

Copenhagen Fertility Centre yearly status on CSR and Sustainability 2019

Summery

Copenhagen Fertility Center (CFC) started working with sustainability and the contribution to the UN Sustainable Development Goals (SDG) in the first quarter of 2019. This present report is the report of the first year. In 2019 CFC developed and implemented a Corporate Social Responsibility strategy based on the UN SDG number 3, 5 and 12,

The primary results for the first report are listed below:

- We managed to reach more than 400.000 people on various media concerning reproductive health.
- We will manage to reduce medication to women with at least 20 % without jeopardized baby take home rate to ensure better, safer and cheaper treatment and make this treatment more accessible to infertile women.
- Obtained a gender distribution in leadership equally to the patient distribution
- Reduced the amount of plastic used in the laboratory by 6%
- Published the first CSR report

In 2019 CFC altered following goals and strategies:

- Goal 3.7. (B) was changed from total use of medicine to use of FSH
- We raised our ambition of SDG 3.7.1 and is now seeking to help an additional 100 patients year till the year 2023
- Data on 5.6.1 is not yet available

In 2020 CFC is considering including projects in SDG 4, 15 and 17

Introduction

In Feb 2019, CFC embarked on a journey to become more sustainable and recognized our responsibility for the future generations.

This initial project resulted in a strategy based on the UN Sustainable Development Goals (SDG).

SDG number 3, 5 and 12 where chosen as primary focus and summed up in a policy. The ambition for each goal where thereafter described in an action plan. This report is a status on this action plan.

The implementation of a CSR strategy is a learning process and our strategy is undergoing repeated evaluation to ensure, that we focus on what gives the highest impact both in terms of actual reduction in our footprint and by inspiring others to become more sustainable.

The following is an evaluation and status based on the data currently available on each of the goals in our action plan.

SDG 3 good health and well-being

	Our aim	Activity	KPI	Deadline
3.7) By 2030 ensure universal access to sexual and reproductive health-care services, including family planning, information and education, and the integration of reproductive health into national strategies and programmes	Prevent infertility caused by diseases, lifestyle and environmental factors	A) informing 500.000 people of health risks that can lead to infertility, and how they can be avoided	measured by number of people reached in information campaigns	2021
	Reducing price and side effects on people and environment.	B) Optimizing our treatment to meet the individual needs of our patients, by introducing the use of mild stimulation. Reducing the average amount of medicine used pr. patient by 30% without a drop in success rate.	Measured by the total amount of medicine used in the clinic, divided by the total number of patients. This number related to the average success rate over the 3 year time frame. Baseline 2015	2022
3.7.1) Proportion of women of reproductive age (aged 15-49 years) who have their need for family planning satisfied with modern methods	Keeping a high level of quality in treatment and capacity, within all services provided in our clinic	The total number of patients treated at our clinics has reached 1800 per year. 90% of the patients treated at CFC are satisfied with their treatment	measured by the total number of patients and their satisfaction with the treatment in CFC shown in the yearly customer evaluation.	2023

