

# Sustainability Report 2025



PLUGMANN  
VINGTOFT®





# Statement from the CEO

At Plougmann Vingtoft, social responsibility is at the heart of our brand and embedded in our daily work. We recognise that, as an office-based consultancy, our direct footprint is modest; nevertheless, we strive to make a meaningful difference wherever we can – above all by applying our strongest lever for impact: intellectual property.

IP rights are a catalyst for innovation, and the Intellectual Property Rights system enables our clients to push the boundaries for sustainable development.

We are thrilled to be a small part of their journey and 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:** With industry leaders in renewable energy, advanced technologies, pharma, and health-care, we help accelerate the journey and assist them in driving new, sustainable technologies to market. These corporations push the sustainable agenda and focus on making a positive impact on our planet.

2. **SMEs and universities:** We assist SMEs and universities to ensure that potentially groundbreaking research and ideas are protected so that innovative thinking pays off.

3. **Startups:** Through our initiative “IP Matters”, we support startups providing targeted, expert consulting to founders whose ideas or solutions address the UN Sustainable Development Goals (SDGs), helping them build viable, impactful businesses.

Our responsibility also extends to how we operate as an organisation. We are committed to a diverse and inclusive workplace with equality at its core. As a participant in DI's (the Confederation of Danish Industry) Diversity Pledge, we are focused on building a workforce that reflects a diverse range of backgrounds and perspectives. Our aim is to create an environment where everyone can thrive.

IP does, in fact, matter when bright ideas become viable solutions that lead the way forward. 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 at Plougmann Vingtoft





# Pro Bono Initiatives

In 2019, we introduced the startup 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 successful businesses.

***“When visionary ideas are to be transformed into reality, strategic guidance and protection of intellectual property are essential. Through IP Matters, we aim to provide innovative startups with access to qualified expertise that strengthens both their business and their sustainable ambitions”***

**FINN STRØM MADSEN, CEO AT PLOUGMANN VINGTOFT**

IP Matters is Plougmann Vingtoft’s annual donation of expert IP-consulting services worth DKK 50,000. Each year, we award IP Matters to one or more promising Danish startups with the potential to make a significant impact on the UN’s 17 Sustainable Development Goals. The startups get access to a team of handpicked IP experts with specialised 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 startup firms in making a positive impact on our planet by 2030, but since IP Matters was first awarded, 17 startups have received the donation of expert advice to protect their intellectual property and grow their businesses. What they all have in common is the potential to make a meaningful difference in the world.

We remain committed to discovering and supporting innovative and sustainable startups, 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. One of the organizations that we supported and contributed to during 2025 is Nordic Innovation Fair. This initiative 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.

## Local Efforts

Our offices in Copenhagen and Aarhus have joined the initiative Pant-for-Pant, run by the Danish homeless organisation 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

We believe that it is important to share our knowledge and help educate young people. Therefore, 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 Business Academy Copenhagen (EK) and the innovation programme 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 programme that provides new employees with all the necessary knowledge to pass the exams that are required to achieve a career within IPR.





# 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 10 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.

## 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.



**We have 55 employees in total**



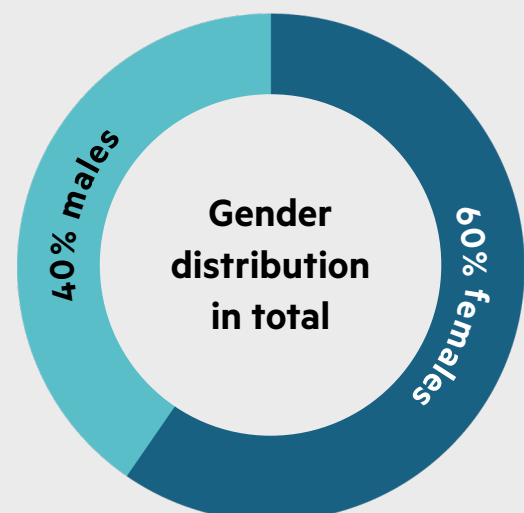
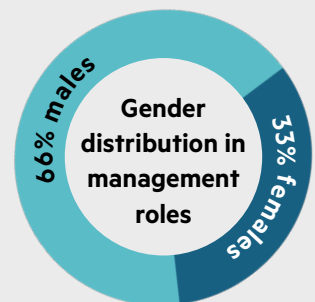
**1 student worker is  
employed part-time**



**49% of our employees  
have been at the company  
more than 10 years**



**The average age  
is 50 years**



# Employee Satisfaction & Work Environment

We commit to high ethical and professional standards and do our best to take care of our employees. 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.

We focus on three areas in order to maintain employee satisfaction: 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.

In addition to that our headquarter in Hellerup is based in a DGNB certified building, where focus is on the indoor climate, materials and energy efficiency, which creates a healthy and comfortable environment for 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 prioritise highly, we have absolutely zero tolerance for offensive behaviour, 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

In today's knowledge-based society, new ideas and inventions are the backbone of successful businesses. Intellectual Property Rights (IPR) play a pivotal role in driving development by fostering innovation, protecting investments, and enabling responsible growth. By granting creators and businesses the ability to safeguard their inventions, IPR provides the foundation for long-term research and development.

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.

## Concluding Remarks

Social responsibility is part of our work, and we are committed to do our part in promoting sustainable development. However, as an office-based consultancy, we acknowledge 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 tools to streamline our procedures and reduce resource consumption. Additionally, we prioritise creating an inclusive workplace and investing in the well-being of our employees, encouraging a healthy work-life balance.





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