-fitness






Below table provides an overview of Gubra's future-fitness seen in relation to the each of the 23 Break-Even goals.

	#	Break-Even goal (BE)	Contribution to SDGs	Status	Actions taken
<b>Energy</b> Energy is renewable and available to all	BE01	<b>Energy is from renewable sources</b> To be Future-Fit, a company must ensure that all the energy it consumes – as electricity, heat or fuel – is derived from renewable energy sources: solar, wind, ocean, hydropower, geothermal resources, or biomass.	SDGs 7 and 14		<ul style="list-style-type: none"> <li>Electricity - certified green energy</li> <li>District heating - uncertain status</li> </ul>
<b>Water</b> Water is responsibly sourced and available to all	BE02	<b>Water use is environmentally responsible and socially equitable</b> To be Future-Fit a company must: (a) minimize – and in water-stressed regions eventually eliminate – its consumption of water for industrial and commercial purposes; and (b) ensure that any discharges do not degrade the quality of the receiving water bodies, the health of receiving soils, or in any other way cause harm to ecosystems or people.	SDGs 6, 12, 14 and 15		<ul style="list-style-type: none"> <li>Comply with Danish legislation</li> <li>No use of water from water-stressed areas</li> </ul>
<b>Natural resources</b> Natural resources are managed to safeguard ecosystems, communities and animals	BE03	<b>Natural resources are managed to respect the welfare of ecosystems, people and animals</b> To be Future-Fit, a company must: (a) preserve the health of all natural resources it owns or manages; and (b) protect the health of any ecosystems and communities impacted by harvesting and extraction activities.	SDGs 1, 2, 8, 12, 14 and 15		<ul style="list-style-type: none"> <li>Comply with Danish legislation</li> <li>Land areas owned are managed to preserve biodiversity and health of ecosystems</li> </ul>
<b>Pollution</b> The environment is free from pollution	BE05	<b>Operational emissions do not harm people or the environment</b> To be Future-Fit, a company must: (a) eliminate harmful gaseous emissions (e.g. air pollutants, toxic fumes); (b) eliminate harmful solid emissions (e.g. scarce metals, use of hazardous fertilizers); (c) eliminate harmful liquid emissions (e.g. spills, chemical fluids).	SDGs 3, 6, 11, 12, 14 and 15		Comply with Danish legislation
	BE06	<b>Operations emit no greenhouse gases</b> To be Future-Fit, a company must emit net zero GHGs as a result of its own operational activities and its energy consumption. Net GHG emissions here means total GHG emissions, less any emissions that are permanently sequestered or adequately offset.	SDG 13		Negative net emission due to adequate offset
	BE17	<b>Products do not harm people or the environment</b> To be Future-Fit, a company must ensure that the goods and services it provides to others are not likely to cause harm to people or the environment through their use and (in the case of physical goods) at their end of life.	SDGs 3, 6, 11, 12 and 14		Comply with Danish and EU legislation





# Gubra's future-fitness

	#	Break-Even goal (BE)	Contribution to SDGs	Status	Actions taken
<b>Pollution</b> The environment is free from pollution	<b>BE18</b>	<b>Products emit no greenhouse gases (GHG)</b> To be Future-Fit, a company must ensure that none of its products emit greenhouse gases.	SDG 13	●	No direct GHG emissions from products
	<b>BE07</b>	<b>Operational waste is eliminated</b> To be Future-Fit, a company must: (a) eliminate all avoidable waste generation; and (b) reuse, recycle or otherwise repurpose any remaining waste.	SDGs 11, 12 and 14	●	Advanced recycling program implemented
<b>Waste</b> Waste does not exist	<b>BE19</b>	<b>Products can be repurposed</b> To be Future-Fit, a company must ensure that: (a) whatever remains of the goods it supplies can be separated at the end of their useful life, to maximize their post-use recovery value, and (b) its customers have ready access to recovery services capable of extracting such value.	SDGs 11, 12 and 14	●	Not applicable to scientific consulting services
	<b>BE08</b>	<b>Operations do not encroach on ecosystems or communities</b> To be Future-Fit, a company must: (a) protect such areas where it is already present, and (b) take steps to avoid or mitigate negative outcomes when moving into new areas.	SDGs 1, 6, 11, 13, 14 and 15	●	Company operations do not encroach on ecosystems or communities
<b>Physical presence</b> Our physical presence protects the health of ecosystems and communities	<b>BE09</b>	<b>BE09 – Community health is safeguarded</b> To be Future-Fit a company must: (a) seek to anticipate and avoid concerns from communities potentially affected by its activities; (b) impartially assess any concerns that do arise; and (c) ensure it effectively and transparently manages those concerns.	SDGs 11 and 16	●	Comply with Danish legislation Public hearing regarding new building
	<b>BE10</b>	<b>Employee health is safeguarded</b> To be Future-Fit a company must: (a) ensure the safety of all workers, (b) foster physical health (e.g. through proactive positions on exercise, nutrition and smoking), and (c) foster mental wellbeing (e.g. zero tolerance of bullying and harassment).	SDGs 2, 3, 5, 6 and 8	●	Comply with Danish legislation
	<b>BE11</b>	<b>Employees are paid at least a living wage</b> To be Future-Fit a company must pay all its employees at least a living wage.	SDGs 1, 2, 3, 6, 8, 10 and 11	●	Comply with Danish legislation
<b>People</b> People have the capacity and opportunity to lead fulfilling lives	<b>BE12</b>	<b>Employees are subject to fair employment terms</b> To be Future-Fit, a company must: (a) ensure the company does not use child labour, (b) ensure employees' freedom of association, (c) structure contracts to include fair working hours, and (d) accommodate appropriate periods of leave from work.	SDGs 5 and 8	●	Comply with Danish legislation

