

Sustainability Report 2024



PLUGMANN VINGTOFT®



Statement from our CEO

At Plougmann Vingtoft, social responsibility is at the heart of our brand and embedded in our daily work. We are dedicated to contributing to sustainable global development. While we recognize that the impact of initiatives within an office-based consultancy like ours may be limited, we strive to make a meaningful difference wherever possible.

The Intellectual Property Rights system supports innovation, enabling our clients to push the boundaries for sustainable development. We are thrilled to help them transform bright ideas into solutions that make a real difference in the world.

In this way, we are part of the process of turning sustainable initiatives into profitable, long-lasting businesses. Thus, our social responsibility is embedded in our brand and in our daily work with three types of clients:

- 1. Industry leaders:** We work with leaders in renewable energy, new technologies, pharma, and healthcare. These corporations push the sustainable agenda and focus on making a positive impact on our planet – and we assist them in driving new, sustainable technologies to market.
- 2. SMEs and universities:** We assist SMEs and universities in pursuing potentially groundbreaking ideas, ensuring that innovative thinking pays off.
- 3. Start-ups:** Through our initiative “IP Matters”, we support start-ups that have solutions or ideas which directly impact the UN Sustainable Development Goals (SDGs), providing expert consulting to help turn their innovative solutions into viable, impactful businesses.

IP does in fact matter when firms are turning their bright ideas into viable solutions that will lead the way forward. We aim to highlight this in our sustainability report.

Additionally, we are committed to fostering a diverse workplace with an emphasis on equality. Being part of DI's (the Confederation of Danish Industry) Diversity Pledge, are, among other, focused on building a diverse workforce.

Thank you for taking the time to read our sustainability report. We are proud to be part of the progress and remain dedicated to helping our clients make a positive impact on the world.

Enjoy reading!



Finn Strøm Madsen
CEO



Pro bono initiatives

In 2019, we introduced the initiative “IP Matters” to contribute to sustainable global development. The best way for us to do so is to help build the future of bright ideas by enabling the development of innovative solutions and ensuring that sustainable initiatives turn into good businesses.

IP Matters is Plougmann Vingtoft’s annual donation of our expert IP-consulting services worth of DKK 50.000. Each year, we select one or more Danish start-ups that we consider able to influence one or several of the 17 Sustainable Development Goals. The start-ups get access to a team of handpicked IP experts with specialized academic knowledge within the relevant business areas. This way, we can help them move forward and closer to the market with their idea.

Initially, our goal was to support at least 12 start-up firms in making a positive impact on our planet by 2030. Last year, we surpassed this goal, having awarded the IP Matters donation to 14 different companies. We remain committed to discovering and supporting innovative and sustainable start-ups, and we plan to announce additional recipients each year until 2030.

Involvement

We are involved in several communities that back entrepreneurship and sustainable development locally as well as globally. Below are some of the organizations that we have supported and contributed to during 2024:

DANISH BUSINESS ANGELS (DANBAN)

DanBAN is a non-profit organization that connects more than 300 Danish investors who support national and international entrepreneurs and help them scale up.

As part of our involvement, Plougmann Vingtoft’s experts educate DanBAN members about the IP system.

NORDIC INNOVATION FAIR

Nordic Innovation Fair brings together Nordic research institutions and their new technologies. The fair is a place for companies, investors, and entrepreneurs to meet and network on business opportunities.

We support the annual event and use it as a platform for exchanging knowledge about IP with students, researchers, and entrepreneurs.

Diversity and equality

At Plougmann Vingtoft, we strive to make a difference where we can, and one place in which we feel we can make a direct impact is by committing to create equality in the workplace.

In 2021, we signed the Confederation of Danish Industry's Diversity Pledge, which helps companies promote diversity, inclusion and equality in the workplace.

The initiative encompasses a total of 16 principles, which can be found in their entirety [here](#).

Some of our focus areas include:

- Achieving a 40/60 gender split by 2030 and increasing the proportion of women in management roles and boardrooms.
- Offering equal opportunities regardless of age/seniority, ethnicity, nationality, and gender.
- Creating female role models throughout all levels of employment to inspire more women to pursue a career in IPR. Building a diverse workforce by helping to break down gender-stereotypical educational choices by attending career fairs and lecturing at universities.

