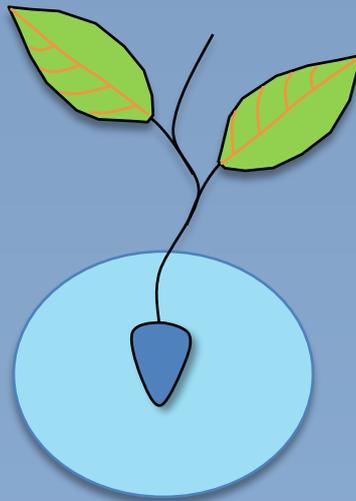


# Healthy children in a healthy world

Corporate Social Responsibility  
in Copenhagen Fertility Center  
2020

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# Copenhagen Fertility Centre yearly status on CSR and Sustainability 2020

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Introduction.....	2
SDG 3 Good health and well-being.....	3
3.7.....	3
A).....	3
B).....	3
3.7.1.....	5
a).....	5
b).....	5
SDG 5 Gender equality .....	6
5.5 And 5.6.....	6
5.6.1.....	6
5.7.....	7
SDG 12 Responsible consumption and production .....	8
12.5.....	8
12.6.....	10
12.7.....	10
12.8.....	10
Additional SDGs and projects started in 2020.....	10
SDG 17 Partnerships for the goals.....	10
SDG 4 Quality Education.....	10
SDG 15 Life on land / 13 Climate Action.....	11

## Introduction

As part of Copenhagen Fertility Center's goal of contributing to Healthy children in a healthy world by enhancing the good and minimizing the negative effects that our business has on climate and society, we continue our work with CSR and sustainability.

This report provides a status on how our work with CSR has developed in 2020 in general with particular focus on our main task, the work with UN Sustainable Development Goal (SDG) number 3, 5 and 12, outlined in the action plan from 2019.

The implementation of a CSR strategy is a learning process, and our strategy is undergoing continued 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.

Due to the COVID-19 crises, our scheduled work with CSR was put to a hold as the clinic was forced to minimize its activities. However, the old saying of "*nothing is so bad that it is not good for something*" should prove to be true ones more.

Every crisis requires you to adapt and find new solutions. We can now use the adaptations we were forced to make under COVID-19 to improve our procedures for the future. Apart from an even more efficient workflow due to the limitations in staff, here is a selection of the lessons learned that we hope to use in our future work.

### **Video calls also work for the climate:**

One of the first steps was to change our first consultation into video conference calls over the web. During the first month alone, 160 consultations were converted to video. This saved both time and transport for clinic and patients, that again resulted in savings in energy consumptions. A quick calculation shows that the climate was saved for approx. 10 tons of CO<sub>2</sub>, in the form of patients and staff driving to the clinic. That corresponds to the yearly emissions of an average Dane.

### **Maybe more comfortable**

In addition to the savings in transportation, most of the patients have also expressed that they feel more comfortable sitting at home for the first consultation. We also see that both parties (in the cases of couples) can be present more often, than when doing ordinary consultations. This also contribute to increased comfortable and reduced stress for many of the patients. Conversely, for some it may seem more stressful when they first see the clinic at the time of treatment start.

### **Reduced use of paper**

The video calls have also contributed to the final phasing out of the large amounts of paper that so far have been handed out with information for the patients. When all information is sent only by secure mail, it results in a saving of 3200 sheets of paper per month.

## SDG 3 Good health and well-being

<b>3</b> GOOD HEALTH AND WELL-BEING 	Our aim	Activity	KPI	Deadline	Task Responsible
<b>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</b>	Prevent infertility caused by diseases, lifestyle and environmental factors	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	IB
	Reducing price on treatments and side effects for people and environment.	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 IU FSH 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 2018	2022	SL
<b>3.7.1) Proportion of women of reproductive age (aged 15-49 years) who have their need for family planning satisfied with modern methods</b>	Keeping a high level of quality in treatment and capacity, within all services provided in our clinic	CFC increase the amount of patients treated in the clinic with an additional 100 patients pa. 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	EF

### 3.7

#### A)

Our results from 2020:

We had approximately 209,000 visitors reading information on our web site and reached out to 395,000 on SoMe. Not all of the interactions can be classified as an actual information about reproductive health, a qualified estimation is that 2/3 did gain a substantial level of relevant information about their fertility or was encouraged to seek this information and informed about where to find it.