# Gubra's future-fitness

	#	Break-Even goal (BE)	Contribution to SDGs	Status	Actions taken
	BE13	<p><b>Employees are not subject to discrimination</b></p> <p>To be Future-Fit, a company must be proactive in investigating and monitoring key practices – such as recruitment, pay structures, hiring, performance assessment and promotions – to ensure that no discrimination occurs, however unintentional it may be.</p>	SDGs 5 and 10		<ul style="list-style-type: none"> <li>Comply with Danish legislation.</li> <li>Annual anonymous Job Satisfaction Survey conducted. However, systematic monitoring systems not in place.</li> </ul>
	BE14	<p><b>Employee concerns are actively solicited, impartially judged and transparently addressed</b></p> <p>To be Future-Fit, a company must put in place appropriate mechanisms to identify and manage employee concerns, so that potentially serious issues and legitimate grievances do not go unaddressed.</p>	SDGs 5, 10 and 16		Annual anonymous JSS conducted
	BE15	<p><b>Product communications are honest, ethical and promote responsible use</b></p> <p>To be Future-Fit, a company must: (a) ensure users are informed about any negative impacts of its products, (b) ensure users are not subject to false or misleading claims about the benefits of its products, and (c) ensure products are marketed only to those capable of making informed purchasing decisions.</p>	SDG 12		Comply with Danish legislation
	BE16	<p><b>Product concerns are actively solicited, impartially judged and transparently addressed</b></p> <p>To be Future-Fit, a company must therefore put in place effective internal controls to actively solicit, impartially judge and transparently address customer concerns relating to the environmental and social impact of the goods or services it delivers.</p>	SDGs 12 and 16		Industry standard QA system in place
<p><b>Drivers</b></p> <p>Social norms, global governance and economic growth drive the pursuit of future-fitness</p>	BE04	<p><b>Procurement safeguards the pursuit of future-fitness</b></p> <p>To be Future-Fit, a company must: (a) have policies and processes in place that enable it and its employees to anticipate where negative supply chain impacts are likely to occur; (b) avoid them where possible; and (c) take measurable steps to address concerns that arise.</p>	SDGs 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16		Procurement has been done according to ethical consideration. However, implementation of 'Supplier Code of Conduct' to be rolled out.

# Gubra's future-fitness

	#	Break-Even goal (BE)	Contribution to SDGs	Status	Actions taken
<b>Drivers</b> Social norms, global governance and economic growth drive the pursuit of future-fitness	<b>BE20</b>	<b>Business is conducted ethically</b> To be Future-Fit, a company must: (a) identify high-risk areas for ethical issues within the business, (b) adopt a public commitment to ethical conduct, and (c) establish internal controls to ensure it lives up to that commitment.	SDG 16		<ul style="list-style-type: none"> <li>Code of conduct implemented</li> <li>Internal control system not in place</li> </ul>
	<b>BE21</b>	<b>The right tax is paid in the right place at the right time</b> To be Future-Fit, a company must: (a) commit publicly to a responsible tax policy; (b) adopt a transparent approach to tax reporting; and (c) not deliberately seek ways to obey the letter but not the spirit of regional tax laws.	SDGs 9 and 10		Comply with Danish and EU legislation
	<b>BE22</b>	<b>Lobbying and corporate influence safeguard the pursuit of future-fitness</b> To be Future-Fit, a company must: (a) implement internal controls to ensure that the organization does not lobby, or seek to influence, against Future-Fit outcomes; and (b) disclose details of the lobbying contributions it makes.	SDG 16		Internal control system not in place
	<b>BE23</b>	<b>Financial assets safeguard the pursuit of future-fitness</b> To be Future-Fit, a company must: (a) have policies and internal controls in place that enable it and its employees to anticipate where negative investment impacts are likely to occur; (b) avoid them where possible; and (c) take measurable steps to address concerns that arise.	SDGs 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15 and 16		Internal control system not in place



# Reflections

By Gubra Sustainability Consultant Claus Strue Frederiksen

CSR reporting is a challenging discipline. There is no common social and environmental currency. In the financial accounts everything is made up of money. This option is not found here. Useful CSR reporting require that environmental and social data are either comparable across companies or presented together with a social or environmental baseline that indicates a clear and well-founded boundary point.

