

By Lasse Andersen

The Danish Council on Corporate Social Responsibility encourages the many small and medium-sized enterprises in the country to work more with strategic CSR and to become better aware of the benefits of such endeavours. Read here about two small enterprises which have reaped appreciable rewards for their work with CSR.

Uncompromising focus on climate secures international orders

Graphic design and communications agency Phoenix Design Aid insists on supplying products that are more eco-friendly than those of their competitors. Since introducing the strategy, the company has received orders from key organisations such as the EU and UN.

Based in Randers, Denmark, Phoenix Design Aid supplies design, print and graphics solutions to a number of international organisations, including the UN, EU and the African Development Bank. These are exacting customers, who expect that the graphic products they buy are produced in an environmentally sustainable way as possible.

Phoenix Design Aid consistently strives to make itself deserving of the honour of supplying these organisations by having a clear and uncompromising approach to sustainability. The company is therefore ISO certified in environmental management and has joined the UN Global Compact, a global initiative promoting social and environmental sustainability. The company is also active in the UNEP (United Nations Environmental Programme) 'Climate Neutral Network' and currently neutralises its CO₂ emissions by investing in Argentine biogas production, thus relieving the atmosphere of 47 tons CO₂ a year. Pivotal to the company's environmental work is an online proofreading system which not only reduces paper consumption by 1,500 trees a year but also halves the time needed for proofreading.

Imperative strategy

Dennis Lundø Nielsen, CEO of Phoenix Design Aid, believes that a strong focus on eco-friendly production is critical for success in today's graphics industry.

"An increasing number of organisations are adopting policies obliging them to trade with the most eco-friendly supplier; so we always sell our products by arguing that we are more eco-friendly than our competitors. When you are dealing with an organisation like the UN, they attach great importance to their suppliers'

belonging to the Global Compact. And factors such as whether annual reports are produced on recycled paper and carry all the other environmental labels are also weighty arguments. So, of course, we have to be able to comply with these demands," states Dennis Lundø Nielsen.

Phoenix Design Aid has eight permanent employees and works with 26 partners around the globe. Dennis Lundø Nielsen considers it important that his suppliers focus on the environment too.

"For example, we work with a printing house in Beirut. I am in the process of persuading the management team there how important it is that they use FSC certified paper, and of the value of environmental certification. For these reasons, our contract with the printing

company includes a provision stating that these matters must be in place within two years. And these things do make a difference because this is a large printing house with 170 employees, and we are encouraging them move in a more eco-friendly direction," Dennis Lundø Nielsen says. He emphasises that he also makes sure that he communicates results of this kind to his customers.

Phoenix Design Aid's environmental work recently received yet another stamp of approval when, as one of a small, specially selected group, the company was invited by UNEP to attend the COP16 summit as a green role model.

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Phoenix Design Aid, a company based in Randers, Denmark, is supplier to international organisations such as the EU and UN. This means that the company has to have a clear and uncompromising approach to sustainability, explains CEO

Dennis Lundø Nielsen.