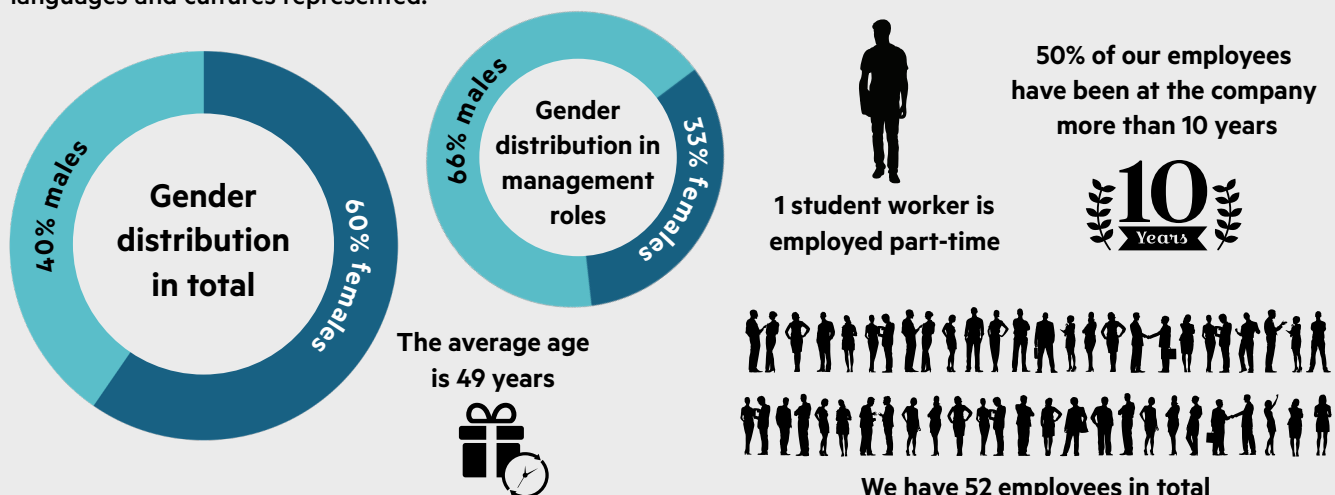


- Ensuring equal rights and opportunities for all employees, including equal maternity rights for mothers, fathers, and co-parents.

We are committed to working actively towards the 16 principles laid out in the Diversity Pledge ahead to 2030 to create greater diversity in the Danish labor market.

Plougmann Vingtoft in facts & figures

Our focus has always been on hiring the most skilled and best qualified people. We therefore set our team of employees regardless of age/seniority, ethnicity, religious beliefs, nationality, and gender, and we have several languages and cultures represented.



Local efforts

At Plougmann Vingtoft, we are conscious of the mark we leave on our surroundings and are always on the lookout for ways to make our business more socially responsible. While part of our business is to help bring ideas to life that can make a difference on a global scale, we are also mindful of how we can help make a difference close to home.

Our offices in Copenhagen and Aarhus have joined the initiative Pant-for-Pant, run by the Danish homeless organization Hus Forbi. Pant-for-Pant is a not-for-profit initiative that offers homeless and socially disadvantaged people an opportunity to build a meaningful future by giving them access to the job market and helping them get back on their feet. By donating our bottle deposits, we can support the education and remuneration of Pant-for-Pant's staff directly.



Knowledge sharing & education

Several of our IP experts work or have previously worked as lecturers or examiners at educational institutions such as the University of Copenhagen, the University of Aarhus, the University of Aalborg, the Technical University of Denmark, the University of Southern Denmark, and Copenhagen Business School. Others provide lectures and presentations at institutions such as Copenhagen School of Design and Technology (KEA) and the innovation program at Copenhagen Business Hub (Iværksætterhuset).

Aside from sharing knowledge with educational institutions, Plougmann Vingtoft takes on the responsibility of educating young professionals in the IP industry. We have a comprehensive internal trainee program that provides new employees with all the necessary knowledge to pass the exams that are required to achieve a career within IPR.



Employee satisfaction

We commit to high ethical and professional standards and do our best to take care of our employees and their bright minds. Promoting a healthy work-life balance is essential for us, as balancing professional responsibilities with personal life can significantly impact overall well-being, productivity, and happiness. We want to be the preferred employer and the best place to work.

To maintain employee satisfaction, we focus on three areas: physical environment, psychosocial environment, and personal development.