With this report we strive to prove that it is possible to design a short and informative CSR report that not only draws a truthful picture of the company's CSR commitment, but also enables us to compare companies' CSR activities and engagements - on condition, of course, that others start using the same reporting method.

The CSR indicators in this report are selected because:

- Climate change represents the most serious challenge in human history.
- In addition to creating jobs, corporate and employee taxation is the most important social contribution of most companies.
- All companies can claim to work with the UN Sustainability Development Goals (SDGs). The two SDG indicators reveal how much resources the company actually donates and invests in social and environmental activities and thereby allow for the many well-told company anecdotes to be complemented with real figures.

- The Future-fit reporting tool represents the most clear and well-founded baselines in the CSR field. Like the SDGs, Future-fit covers close to all relevant social and environmental development areas - a high number of break-even goals realized indicates that the company is on the right track.

We could easily have designed a hundred CSR indicators - maybe even a thousand. But clarity is important. And with the inclusion of both SDGs and Future-fit, we can cover a lot of CSR ground with relatively simple means. Is that it? Have we achieved what we set out to achieve? No. But we hope to be well on our way. Useful CSR reporting is important. For too many years companies have been able to hide behind glitter paper and anecdotes. Only irresponsible companies have an interest in allowing this practice to continue.

If we are to solve the climate crisis, consumers, investors, public purchasers, and employees must be able to make green and transparent choices. If we want to deal with child labour, miserable working conditions and predatory behaviour on nature's resources, companies must be exposed and held accountable. How? Part of the solution is CSR reporting - useful CSR reporting.



# Appendix

Calculations and documentation of Gubra green-house gas (GHG) emissions 2019 according to Scope 1, 2 and 3 below. We have used the online measuring tool <https://www.carbonfootprint.com> to calculate our carbon emissions.

Climate indicator		Input 2019		CO <sub>2</sub> emissions (tonnes/year) 2019
<b>Direct Emissions – Scope 1</b>				
<b>Gas</b>	In August 2019, Gubra switched from gas to district heating. CO <sub>2</sub> emissions are calculated via the website: <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>	kWh	342,826.00	63.03
<b>Total – Scope 1</b>				<b>63.03</b>
<b>Indirect Emissions – Scope 2</b>				
<b>Electricity</b>	Gubra purchases electricity from True Energy which is a provider of energy from 100 % renewable energy sources (The green certificates cost 3 øre/kWh). Hence our CO <sub>2</sub> footprint is listed as 0	kWh	701,422.00	-
<b>District heating</b>	In August 2019, Gubra switched from gas to district heating which is estimated to be approx. 50 % green. CO <sub>2</sub> emissions are calculated via the website: <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>	kWh	244,423.00	22.88
<b>Total – Scope 2</b>				<b>22.88</b>
<b>All Other Indirect Emissions – Scope 3</b>				
<b>Water</b>	CO <sub>2</sub> emissions are calculated via the website <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>	m <sup>3</sup>	2,058.00	2.17
<b>Waste</b>	CO <sub>2</sub> emissions are calculated via the website <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>	kg	130,614.00	2.36
<b>Commute transportation emissions</b>	According to Statistics Denmark, an employee in Hørsholm municipality commutes approx. 58.8 km to work and has approx. 220 working days/year. In 2019, Gubra had an average headcount of approx. 180. CO <sub>2</sub> emissions are calculated via the website: <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>			421.20
<b>Flight travels</b>	In 2019, we flew 76 flight return trips primarily within Europe and to US. Carbon emissions from planes at high altitude have an increased effect on global warming. We have multiplied our aviation emissions by DEFRA's recommended Radiative Forcing factor of 1.891. CO <sub>2</sub> emissions are calculated via the website: <a href="https://www.carbonfootprint.com">https://www.carbonfootprint.com</a>			88.40
<b>Total – Scope 3</b>				<b>514.13</b>
<b>Total CO<sub>2</sub> emissions (tonnes/year)</b>				<b>600.04</b>