#### B)

On the graphs bellow 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 2018 instead of 2015, due to inconsistency in data.

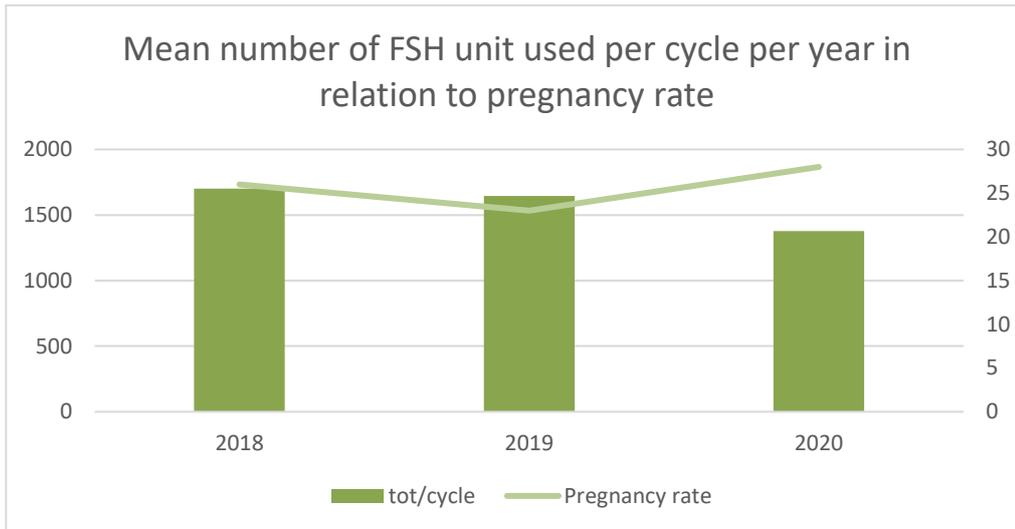


Fig. 1 graph of use of FSH per. cycle and Pregnancy rate.

The figure illustrates the use of FSH per cycle in in vitro fertilization and the corresponding pregnancy rate per cycle. The total reduction in international units of FSH is 19% from 2018 to 2020, while the changes in pregnancy rate is within the normal range.

CFC’s contribution to SDG 3.7 has the potential to become a game changer in assisted reproduction (ART) 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 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 illustrates 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 offers. The result can be seen below.

