

Engaging Employees in Corporate Responsibility

Webinar

17 November 2009

15:30 (Brussels) / 14:30 (London) / 9:30 (New York) / 21:30 (Singapore)

Technical Tips

Hide / expand control panel

View in full screen mode

Hidden panel

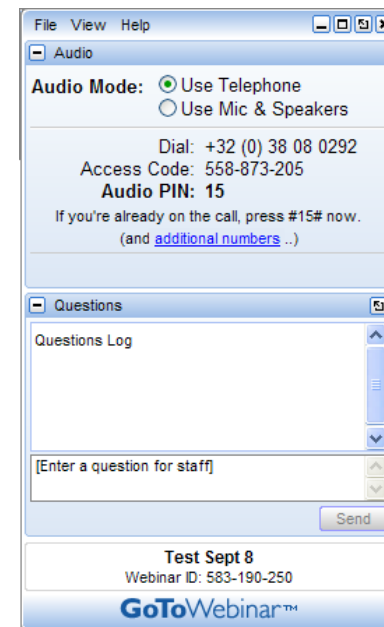


Make sure you have your audio settings right

Ask questions

- click + to expand panel
- write question

Expanded panel



Agenda

- Introduction to the Panel
- Integrating a corporate responsible business culture to ensure sustainable success
- The role of HR in driving corporate responsibility strategies
- Innovative HR practices
- Taking ownership of the corporate responsibility agenda