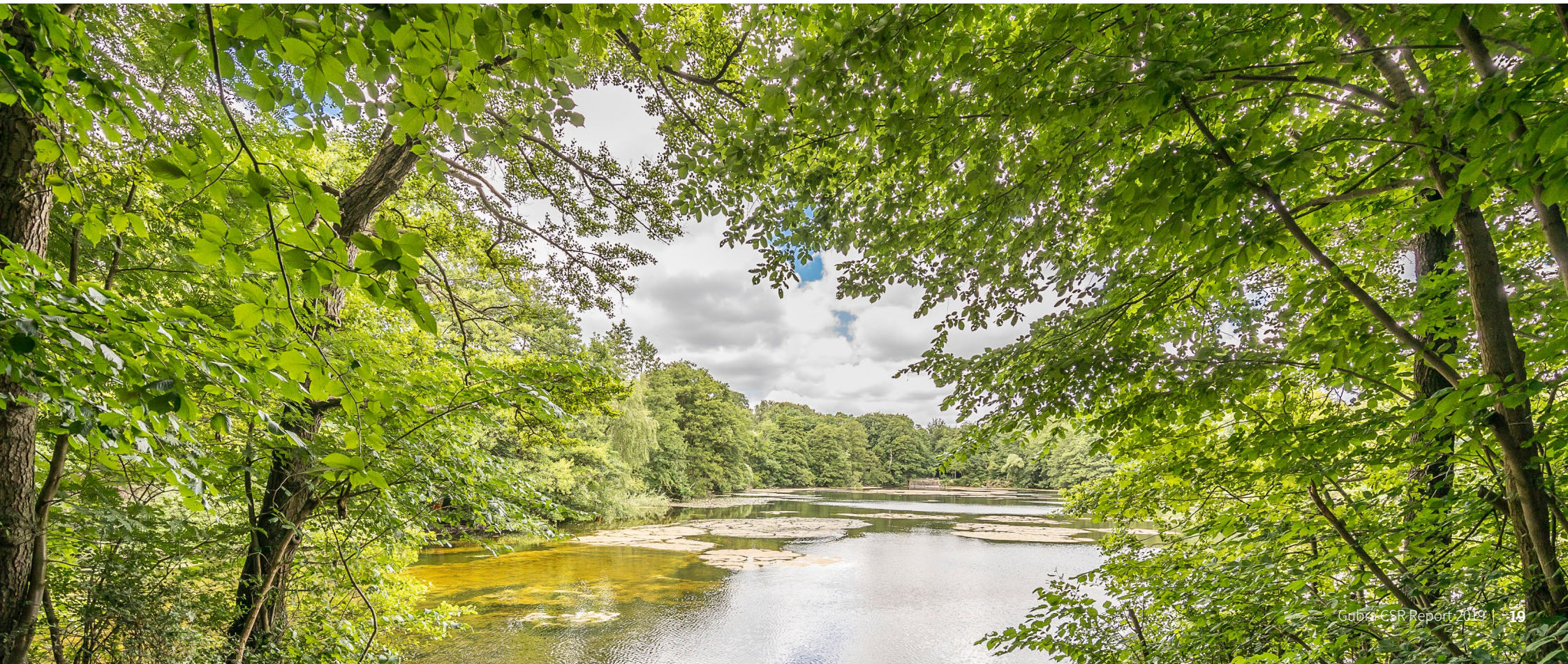
**Scope 1 – All Direct Emissions** from the activities of an organisation or under their control. Including fuel combustion on site such as gas boilers, fleet vehicles and air-conditioning leaks.

**Scope 2 – Indirect Emissions** from electricity purchased and used by the organisation. Emissions are created during the production of the energy and eventually used by the organisation.

**Scope 3 – All Other Indirect Emissions** from activities of the organisation, occurring from sources that they do not own or control. These are usually the greatest share of the carbon footprint, covering emissions associated with business travel, procurement, waste and water.

# Appendix

Offset		CO <sub>2</sub> emissions (tonnes/year) 2019
<b>Kasigau, Wildlife Works</b>	In 2019, we sponsored the Kenyan Wildlife Works' Kasigau Corridor REDD+ Project with 60.000 EUR. This amount is a 1:1 matching (EUR to EUR) between the donation and the amount we used on flight travels in 2019. <a href="https://www.wildlifeworks.com/kenya">https://www.wildlifeworks.com/kenya</a>	6,000.00
<b>Danmark planter træer</b>	In 2019, Gubra donated 500.000 DKK to The Danish Society for Nature Conservation. The donation was given in connection to the event 'Danmark planter træer' (Denmark plants trees)	88.00
<b>Total CO<sub>2</sub> off-set (tonnes per year)</b>		<b>6,088.00</b>





[www.gubra.dk](http://www.gubra.dk)