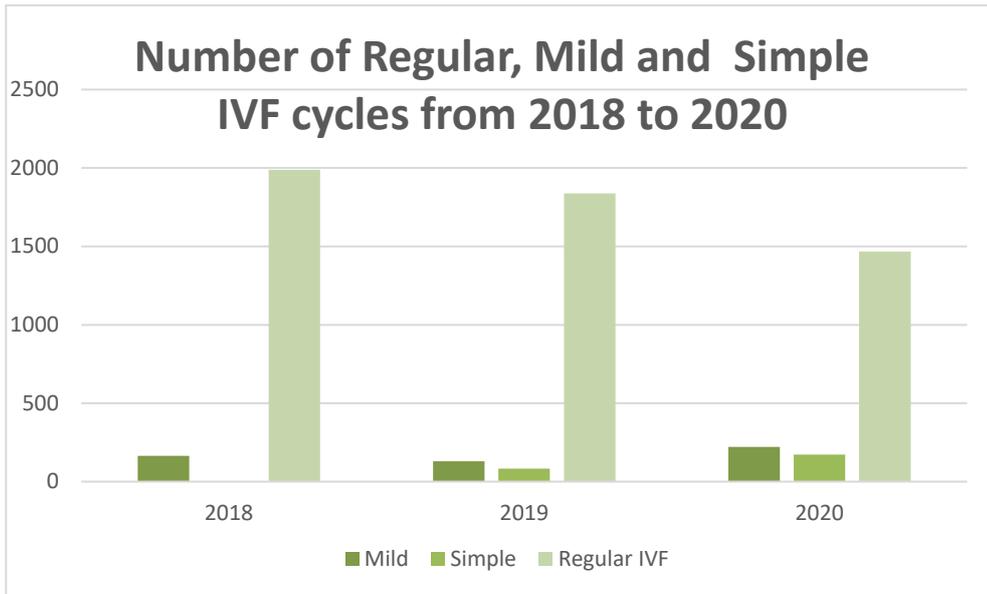


Fig. 2 chart of Number of regular, mild and simple IVF

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.

### 3.7.1

a) We raised our ambition of SDG 3.7.1 and is now seeking to help an additional 100 patients a year until the year 2023

b) The yearly survey on patient satisfaction showed that 71% were satisfied with their treatment and would recommend the clinic to others, 26% did not know and 3% would not recommend a treatment in our clinic to others. The result is showed below.



Fig 3. Chart of patient satisfaction

## 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.

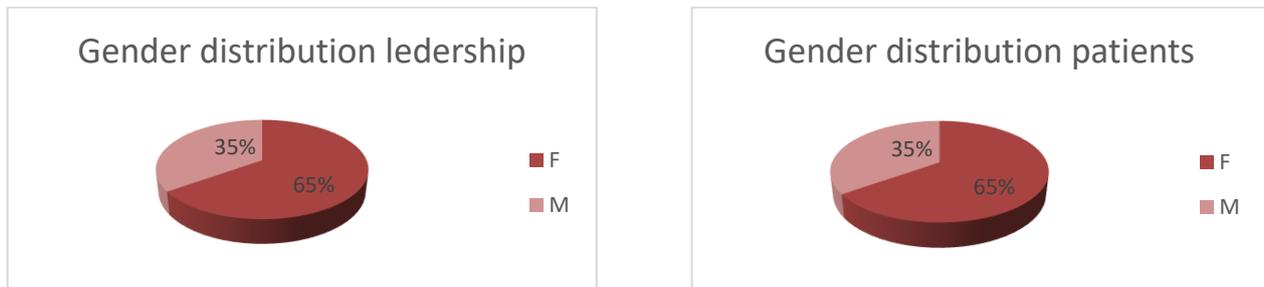
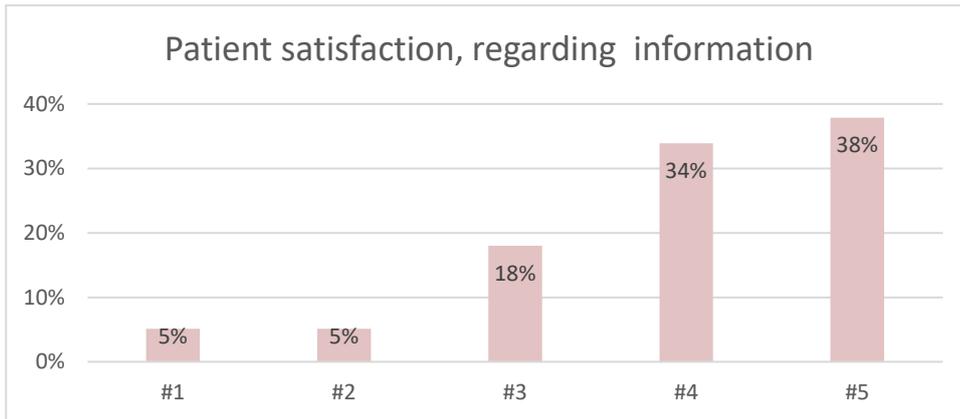


Fig. 4 gender distribution in leadership and patients

### 5.6.1

Based on the yearly survey on patient satisfaction, an average of the questions regarding the information given from doctors, nurses, midwives, and secretaries, along with the written material there is given to the patients or can be found on our homepage, was calculated. The result can be seen below.



