

Aluline

Aluline A/S is a family-owned technology company that has been in existence since 1983. They specialize in aluminum production and have close collaborations with customers in the healthcare technology, defense equipment, electronic components, and automotive industries. The company always strives to create the best solutions for their customers, achieved through their advanced robotic production technology.

CASE: Aluline is a company in transition with a significant growth strategy, and they have an urgent need for ESG (Environmental, Social, and Governance) reporting. This includes a focus on the CO2 footprint in terms of operational emissions and emissions associated with individual components. The company aims to have a specific reporting tool that they can use in their future communication strategy.

OVERVIEW

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| Company | Aluline A/S |
| Location | Stengårdsvej 22, 4340 Tølløse |
| Contact person | Rasmus Andreas Andrup: CEO |

COMPANY PROFILE

Aluline A/S is a family-owned company that has been in existence since 1983. The company is partially owner-managed today, as in early 2023, they chose to bring in an external CEO to initiate a major transformation process aimed at achieving strategic growth over the coming years. The organization comprises a total of 100 dedicated employees.

Aluline A/S operates in the technology sector, specializing in the processing and surface treatment of aluminum. They function as subcontractors to their customers, often through close and strategic partnerships characterized by long-term relationships with a focus on advisory and knowledge sharing. Aluline handles all value-adding processes in-house, from raw materials to fully finished products for their customers.

Their typical customers are leading companies in their respective fields, and they are primarily divided into four main groups: medical, defense, electronic components, and the automotive industry. These customers require precise machining with high-quality standards, resulting in tight tolerances.

Aluline's production primarily consists of CNC machining, supported by cobots, which are "collaborative robots" that feed materials and components to the machines. Following machining, components often undergo surface treatment, which takes place in a fully automated and state-of-the-art anodizing facility.

CASE DESCRIPTION

Aluline A/S is facing significant challenges in light of the new ESG (Environmental, Social, and Governance) reporting requirements, as the company will fall under scope 2 as defined by their customers. These requirements go beyond mere compliance with legal obligations. They serve

as a catalyst for the company's ambition to enhance its sustainability and environmental responsibility.

The company aims to map out and create an overview of the EU regulations pertaining to ESG that should be included in their future reporting. They also seek to identify areas to focus on in order to meet ESG reporting requirements. This encompasses ESG metrics and calculation methods, as well as setting targets for ESG metrics. The team's task involves identifying and qualifying all sources of greenhouse gas emissions in Aluline's operations, including energy consumption, transportation, production, and the supply chain.

In addition, it's necessary to map the carbon footprint down to the individual components in Aluline's product portfolio. This will enable Aluline to offer their customers a comprehensive CO2 reporting on a specific component when initiating new collaborations or for their existing portfolio. Such reporting would be a powerful tool in Aluline's future positioning.

Aluline also wishes to conduct a study on relevant reporting tools and methods that the company should use to calculate and present their CO2 footprint at both the component and company levels. This includes options such as Carbon Accounting Software, Carbon Footprint Calculators, ISO standards, and industry-specific tools. The reporting tool should ideally be a scalable plug-in model that can be used to calculate the CO2 footprint for all components, both current and future.

Aluline is also interested in exploring ways to use the new reporting tool as part of a communication strategy to market the company's "good story." This may involve customizing communication for different target audiences and utilizing relevant channels such as annual reports, press releases, social media, and more.

The company is looking for a team that can help shed light on and investigate Aluline's carbon footprint, as well as how they can report and communicate their upcoming climate impact. This could involve strategies to highlight their environmental efforts and achievements to stakeholders and the public.

TASK AND EXPECTATIONS

0. Phase: Onboarding and calibration of the project

- 0.1 Onboarding to the company, their vision, values, current strategy, and a general overview of the market and industry in which they operate.
- 0.2 Conduct an alignment of expectations with the team, including the frequency of feedback and collaboration.
- 0.3 Provide an in-depth introduction to the challenges of the case and the desired outcome for the company.
- 0.4 Review the specific tasks of the case and qualify the different phases, prioritizing tasks based on their importance.
- 0.5 Define roles and responsibilities within the team, so that internally, everyone knows who is responsible for which tasks/areas.

0.6 The above points and the alignment of expectations are to be filled out in collaboration with the company in the onboarding document.

1. Phase: Mapping and identification of environmental requirements and regulations within ESG (Environmental, Social, and Governance) that Aluline should adhere to in order to meet ESG reporting, with a primary focus on "E" (Environment).