3.7

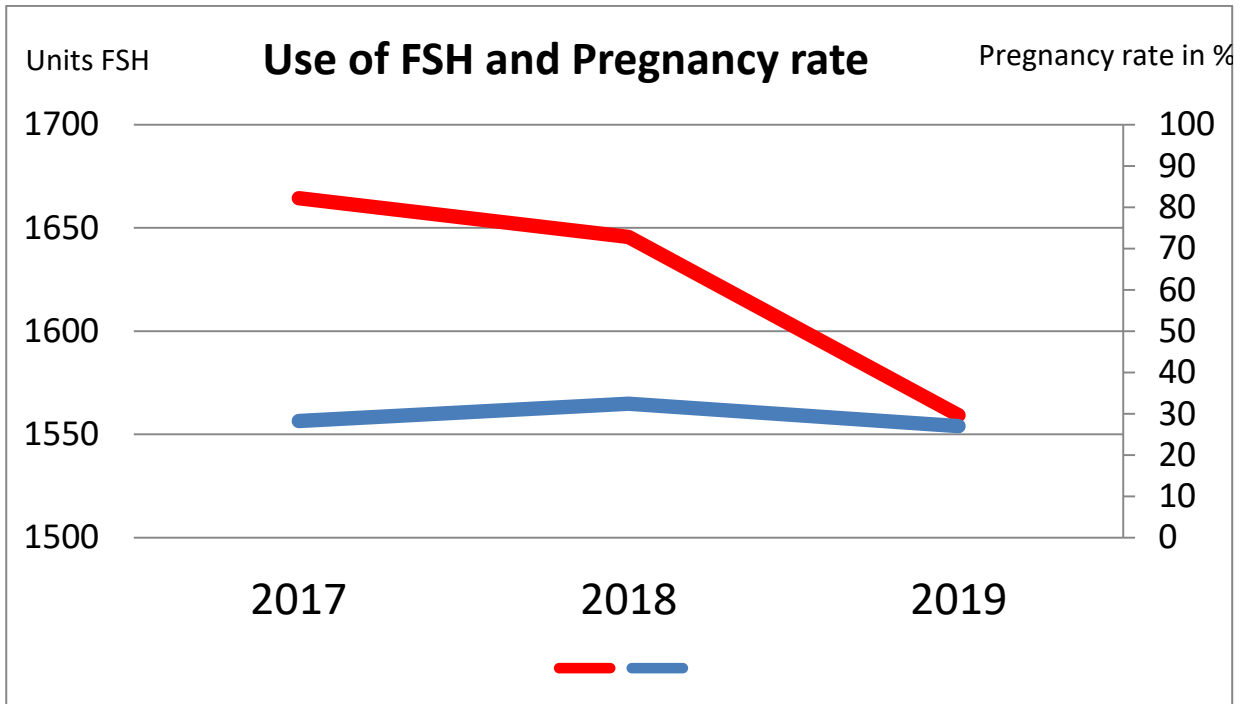
A)

- Our results from 2019 to 2020:
- We had a total of 34670 visitors reading information on our web site
- We had over 180.000 visitors on our Facebook site
- We had 3000 visitors on Instagram
- We had 200000 people listening or watching our messages on radio and TV

A total of 400.000 people have seen our information about fertility health in 2019.

B)

On the graphs below are shown the results of the ongoing effort to minimize the use of medication and increase the accessibility of our treatments while keeping the high pregnancy rate. It was decided to change from the total average amount of medicine used pr. patient to concentrate on the use of FSH since this drug has the highest potential impact on the environment. Furthermore the baseline was set to 2017 instead of 2015



The preliminary results based on an estimated value for 2020 is a reduction of 22%

CFC's contribution to SDG 3.7 have showed the potential to become a game changer in assisted reproduction with side impacts in SDG 5 and 12, allowing ART to be safe and saving the environment for large amounts of hormones. Not to mention the resources associated with producing them. This particular part of our CSR program has been specified below:

In 2018, CFC started a new project aiming to minimize;