**Fig. 5 patient satisfaction (information)**

The valuation is on a 1-5 scale where 5 is the best. As can be seen from the figure above, 72% of the patients were either satisfied or very satisfied with the information they had been given or had been able to find on our media. Our target is set to 90% satisfaction. That gives a room of 18% for improvement.

### 5.7

Due to delays caused by the outbreak of COVID-19 the development of an application for smartphone aiming at including the patients more in their treatment, was delayed. The application is expected to be fully operational in the first half of 2021.

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
<b>12.5) By 2030 substantially reduce waste generation through prevention, reduction, recycling and reuse.</b>	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
<b>12.6) Encourage companies, especially large and transnational companies to adopt sustainable practices and to integrate sustainability information into their reporting cycle</b> <b>12.6.1) Number of companies publishing sustainability reports</b>	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	Optimating complainece with ISO 26000 in sustainable management  Making an annual report on progress on CSR	2023
<b>12.7) Promote public procurement practices that are sustainable in accordance with national policies and priorities</b>	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
<b>12.8) By 2030 ensure that people everywhere have the relevant information and awareness of sustainable development and lifestyles in harmony with nature</b>	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. Some of these initiatives have been delayed due to COVID-19 while others remain on plan.

In vitro fertilization related cycles remain the most plastic intensive treatment category since it involves several procedures. It is also in this category we find the largest number of treatments in the clinic, but also where the greatest reduction in plastic consumption is taking place.

In figure 6. Below the main categories of single use plastic items used in IVF related treatments, are shown. The proportional increase in hygiene items is due to the extra safety precautions introduced under COVID-19.

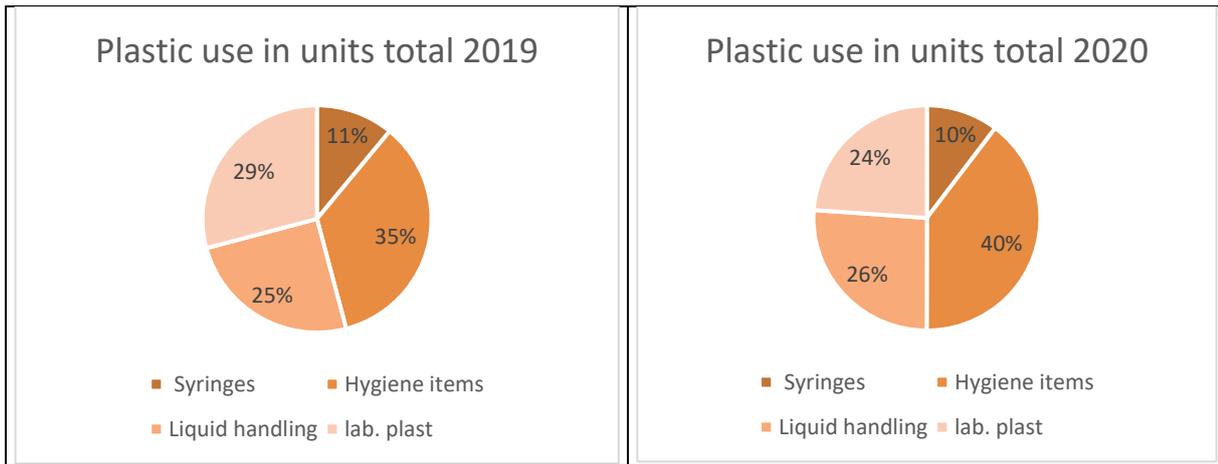


Fig. 6. Main categories of single use plastic items used in IVF related treatments

Though the proportions of different single use items used in the laboratory largely remains the same, the total amount of items used per cycle is reduced with 19% from 2019 to 2020. See figure 7 below.

