

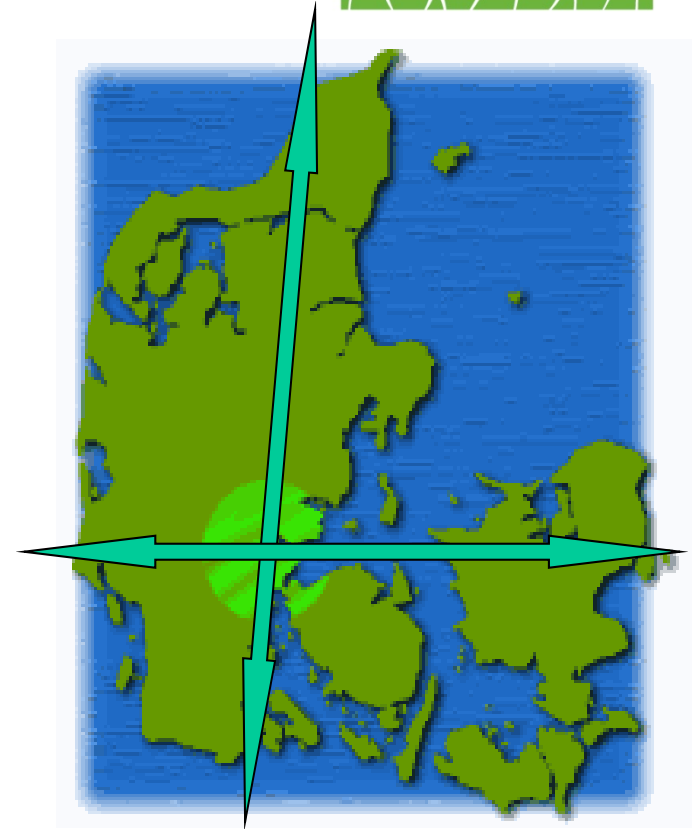


# **Green Network**

*growing responsibility*

# FACTS ABOUT THE REGION

- Central in Denmark (at the "cross-road" of Denmark)
- 400.000 inhabitants
- 3.000 km<sup>2</sup>
- 12.000 workplaces
- 4.000 with 10 employees or more
- Only 250 (2%) have more than 100 employees



# GREEN NETWORK WORKS ...

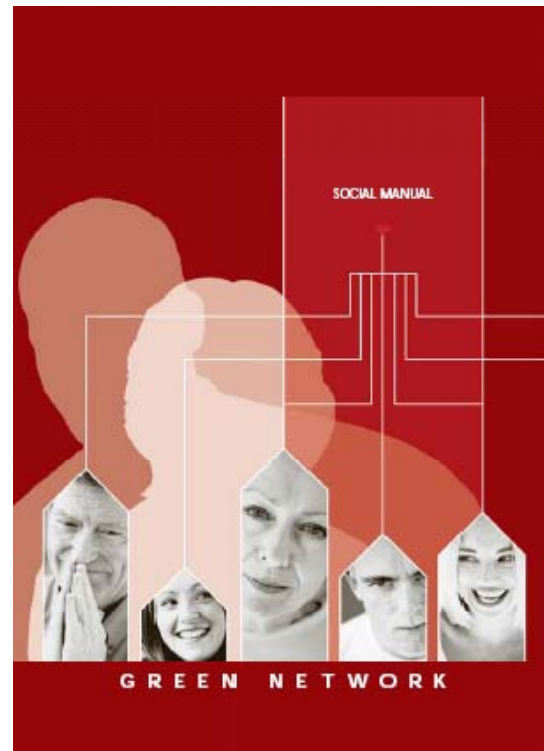
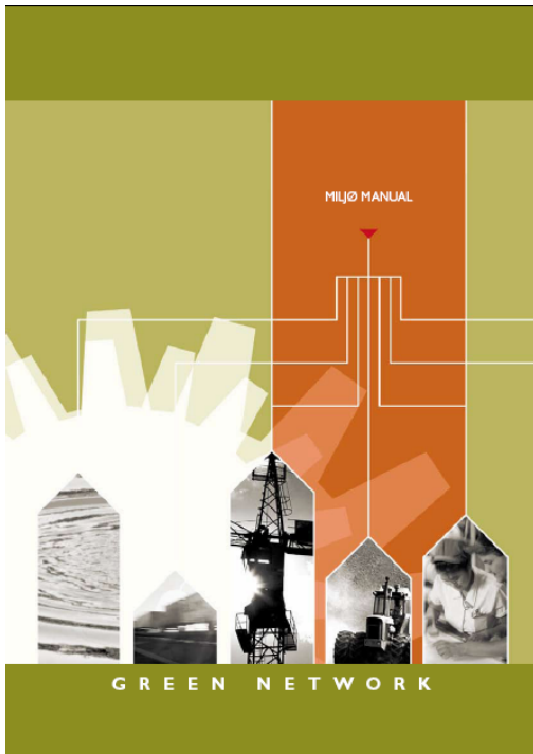