Introduction to the Panel



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nne Stormer

VP Global Triple Bottom Line Management

Novo Nordisk



Emmanuel Perakis

Managing Partner

STREAM Management

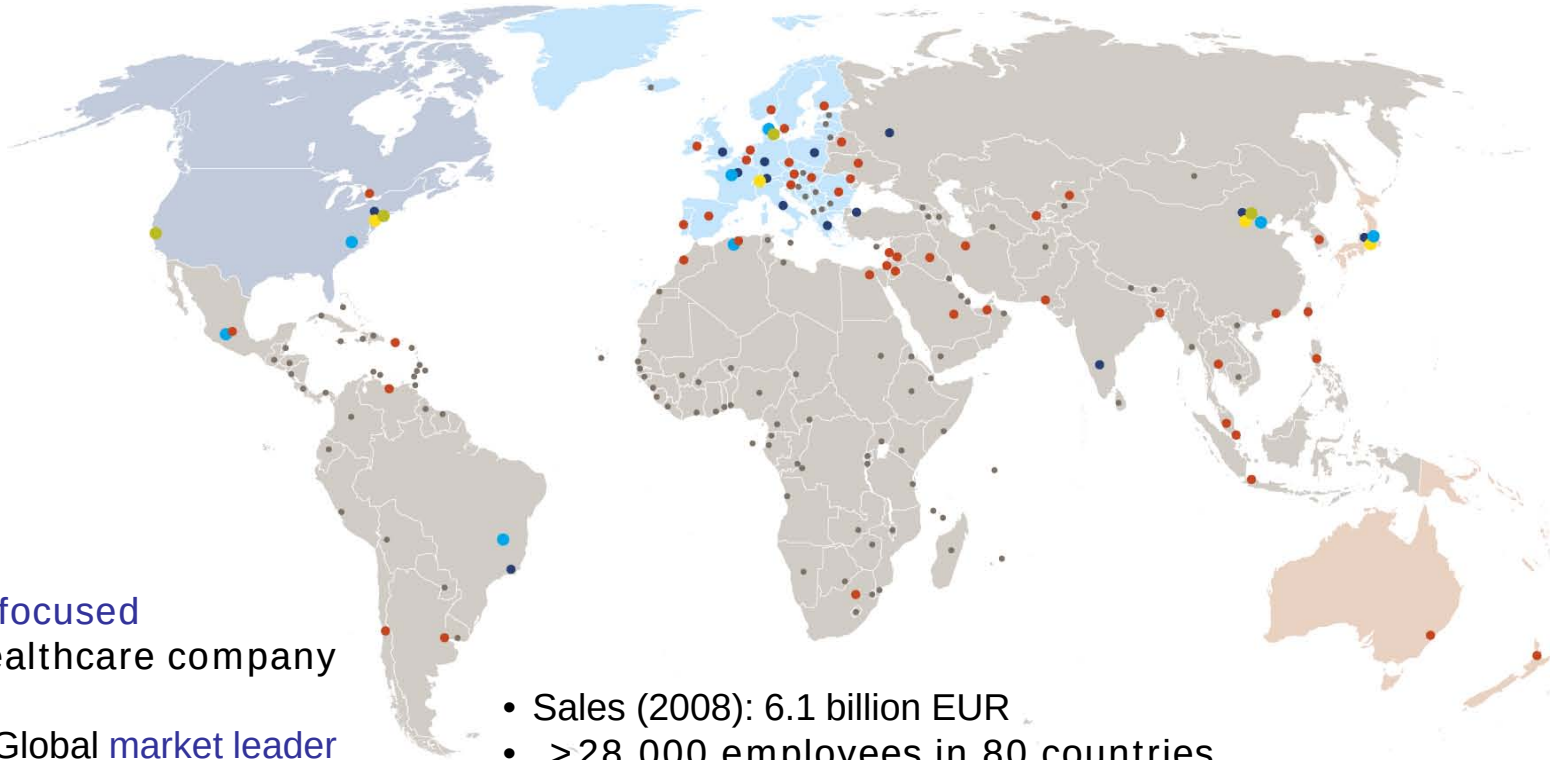
Moderator



Karsten Soderberg

Director, CorporateLeaders

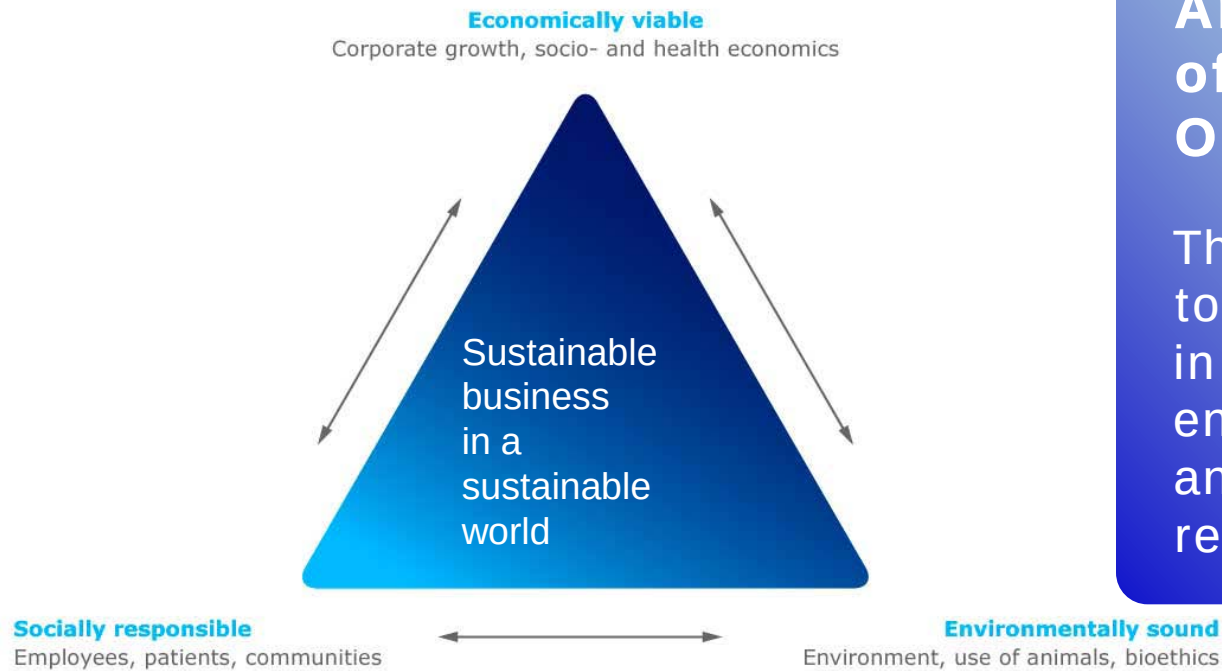
Novo Nordisk at a glance: Insulin world market leader and expanding globally



A **focused**
healthcare company

- Global **market leader** in diabetes care
- Leading positions in biopharmaceuticals
- Sales (2008): 6.1 billion EUR
- >28,000 employees in 80 countries
- >50% work outside of Denmark
- Products are marketed in 179 countries
- **#1 in Denmark and #3 in Scandinavia by market cap**

The Triple Bottom Line business principle



Articles of Association, Objectives

The company seeks to conduct its business in a financially, environmentally and socially responsible way.

