

Press release from Troldekt A/S:

Troldekt A/S nominated for CSR Awards 2014

Troldekt A/S is one of three companies nominated for the CSR Strategy Prize. Denmark's biggest company, the Maersk Group, is also in the running. Troldekt has been nominated for its roadmap, which is based on the sustainable Cradle to Cradle concept.

When Denmark's socially responsible businesses gather for the prize-giving ceremony at the end of October, Troldekt stands a chance of being called up onto the stage. The company, which produces acoustics solutions for walls and ceilings, has been nominated for the prize for best CSR strategy in a strong field which also counts the window manufacturer Velux A/S and the energy and transportation conglomerate, the A.P. Moller Maersk Group.

The CSR Strategy Prize is being awarded to a company which has successfully developed and aligned its CSR or sustainability strategies with its corporate strategy. It must be integrated throughout the company from daily management to the final product.

"Sustainability is part and parcel of Troldekt's DNA because ever since we manufactured the first acoustic panel in 1935, our core product has been made of two natural materials, wood and cement. Today, sustainability pervades the entire business, and even though our sustainable investments are not immediately reflected in corresponding short-term value creation, we believe that showing the way with sustainability in the construction sector will pay off in the end," explains Peer Leth, CEO of Troldekt A/S.

Systematic strategy

Troldekt's business strategy has been developed around the Cradle to Cradle design concept as the central element. Among other things, it defines a roadmap for how Troldekt will implement a number of value-creating initiatives in five categories: Material health, material reutilisation, renewable energy, water stewardship and social fairness to realise social benefits between now and 2022.

It is not a rigid to-do list, because as new possibilities emerge or as the objectives are achieved, the roadmap will be updated. For example, the goal was that 50 per cent of Troldekt's power consumption should come from wind power in 2015, but this target was already achieved in 2013 when all of Troldekt's power was wind-generated.

Basis for nomination

Troldekt's systematic CSR work and the ensuing results are two reasons why Troldekt has been nominated.

Among other things, the jury members highlight the scope of Troldekt's systematic CSR efforts in relation to the company's size and the way in which sustainability is incorporated throughout the business. The company's hands-on approach to implementing a number of tangible initiatives also counts in its favour, as does the fact that documented CSR has opened up access to new overseas markets.

CSR Awards 2014

- The CSR Awards were launched by the CSR Foundation, whose mission is to gather, communicate and share information about Danish companies' CSR efforts to raise social responsibility according to the principles of the UN Global Compact.
- The prize-giving ceremony is taking place in conjunction with Denmark's national CSR conference, which in 2014 is focusing on 'Business of the Future'.
- The CSR Awards are being held in Holstebro in western Jutland on 30-31 October.
- Find out more at www.csrfonden.dk

FURTHER INFORMATION

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