- 1.1 Map and compile an overview of EU regulations within ESG, as well as the aspects Aluline should focus on in order to meet ESG reporting. The company wishes to address, among other things:
 - 1.1.1 ESG metrics and calculation methods.
 - 1.1.2 Establishment of targets for ESG metrics
- 1.2 Identify and qualify all sources of greenhouse gas emissions in Aluline's operations. These sources could include:
 - 1.2.1 Energy consumption
 - 1.2.2 Transportation
 - 1.2.3 Production
 - 1.2.4 The supply chain
- 1.3 Map the carbon footprint of Aluline's components based on their lifecycle. (Start with 3-5 components. Coordinate with Rasmus on which ones to select.)
 - 1.3.1 Identify all phases in the product's lifecycle, including raw material emissions, production, transportation, use, and disposal.
 - 1.3.2 Collect data on CO2 emissions. This may include direct emissions from processes and indirect emissions from energy consumption, materials, and transportation
 - 1.3.3 Compile a list of all aspects Aluline should focus on in their future reporting.
- 1.4 Investigate which relevant tools and methods Aluline should use to calculate their CO2 footprint. This includes both operational sources and the individual components Aluline produces. Examples of these could be:
 - 1.4.1 Carbon Accounting Software
 - 1.4.2 Carbon Footprint Calculators
 - 1.4.3 ISO-standards
 - 1.4.4 Industry specific-tools
 - 1.4.5 Excel
- 1.5 Ensure that all your findings are documented during the process, which can be presented to the management during the weekly check-in.

2. Phase: Calculating the Carbon Footprint and Developing Reporting Tools

- 2.1 Based on the insights from Phase 1, determine the strategy to calculate Aluline's carbon footprint. Coordinate with the management before execution.
- 2.2 Design a reporting tool that can display the operational CO2 footprint that Aluline emits in a year.
- 2.3 Create a reporting tool that can show the carbon footprint of 3-5 selected components from Phase 1. (Components that undergo different processes in the company.)



- 2.4 How can the knowledge and data collected from Phase 1 be used to develop a future plug-in model? The purpose of the model is to make it scalable, so it can be used for all components that Aluline produces.

3. Phase: REPORTING TOOL AS A COMMUNICATION STRATEGY

- 3.1 How can Aluline use the new reporting tool as part of their marketing strategy?
- 3.1.1 Adapt the communication to different target audiences and use the relevant communication channels. These may include annual reports, press releases, social media, and conferences, among others.
- 3.1.2 Use storytelling to illustrate Aluline's journey towards sustainability and CO2 reduction. Discuss with the management whether new platforms such as a LinkedIn page can be used for this purpose.
- 3.2 How can an internal culture be best fostered within Aluline, where sustainability and ESG values are an integral part of the company's mission and decision-making?
- 3.3 Compare Aluline's carbon footprint with industry standards or competitors' performance to demonstrate how they position themselves compared to other players in the market.
- 3.4 Consider how Aluline can reduce their carbon footprint in the future. These goals should be realistic and time-bound. If significant investments are involved, it's advisable to calculate the ROI (return on investment) and conduct a CBA (cost-benefit analysis)

OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

- ✓ A ready-made reporting tool
- ✓ A communication strategy that can strengthen their future ESG efforts

RELEVANT AREAS OF COMPETENCE

- ✓ Analytical approach
- ✓ Marketing and branding
- ✓ You are data-driven and love working with data
- ✓ Experience and knowledge of ESG reporting
- ✓ Technical understanding
- ✓ Business understanding
- ✓ A project manager

TALENT PROFILE

As a talent at Aluline, you will experience a work culture characterized by freedom and self-leadership. The company allows you to take responsibility for your tasks. Aluline conducts business with a proactive approach and encourages you to be active and proactive in your work.



LEAD THE
TALENT

During the internship, as a talent, you will need to participate in regular meetings with the management to ensure close collaboration and timely progress. Aluline is continually undergoing changes, and they prefer that you are open to adapting to an agile work environment.

The organization consists of employees from diverse backgrounds, which provides a wide range of competencies and functions. There is always a lot going on, and, therefore, you need to navigate a busy everyday schedule and understand the pace to gather the necessary data and assistance from a variety of resources. Being outgoing and proactive is an advantage, but it's also essential to be an integral part of the work environment and have a daily presence at Aluline.

The company focuses on a good working environment, and there is a positive atmosphere and a flat structure in communication where everyone's opinion matters. You will encounter highly dedicated employees with extensive tenure, willing to go the extra mile for the company and help each other.

A conducive office environment will be provided for the 'Lead the Talent' team, where they can immerse themselves and work in peace and quiet in adjoining rooms to the rest of the office team.

The management expects short daily status meetings initially to ensure the best possible start on the project and a slightly longer weekly meeting to recap and align expectations for the upcoming week. Depending on the project phase, there may be opportunities for remote work (analytical phase), but you should expect to have your daily presence at Aluline to achieve the greatest success with the project and personal development.