Our **vision** of a sustainable business



We will be the world's leading diabetes care company
Our aspiration is to defeat diabetes...



We will offer products and services in other areas where we can make a difference



We will achieve competitive business results



A job here is never just a job



Our values are expressed in all our actions
Every day we strive to find the right balance...

Integrating a corporate responsible business culture to ensure sustainable success

REASONING: Importance of CR within the HR agenda

- People vs Corporations
- Internal cooperation of employees
- Hiring and Retention

CURRENT STATUS: Actual Performance vs Corporate Perception

- Public Trust
- European Excellence Award
- Report Facts
- Accountability Rating

MEASSUREMENT: Monitoring of CR

- Perception
- Performance
 - Programs
 - Holistic (e.g EFQM, Accountability Rating, CRI, GRI)

TakeAction! is living our values



The TakeAction! programme aims at

- **engaging employees** in volunteer activities reaching out to the global or local community and supporting Novo Nordisk's commitment to the Triple Bottom Line
- engaging **external stakeholders** in changing diabetes, in our other therapy areas, and in our commitment to the Triple Bottom Line

A global volunteer programme

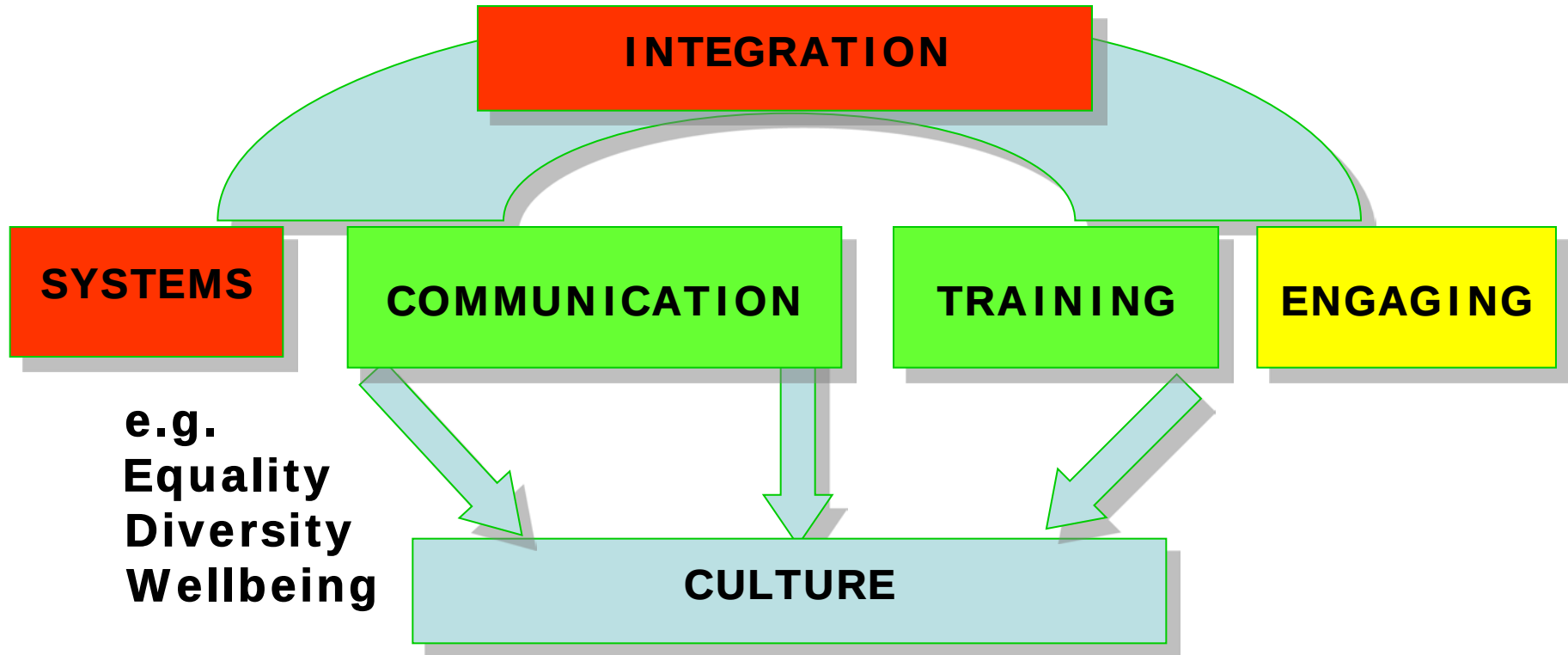
- A TakeAction! activity must:
 - support Novo Nordisk's business and therapy areas
 - relate to social or environmental improvements
 - be employee driven
 - involve two or more employees
- A TakeAction! activity should take place within normal working hours
- It is voluntary to take part, and participation always requires approval by a manager

