

► **Brunata's dialogue with interested parties**



*Connection with Brunata's strategy:
Enhances turn-over and market position*

Background

Currently, Brunata has no specific policy for dialogue with interested parties, but it has undertaken a number of related activities in the financial year. The dialogue has among other things comprised continued collaboration with climate consultants in Klimakbh.dk, involvement in the Gate 21 project in Albertslund Municipality aimed at introducing energy savings and a satisfaction survey among some of our main customers. The result has been even greater interest in and understanding of end users, a better data basis for decisions and focus on creating greater awareness of the content of existing solutions.

Catalyst	Activity	Result	Dilemma / Future
Sponsorship of the KlimaKbh.dk campaign	As the only one of the five sponsors of Klimakbh.dk, Brunata continued to sponsor free climate checks in Copenhagen homes for the purpose of clarifying the opportunities by measuring temperature, humidity and consumption and visualising the results.	<ul style="list-style-type: none"> ➤ 96 visits to Copenhagen citizens, 1 pager per visit ➤ We do not yet know what the result has been. ➤ Insight into end user behaviour <p>Copenhagen Municipality decided to terminate the project in May 2010 due to restructuring.</p>	<p>Dilemma 1: Supporting a committed group of climate consultants advising the citizens on specific savings is a worthwhile cause. However, if such activities are to result in significant social and business returns, the company must be geared to follow up the activities. That often requires a special effort in relation to such non-traditional activities.</p> <p>Task: Ensure anchoring in the company, establish sufficient specific and measurable results and enter into a direct dialogue with third parties before and during the implementation of the activity.</p> <p>Dilemma 2: Intellectual property - when is it sensible to gather information via third parties and when is it relatively more valuable for the information to be gathered by a company employee so that, other things being equal, the data collected are saved by the</p>

The opportunity to participate as partner in Gate21 Plan C, which focuses on energy-correct renovation of buildings and energy-correct consumer behaviour - bottom-up as well as top-down

- Partner in Gate21 with the following input:
 - Meters
 - Data
 - Scenarios and know how

- Environmental improvements
- Environmentally correct renovation and behaviour focused on reduced energy consumption
- Contribution of measurements, systems and visualisation as an empirical basis of decisions in the project

company?

Task: Same as for Dilemma 1

Dilemma: How to ensure that the private companies and public body in the project work towards the same aim (optimal solution) without any special interests (such as selling products) being given a higher priority than the purpose of the project
Task: Maintain trust, openness, etc. through transparency in meeting notes

A satisfaction survey among 120 selected Brunata customers

- Sent out questionnaire and entered into dialogue with the customers who wished to follow up on the survey. The core issue was satisfaction with Brunata's service delivery.

- Three selected focus areas:
 - fast rectification of faults
 - ensuring that the customers have sufficient knowledge about the possibilities offered by existing solutions
 - regular follow-up and dialogue with the customers

Future: Allocate resources to effective satisfaction surveys insofar as this is possible and relevant without it becoming too time consuming for the partners to participate