... for **CSR** in a practical and solution-seeking **private-public co-operation/network**

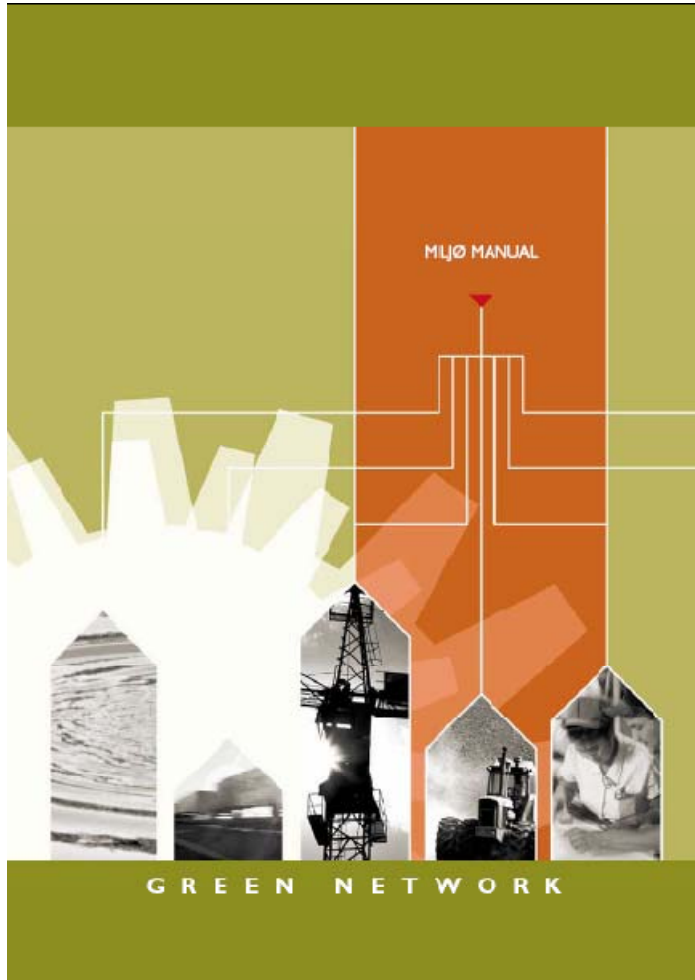
... to match the global challenges through a **voluntary** and **binding** co-operation on the axis between the single company and its public authority



# 3 MANUALS for sustainability



# Green Network offers to its members



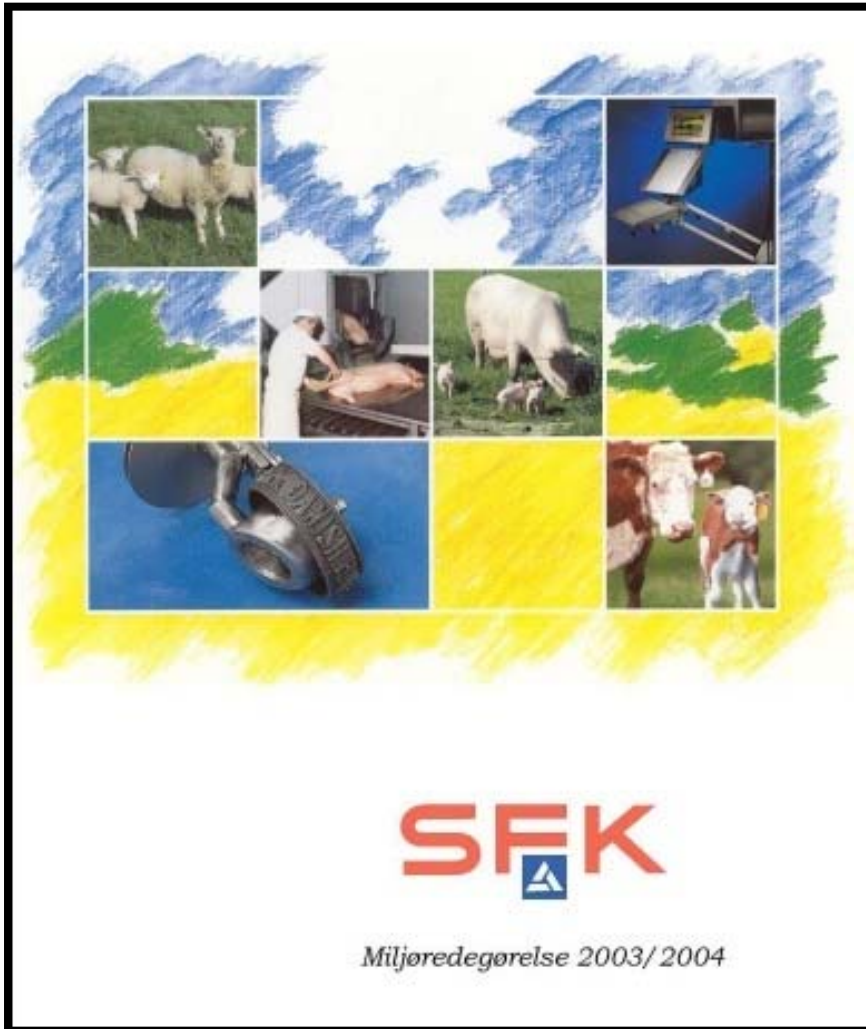
- Short, readable manuals (16 pages), telling how to make an report (environmental or social)
- Free assistance - from the public members - to make the report, especially the first one.
- Relevant tools - to support writing the report
- Internal acknowledgement
- Meetings, seminars, conferences etc.