Programme elements

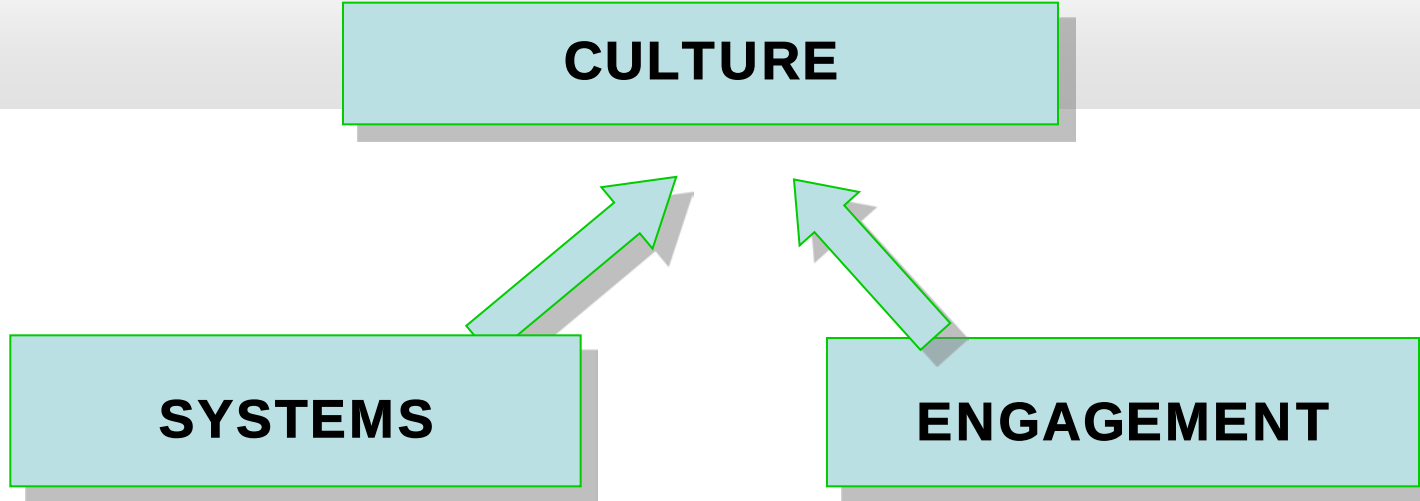
- **Awareness & prevention**
 - Blood sugar measurements
 - Activities on World Diabetes Day and World Haemophilia Day
- **Fundraising**
 - Raffles, auctions, flea markets
- **Local work**
 - Volunteer time
 - Camp preparations
 - Stuff collections and donations
 - Relief work during natural disasters
- **Climate action**
 - Tree planting
 - Office campaigns
 - Car pooling and bicycle clubs



The role of HR in driving corporate responsibility strategies



The role of HR in driving corporate responsibility strategies



- **YELL-System Alignment**
- **VODAFONE-Culture Development**
- **COCA-COLA HBC Greece-Appraisal System**
- **BT-Stress Management**
- **DNV-Dilemma Training**
- **EXODUS-Participation Rate**