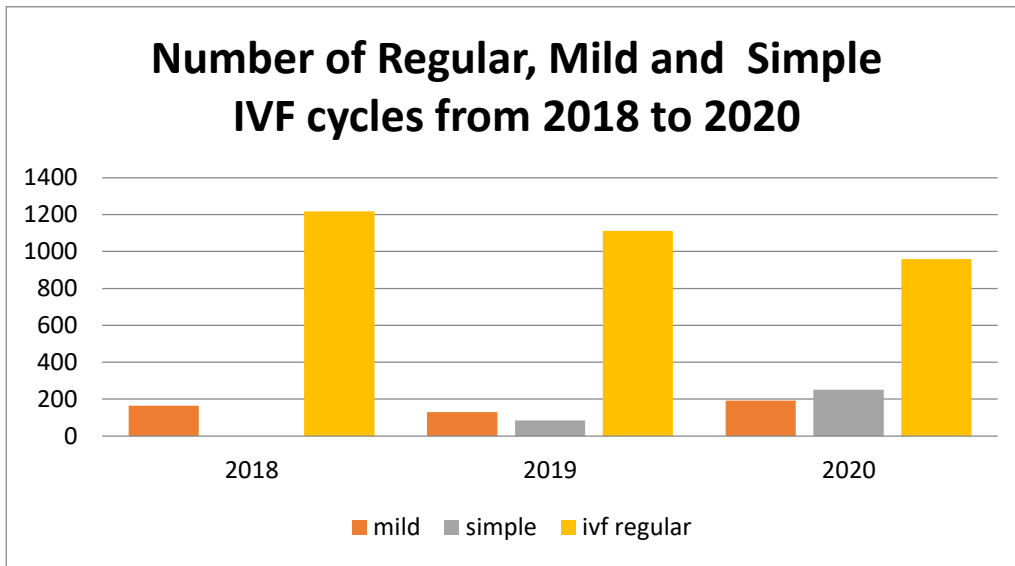
1. The risk for women in hormone treatment
2. Effects on the environment
3. Cost associated with IVF treatments for the society and the women

This has led to the introduction of new and milder stimulation form in Artificial Reproduction such as *Mild IVF* and *simple IVF*. These technologies have proven to be as effective as regular IVF in certain groups of patients. These methods of IVF decrease the discomfort associated with the treatment along with a significant reduction in both cost, medication and risk for the patient

In a women empowering perspective, the lower cost makes the treatment accessible to more women, making it less expensive and enabled women to continue working during the treatment.

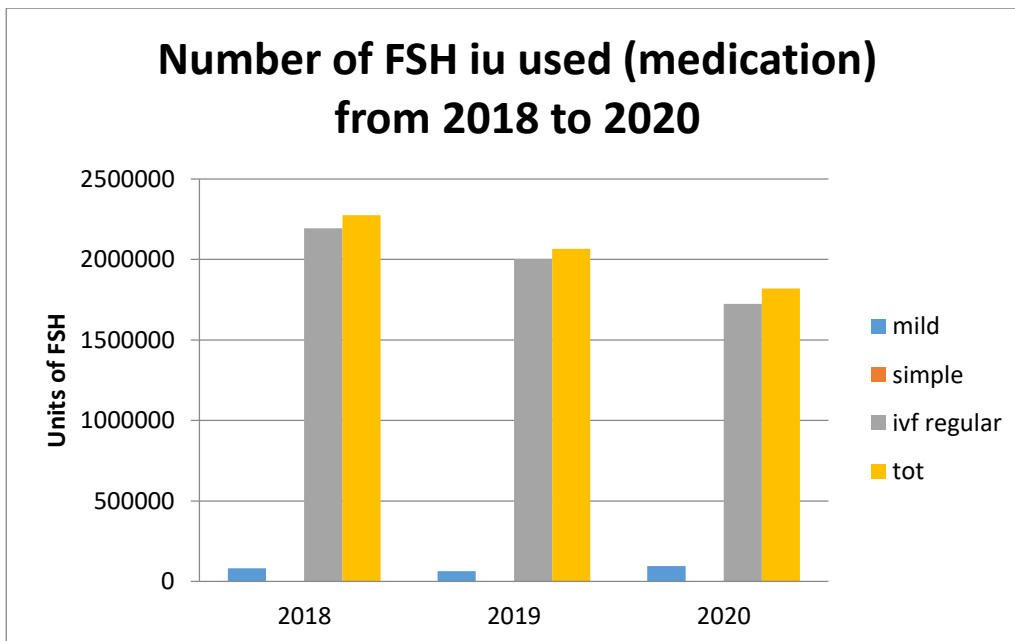
The following graphs illustrate the increasing use of Mild stimulation methods in CFC. In 2018, "Mild stimulation" was introduced as a regular treatment option in the clinic, in 2019 "Simple IVF" was added as an extra low cost, low medication offer. The numbers for 2020 is an estimate based on data from the first month of the year. The results can be seen in figure 1 and 2 bellow.