PHYSICAL ENVIRONMENT

We monitor, remedy, and eliminate environmental and safety risks through our work environment committee.

The committee members are elected by and among the employees for a three-year period during which they receive mandatory work environment courses.

The committee carries out regular workplace assessments and follows up on expressed needs from employees.

Further, employee insurance is a priority and a mandatory part of the Plougmann Vingtoft employment contract. All contracts entail personal accident insurance as well as extra health insurance, which provides all employees with quick and competent treatment in case of illness. We also offer annual flu vaccinations free of charge. Participation is of course voluntary.

PSYCHOSOCIAL ENVIRONMENT

We have established a work-life committee, which consists of employees from different departments in the company. The committee works to improve job satisfaction in direct dialogue with the top management. We apply a situational management principle to keep a close dialogue whenever needed, including ongoing dialogue about workload to

enhance job satisfaction and prevent stress. We also plan sessions between our employees and their managers to discuss performance, development, and educational needs.

PERSONAL DEVELOPMENT

Several of our attorneys have completed the European Qualifying Examination (EQE) and many of our paralegals are Qualified Intellectual Property Administrators (QIPA's). We encourage our employees to further educate themselves and to stay updated on the latest developments in Intellectual Property Rights. We support employees who pursue educational opportunities – both financially and in terms of flexibility in the work schedule. It is a priority for us to keep investing in our employees and make sure that they experience personal career development and feel confident in meeting the demands of constantly changing industries.

Whistleblower scheme

We have an internal whistleblower scheme that provides employees and other stakeholders the opportunity to report serious violations of the law and suspicious activities that may be illegal or contrary to company policies without fear of consequences. The whistleblower scheme supplements regular channels such as the team leader or the HR department – in relation to raising concerns about objectionable or unsatisfactory conditions.

As diversity and inclusion are values we prioritize highly, we have absolutely zero tolerance for offensive behavior, including verbal and non-verbal bullying, sexual harassment, and discrimination. The whistleblower scheme is therefore a safe way for our employees to report any violations.

The impact of Intellectual Property Rights (IPR)

In today's knowledge-based society, new ideas and inventions are the backbone of successful businesses. At Plougmann Vingtoft, we strive to create significant value by guiding companies through the global IPR system, helping them make informed decisions to protect their innovations.

We believe that safeguarding intellectual property is essential for fostering creative and sustainable ideas to gain market share and drive global progress.

Here is how our work makes a tangible difference:

LIFE SCIENCE INDUSTRY

One of our top strategic priorities is the life science industry. We acknowledge the global challenge of food scarcity, knowing innovative solutions are crucial to prevent widespread famine. We support research and development in the food sector, an area where Denmark excels, by helping companies protect their innovations through IPR. Additionally, we collaborate with leaders in healthcare, industrial biotech, and medical technology, all of whom are dedicated to sustainable solutions for life on land, life below water, and good health and well-being.

CLEAN TECHNOLOGY

The clean technology sector is another critical area of focus. Clean technology relates to products and services that improve operational performance, productivity or efficiency while reducing costs, inputs, energy

consumption, waste, or pollution. We assist various stakeholders in protecting their breakthroughs in renewable energy transition, energy efficiency and water conservation. Patent protection for clean technologies not only secures businesses but also stimulates further innovation in climate action – for the common benefit of our society.

COMMUNICATION ON SUSTAINABLE INVENTIONS

Working with cutting-edge technologies requires a high level of confidentiality. However, we are always delighted to share and promote the stories behind the different inventions as soon as this is appropriate. On our website, we highlight stories about innovations that make a positive impact on the world.

Recent highlights include:

- A technology that transforms food waste into home-compostable plastic, addressing two major environmental issues.
- A ground-breaking non-invasive technology for detecting tuberculosis via saliva that could improve the effectiveness of vaccines worldwide and help save lives.
- An innovative method for producing large quantities of meat in steel tanks, offering an alternative to conventional meat production.

Concluding remarks

As an office-based consultancy, we recognize that our direct environmental impact is relatively small compared to e.g., production plants. Nevertheless, we are committed to acting responsibly.

We focus on developing digital tools to streamline our procedures and reduce resource consumption. Additionally, we prioritize creating an inclusive workplace and investing in the well-being of our employees, promoting a healthy work-life balance.





WWW.PV.EU

COPENHAGEN // AARHUS // OSLO