- **GRUNDFOS-Special Needs**
- **DANONE-Volunteer Program**
- **TNT-Help Team**
- **SOLVE-Health Training**
- **J&J-Wellbeing**

Business benefits

The HR perspective

- Recruitment
- Retention
 - collaboration
 - cross-organisational networks
 - social contract
 - business understanding
 - job motivation
 - a break-away from monotonous work
- People development
 - competency development
 - internal advancement
- Increased productivity



Business benefits

Operational support

- Local partnerships: opinion-formers, politicians, health care professionals
- Supports PA and PR activities
- Risk management
- Knowledge sharing across job functions and organisational units

Marketing

- Improved consumer relations
- Stronger reputation
- Supports branding messaging
- Credibility: walking the talk



measure
share
improvechanging
diabetes
barometer

Search phonebook



Search GlobeShare



Search www



About Novo Nordisk

Organisation

People - On the Job

Business Processes

Systems & Services

Sites A-Z

GlobeShare > Corporate Relations > Global Stakeholder Engagement > Corporate Branding > Our programmes > TakeAction! > home

GLOBESHARE

Corporate Relations

Global Stakeholder
Engagement

Corporate Branding

Our programmes

Art Collection

Discover Science

History Collection

I am Novo Nordisk

Measuring Reputation

Sponsorships

TakeAction!

TakeAction!

• TakeAction! toolbox

• Individual donations

• Newsletters

• Articles

• About TakeAction!

• Takeaction! award

Recycle Bin

contact and
questions

Do you have questions about
TakeAction!? Feel free to contact:
takeaction@novo.dk

TakeAction!
toolbox

We have prepared a number of tools
making it easy for you to plan your own
activities. Explore the many step-by-step
guides, tips and downloads and get
inspired to TakeAction!
[GO TO TOOLBOX](#)

TakeAction!
newsletter

If you would like to receive news about
TakeAction! activities around the world,
please send an [email to TakeAction!](#)

Or visit our [newsletter section](#)

about
TakeAction!

The values of our company are validated
every day by our actions. TakeAction!
gives Novo Nordisk employees
opportunity to engage in Changing
Diabetes

TakeAction!
award

Every year, an impressive range of
TakeAction! activities are carried out by
our colleagues. But only one stands out
as a winner and receives the
TakeAction! award.



Latest articles

Are you curious to find out what your colleagues
are doing to TakeAction! around the world? Read
all the latest stories about big and small

A status

Since 2003 Novo Nordisk employees have

- organised **532 TakeAction! activities at 70 sites**
- raised more than **0.5 mill EUR** for diabetes treatment through the World Diabetes Foundation

An evaluation report concludes that

- 82% of all employees know TakeAction!
- 77% find that TakeAction! contributes positively to Novo Nordisk's reputation
- 65% find that TakeAction! contributes positively to the company strategy
- 60% say that TakeAction! makes them proud to work for Novo Nordisk

Internal challenges

What IS TakeAction?

- Breadth: fundraisers, 'fix&paint' at orphanages, volunteers at summer camps, climate action in the office, disaster relief...
- Differentiation: How is it different from other internal mobilisation efforts, eg NovoHealth?
- Cultural and language barriers to wider reach
- Employees associate TakeAction! with diabetes awareness or patient support (41%), few relate it to the Triple Bottom Line (9%).

Internal challenges

Management is a barrier

- Activities are too pedestrian
- No KPIs for voluntary work
- What is the business relevance and link to local activities?

Resources

- Ambitious goals for production staff
- Time sheet leave little room for voluntary work
- Work-life balance
- Pressure to engage: "Am I not doing enough already?"

Engaged people are **it**



Taking ownership of the corporate responsibility agenda

WHO CAN FACILITATE RESPONSIBLE OPERATIONS?

- CEO?
- Business Excellence?
- Finance?
- Corporate Affairs?
- Corporate Communications?
- HR?

Thank you for Joining



Susanne Stormer

VP Global Triple Bottom Line Management
Novo Nordisk



Emmanuel Perakis

Managing Partner
STREAM Management

Moderator



Karsten Soderberg

Director, CorporateLeaders

Contact Details

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