



Danish Crown

Guidelines and standards for Public Affairs

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Guidelines and standards for Public Affairs

Introduction

Danish Crown plays a significant role in society – commercially as well as socially and politically.

We engage in constructive dialogue and partnerships with a wide range of stakeholders. And we seek to influence areas and issues that affect our business and take responsibility for those that are affected by our activities.

To maintain the reputation of a trustworthy company that people wish to engage with, it is crucial that we act with integrity in everything we do. That means ensuring that the way we do business is always transparent, and that the way we communicate – with politicians, organisations, authorities and other external partners – is always open and honest.

The context for our Code of Ethics

This Code of Ethics outlines the type of public affairs we typically engage in and the key principles for ethical behaviour that all members of staff must observe when acting on behalf of Danish Crown.

Danish Crown's Code of Ethics in Public Affairs is based on and in compliance with:

- UN Global Compact
- Danish Crown Code of Conduct
- Danish Crown Anti-Corruption Policy
- Danish Crown Standard for Partnerships with Research Institutions

What we get involved in

Because of our extensive experience and expertise in the food industry, we are in a position to contribute to a wide range of initiatives and to collaborate with partners and stakeholders, in ways that help change society in transformative ways. While creating positive change for national and global communities and societies, these changes can also benefit our own business.

Danish Crown is involved in a wide range of partnerships and public affairs-related initiatives. We contribute to these in many ways, for example by:

- participating in committees and advisory boards in connection with scientific projects
- contributing with various data to scientific projects
- acting as external lecturers at universities and institutions of higher education
- acting as external consultants on various research projects
- being a financial donor of and/or partner to relevant think tanks
- being an active member of relevant interest groups and organisations
- representing the business sector / food industry in public partnerships
- being an active member of various boards and networks
- reaching out to members of national parliaments and the European Parliament
- having a close dialogue with embassies, ministries, government officials, civil servants, etc.

Funds and other types of financial support

We only receive funds or other forms of financial support for specific and clearly identifiable projects. The sum must always be justified in relation to the project's purpose and impact.

Support for research projects must comply with Danish Crown's Standard for Partnerships with Research Institutions.