Figure 1.



The figure illustrates the increasing use of milder stimulation and a decrease of regular IVF. Number of cycles for regular IVF i.e. short protocol with GnRH antagonist treatment, Mild stimulation comprising FSH and Tamoxifen stimulation and Simple IVF where only Tamoxifen is used.

Figure 2.



The figure illustrates the reduction in medication (Please note that Simple IVF is not using FSH at all). The total reduction in medication is 20% during the years from 2018 to 2020

3.7.1

We raised our ambition of SDG 3.7.1 and are now seeking to help an additional 100 patient's year till the year 2023

-There are not yet data available on the number of satisfied patients in 2019.

SDG 5 Gender equality

5 GENDER EQUALITY	Our aim	Activity	KPI	Deadline
5.5) Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life	Making the gender distribution of the staf reflecting the patient composition	The gender distribution in our leadership reflects the one amongst our patients.	Measured by the gender distribution among the personel with leader positions	2024
5.6) Ensure universal access to sexual and reproductive health and reproductive rights (..)	Providing equal opportunities for all to be treated for infertility	An equal number of men and women being treated at CFC	Measured by the gender distribution among patients at CFC	2024
5.6.1) Proportion of women aged 15-49 years who make their own informed decisions regarding sexual relations, contraceptive use and reproductive health care	Prevent infertility caused by diseases, lifestile and enviromental factors. Give people the best basis for their family planning.	All women and couples have been given an extensive and science based information about their reproductive health and options for family planning	Measured by the satisfaction of the information given by CFC	2023
5.7) by Enhance the use of enabling technology, in particular information and communications technology to promote the empowerment of women	involve patients in their treatment empowering them by giving them responsibility	CFC have provided an efficient way to empower women under their treatment using modern technology	Development and implementation of an APP designed to involve patients in their treatment	2020

5.5 And 5.6

Gender distribution amongst leadership, and patients.



5.6.1

-Results from patient survey not yet available

5.7

The development of an application for smartphone started in fourth Quarter of 2019 and is expected to be ready for implementation in the first quarter of 2020. The functions available in the app are focused on management of appointments and medication, giving the patient a better opportunity to take active part in her treatment and regain some of the loss of power, that many women feel when they are diagnosed with infertility. Further to increase patient safety and reduce medication errors.

SDG 12 Responsible consumption and production

	Our aim	Activity	KPI	Deadline
12.5) By 2030 substantially reduce waste generation through prevention, reduction, recycling and reuse.	Reducing the amount of waste generated from running the clinic	A) Reduce the amount of plastic used pr.patient by 20% B) 20% of all items used in CFC have been replaced with a sustainable / environmentally friendly alternative	Measured by the total amount of single-use plastic items used in the treatment divided by the number of patients in the year 2019	2023
12.6) Encourage companies, especially large and transnational companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle 12.6.1) Number of companies publishing sustainability reports	Contributing to SDG 12 by encouraging others to do the same by participating in the public debate.	A) By 2021 CFC have achieved compliance with ISO 26000 on sustainability B) By 2019 CFC will publish an annual status report on our CSR	Obtaining compliance with ISO 26000 in sustainable management Making an annual report on progress on CSR	2023
12.7) Promote public procurement practices that are sustainable in accordance with national policies and priorities	Making sure that our ambitions of running our clinic in a more sustainable way is supported by the materials we use.	Introducing a procurement policy and ensure that 90% of all suppliers used by CFC have a CSR policy	ambitions measured by the number of suppliers that can show a CSR policy when requested	2021
12.8) By 2030 ensure that people everywhere have the relevant information and awareness of sustainable development and lifestyles in harmony with nature	Communicate our CSR strategy and initiatives to inspire others	Ambitions: Use our CSR strategy and initiative actively in the communication about our clinic and in the contexts we work in.	Ambitions measured by the number of people that have looked at our CSR information on homepage or other social media	2022