# CONTINUOUS IMPROVEMENTS

- The basic principle is **continuous improvement** which ensures results at a higher level of sustainability each year
- Green Network wants to pursue a situation where progress in the area of CSR should be an integrated part of competitive progress for each company



# The reports - the core of Green Network



- Is made every third year with annual status on goals and actions
- Is public accessible
- Contains:
  - Survey
  - Policies and objectives
  - Priorities
  - Action plan



# Three good reasons for Green Networks success!



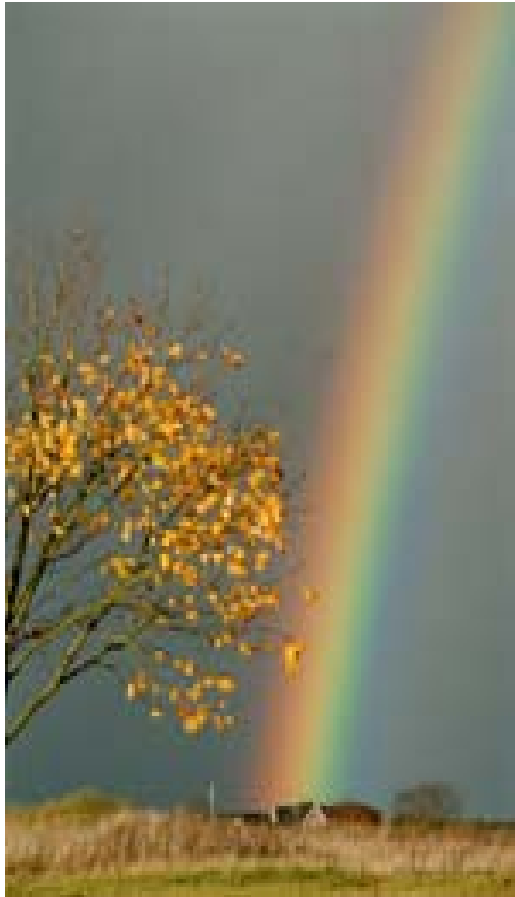
**Strategic level:** the co-operation between company and authority develops from a practical/operational level to a strategic, proactive dialogue. This in particular makes Green Network different from most other networks.

**SMEs:** the Green Network model has - due to its simplicity - proven to be very useful for SMEs working with environment as well as social engagement

**Visibility:** Diploma and especially flag are of great importance to stakeholders - the company shows in a very visible way, that it has chosen to work with CSR



# Strategic dialogue



- The basic relation between company and authority is developed (not changed overnight)
- ❖ **from** the well-known relation between the controlled part and the controlling part
- ❖ **in the direction** of a strategic, progressing cooperation, where mandatory work is balanced with voluntary work
  - in observance with different stakeholder-interests.

# Who are the members?



Vejle Mølle

- 6 municipals are members
- 275 private members, approx. 200 are production companies
- Approx. 285 have received diploma and flag the latest 10 years, many several times.
- Approx. 75 are ISO- or EMAS certified.

# Acknowledgement



- The environmental reports are evaluated by Green Network..
- .. and, if approved, the company is rewarded a diploma and a flag.
- The flag is a symbol of the company's continuous and serious work in one or more of the CSR-fields in Green Network
- Showing the flag - gives status and credibility





Medlem af  
Green Network  
siden 1994.  
Diplom for miljø  
siden 1998.  
Er certificeret  
efter ISO 14001-  
standarden.

### "Green Network sikrer konstant inspiration og nye indfaldsvinkler til miljøområdet"

- I Green Network har vi i 10 år arbejdet systematisk med miljøspørgsmål og opnået væsentlige resultater i miljø- og affaldsområdet. Det er blevet ajourført og opdateret efter en miljøcertificeret proces.