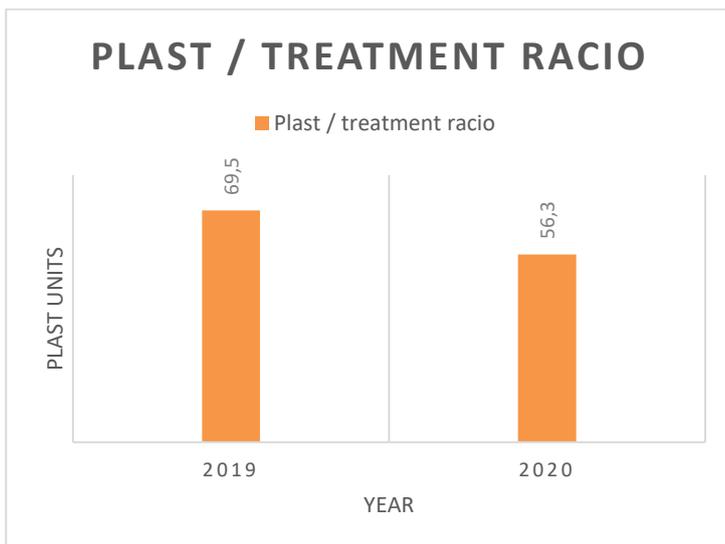


fig. 7. Single use plastic items / treatment ratio.

**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, an alternative may be to undergo SDG certification by DNV-GL. This option is also being investigated.

### B)

This 2020 report is the 2nd since the CSR project started at CFC.

## 12.7

A preliminary procurement policy was introduced in the 2nd. quarter of 2019, this policy was set to be upgraded during 2020, but this too has been delayed due to COVID-19. Below is an overview of suppliers and what information on CSR could be found on their homepage. The results are split into companies actively working with CSR and/ or climate action, companies who expressed value based missions, and companies with no public statements about social or environmental responsibilities.

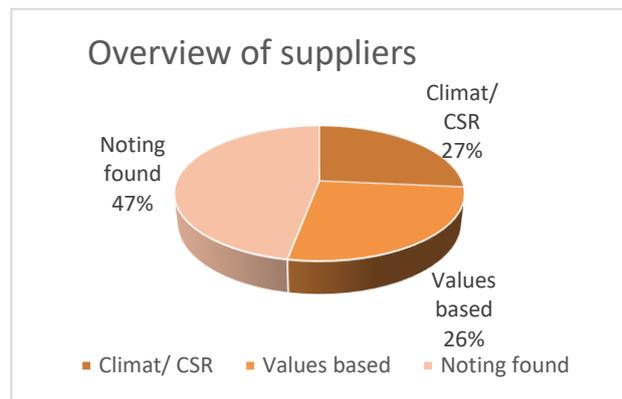


Fig. 8 percent overview of CSR amongst suppliers

## 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.

## Additional SDGs and projects started in 2020

### SDG 17 Partnerships for the goals.

In early 2020 CFC established a contact to a fertility clinic in Malaysia with the aim of introducing mild stimulation techniques (treatments known as Mild stimulation and simple IVF) in other markets. Though the contact still remains open and the clinic is very interested, the project is put on hold due to COVID-19, but is expected to resume when traveling becomes possible again. And with the use and spread of mild stimulation techniques we seek to contribute to reduce the use of medicine and thereby the impact on the environment and the risk of side effects and cost for the patient in ART treatments world wide.

### SDG 4 Quality Education

In 2020 CFC hosted three master students in the University of EUGIN master program. And we will host another two in 2021.

### SDG 15 Life on land / 13 Climate Action

In 2020 CFC initiated a new project “one baby one tree” where CFC commits to planting a tree for every child, we have helped to life in one of our clinics. The project is a collaboration with the organization TroFaCo that have specialized in carbon offsets based on tree planting. In this way there was planted 750 trees in Uganda in the beginning of 2020, based on the number of baby’s in 2019. For the year 2020 it is expected that we can plant 684 trees during 2021.



Pictures from the planting site in Uganda 2020.