12.5

A)

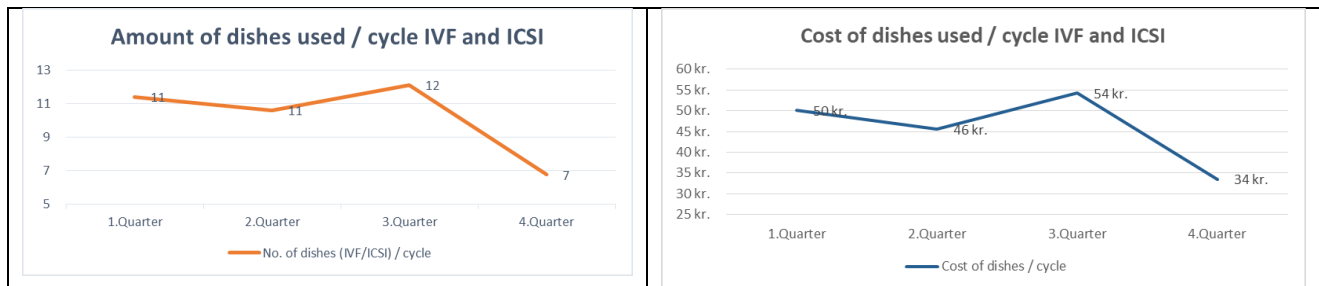
In 2019 several projects were launched aiming to reduce the amount of single use plastic at the clinic.

-Replacing the water dispenser and plastic cups with a water cooler using tap water and sustainable paper cups saved more than 9600 pieces of plastic a year.

-In the laboratory where requirements to sterility is very high and very few alternatives to single use plastic exists, the focus have been on optimizing procedures' to save plastic.

The laboratory was targeting the use of single use dishes for IVF, changed its procedures and replaced one type of dish with a lighter and less expensive alternative. This resulted in a drastic

reduction in both cost and numbers of dishes used pr. cycle. The initiative was started in the 4th quarter of 2019. Preliminary results can be seen below:



This single experiment reduce the amount of dishes used by 62% and the overall use of plastic in the lab, by approximately 6% . Also the cost per cycle was reduced.

B)

Sustainability in laboratories is still a relative new thing and by 2020 relative few modern alternatives to single use plastic utensils exist. CFC have therefore focused our effort on reducing our use of plastic and are awaiting alternatives to become available while looking into cooperation partners that will be willing to start a test program together.

12.6

A)

CFC is currently looking into the requirements and measures that must be taken in order to become 26001 certified by 2023

B)

First initial report on CSR-strategy, policy and process was published in 2nd. quarter of 2019, this is the first CSR status report for the FY. 2019

12.7

A preliminary procurement policy was introduced in 2nd. quarter of 2019, this policy will be upgraded during 2020. In 2019 44% of the suppliers used by CFC had an active CSR policy.

12.8

Currently data is not available, but since 2nd. quarter of 2019 our efforts on CSR and sustainability have been published on all the media, that we are using. Generally posts and articles containing reference to our CSR agenda and substantially have more viewers and more positive reactions than posted articles without.

Possible new SDG and projects to be started in 2020

SDG 17 partnerships for the goals.

In 2019 CFC spearheaded an effort to increase the use of so-called mild stimulation techniques (treatments known as Mild stimulation and simple IVF). This method reduces the use of medicine and thereby reduce the impact on the environment and the risk of side effects and cost for the patient. In 2020 the plan is to

increase the effort to expand the use of this technique through the International Society for Mild Approaches in Assisted Reproduction (ISMAAR) and a possible collaboration with a clinic in Malaysia.

SDG 4 Quality Education

In 2020 CFC will increase the number of students that are trained at the clinic as a contribution to a cross-organisational project known as Eugin University.

SDG 15 Life on land

In 2020 CFC is looking into the possibility of planting a tree for every baby born as a result of a treatment at our clinic.