**"Constant inspiration and new ways of working with environment"**

Denne proces gik meget hurtigt, da en stor del af standardens krav fx miljøpolitik og -mål, udvælgelse af væsentlige miljøpåvirkninger og opstilling af handlingsplan allerede var indført hos Dinex. Netop fordi vi havde arbejdet med det i

vores miljøredegørelser efter Green Networks manual.

For Dinex er medlemskabet af Green Network fortsat af stor betydning, da det sikrer konstant inspiration og nye indfaldsvinkler til miljøområdet, og det er væsentligt for os på forkant med udviklingen i miljølovgivningen.

Henrik Sanderlund,  
kvalitetschef

Dinex A/S udvikler, producerer og sælger udstødningssystemer og filterteknologi til lastvogne, busser, varebiler og industrimaskiner. Dinex er Europas førende virksomhed på sit område, og hovedsædet i Middelfart beskæftiger ca. 175 medarbejdere.



**Green Network**  
growing responsibility



Medlem af Green Network siden 2001. Diplom for miljø siden 2001. Diplomet omfatter også arbejdsmiljøet. I 2003 fik Tholstrup også diplom for sit sociale engagement.

"Vi er på forkant med udviklingen i forhold til lovgivning, kundekrav, arbejdsmarked og evt. certificering."

- I Tholstrup har vi altid arbejdet seriøst med vores miljø- og arbejdsmiljøforhold. Green Network har været en vigtig struktur og støtte for os på indsatsen og samtidig får vi let adgang til nye og nyttige værktøjer inden for området. Det har stor glæde af os og sociale manual. Som en af de første fik vi diplom i Green Network for vores sociale engagement. Det har givet struktur og fokus på arbejdet.

Vi er på forkant med udviklingen i forhold til lovgivning, kundekrav, arbejdsmarked og evt. certificering. En ny medarbejderchef

**"we are on the forefront considering law implementation, customer demands, the labour market and certification"**

Korsvej Mejeri producerer både konventionel og økologisk fløde- og hytteost. Tholstrup Pastella A/S producerer frisk båndpasta, frisk fyldt pasta og friske nudler. Tholstrup Cheese A/S er Danmarks største privatejede mejerisekskab med 600 ansatte.



**Green Network**  
growing responsibility



Medlem af  
Green Network  
siden 2000.  
Diplom for miljø  
siden 2002.  
Diplomet omfatter  
også arbejdsmiljøet  
– er niveau 1-virk-  
somhed i Arbejds-  
tilsynets tilpassede  
tilsyn.



”Vi har sparet rigtig mange penge på bl.a. el og varme”

- Vore forventninger er til fulde blevet indfriet. Vi har fået en kanon opbakning fra Green Network og Horsens Kommune. Der er virkelig blevet taget hånd om os.

Vi har sparet rigtig mange penge på bl.a. el og varme. Desuden er vi skiftet/optimeret noget kemi i produktionen. Vi har fået nogle gode ideer, som vi forholder os til og gør noget ud af igen. Vi har også arbejdet på at gøre arbejdsmiljøet med os. Det betyder enormt meget internt i virksomheden.

Jeg tror, at Green Network skal have endnu mere fokus på arbejdsmiljøet i fremtiden. For små og mellemstore virksomheder bliver arbejdsmiljøet et stort konkurrencefordeelsparameter i fremtiden på linje med f.eks. frihed.

Mikael Jørgensen,  
M.Direktør

**”we have saved a lot of money on electricity and heating”**

Grafisk Forum, Horsens er et grafisk multihus, der rummer bureau, repro, tryk og bogbinding under ét tag. Beskæftiger ca. 20 medarbejdere.



**Green Network**  
growing responsibility

# Green Network frontrunners



The 6 municipalities in Green Network has decided to be frontrunners and will achieve the diploma for sustainability in 2010.

This means reporting every 3. year:

- the survey of performance
- policy, aims and future actions to be taken

Covering every institution for:

- environment,
- workers health and security,
- and social responsibility.



# Future



- Together with 3 other south Danish environmental networks and 2 university partners
- Campaign for energy and environment in companies
- Efficiency check of climate solutions
- Research on the strategic dialog and a book
- Conference with presentation of results up to Copenhagen climate conference 2009

A close-up photograph of several green leaves, showing their intricate vein structure. The leaves are vibrant green and fill the entire frame. The veins are clearly visible, creating a complex network of lines across the leaf surfaces. The lighting is bright, highlighting the texture and color of the foliage.

**[WWW.GREENNETWORK.DK](http://WWW.GREENNETWORK.DK)**