



HEDESELSKABET

Green innovation since 1866



Patron for Hedeselskabet
Her Majesty
Queen Margrethe II of Denmark

4



HEDESELSKABET ANNO 2019
Hedeselskabet develops and delivers solutions for nature management, environmental improvement and climate adaptation.



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BUSINESS
Common for Hedeselskabet's business activities is that they contribute to our objective of developing, utilising and protecting nature.



8

GREEN INNOVATION
Common for Hedeselskabet's business activities is that they contribute to our objective of developing, utilising and protecting nature.



18

CLIMATE FOREST
The forest is an important part of Hedeselskabet's DNA. We have planted and owned forest since the foundation of Hedeselskabet in 1866.



10

ASSOCIATION
The Association has 2,700 members that have an interest in the utilisation and protection of nature and the countryside.



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HISTORY OF HEDESELSKABET
Developments from Hedeselskabet's foundation in 1866 up to the present day.



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Hedeselskabet works with the long-term development, utilisation and protection of nature. We disseminate our knowledge between practitioners and experts, and we award funds to projects that lie within the scope of Hedeselskabet's objects clause. We are a value-based and attractive employer that creates green innovation and develops and delivers solutions, primarily in land management, environmental improvement and climate adaptation.



HEDESELSKABET ANNO 2019

The foundation of Hedeselskabet stretches back more than 150 years. We have been making our mark on the Danish landscape since 1866, when a group of visionaries led by E. M. Dalgas took the initiative to found the association of Hedeselskabet to help heathland farmers turn the heaths into fertile farmland and establish planted areas.

Today, Hedeselskabet develops and delivers solutions for nature management, environmental improvement and climate adaptation. We also create sustainable solutions within the bioeconomy.

Hedeselskabet does not have any shareholders or owners that receive dividends. Instead, we use a percentage of our profits to develop the business and the association. Every year, Hedeselskabet donates funds to both nationwide and local initiatives that contribute to the utilisation and protection of nature, in addition to which we invest in the development of projects that promote green innovation.

1,697

Net turnover in DKK million

45

Annual results in DKK million

973

Equity capital in DKK million

63%

Solvency ratio



SUSTAINABLE PROTEIN

Hedeselskabet works with mussel farming as an effective means in the fight against nitrogen discharge in Danish waters and develops protein for foodstuffs and animal feed.

PLANTING AND LANDSCAPING

We have years of experience in all types of planting in open areas, such as energy crops, shelter belts, etc. We also handle engineering and renovation work, such as green and grey landscape gardening, playgrounds, etc.



FOREST MANAGEMENT AND SALE OF WOOD CHIP, RAW WOOD, ETC.

We handle everything from forest management to trade in raw wood and wood chip as well as forest investments.



NATURE PRESERVATION, COAST PROTECTION, CLIMATE PROOFING, ETC.

We handle all types of nature projects for local companies and other authorities, such as coast protection, climate proofing, nature rehabilitation or care jobs in lakes, waterways, meadows, marshes, moors, etc.

RENEWABLE ENERGY

We operate renewable energy plants based on gas recovery in Poland.



FOREST OWNERSHIP

We have planted and owned forest since 1866. In Denmark, the Baltic States and France, Hedeselskabet is an active forest owner.



CHRISTMAS TREES, GREENERY AND FOREST EQUIPMENT

We purchase and produce Christmas trees and greenery for sale on the European market and supply all types of equipment to Christmas tree producers, nurseries, landscape gardeners, etc.



REUSE OF RESIDUAL PRODUCTS

Our business unit for the reuse of residual products is Denmark's leading operator when it comes to handling and utilising residual products for agricultural purposes, feed, etc.



BUSINESS

Hedeselskabet develops and delivers solutions for nature management, environmental improvement and climate adaptation. We also create sustainable solutions within the bioeconomy.

Through investments, strategic partnerships and business development, we constantly develop new, scalable business areas, business models and business services that contribute to the strengthening of our business activities.

Common for the business activities in which we are involved is that they are related to our core competencies and contribute to our objective of developing, utilising and protecting nature.

Our history and experience provide a solid foundation for our business. We supplement this with a high level of competence and focus on innovation and digitisation.

In order to give our customers new opportunities and help them prioritise their resources we offer a range of digital solutions including IoT solutions with sensors, drone service and digitalisation of data.



GREEN INNOVATION

Innovation is crucial for growth and in order to find solutions to current and future challenges facing society. At Hedeselskabet, we support both short-term and long-term business development and innovation.

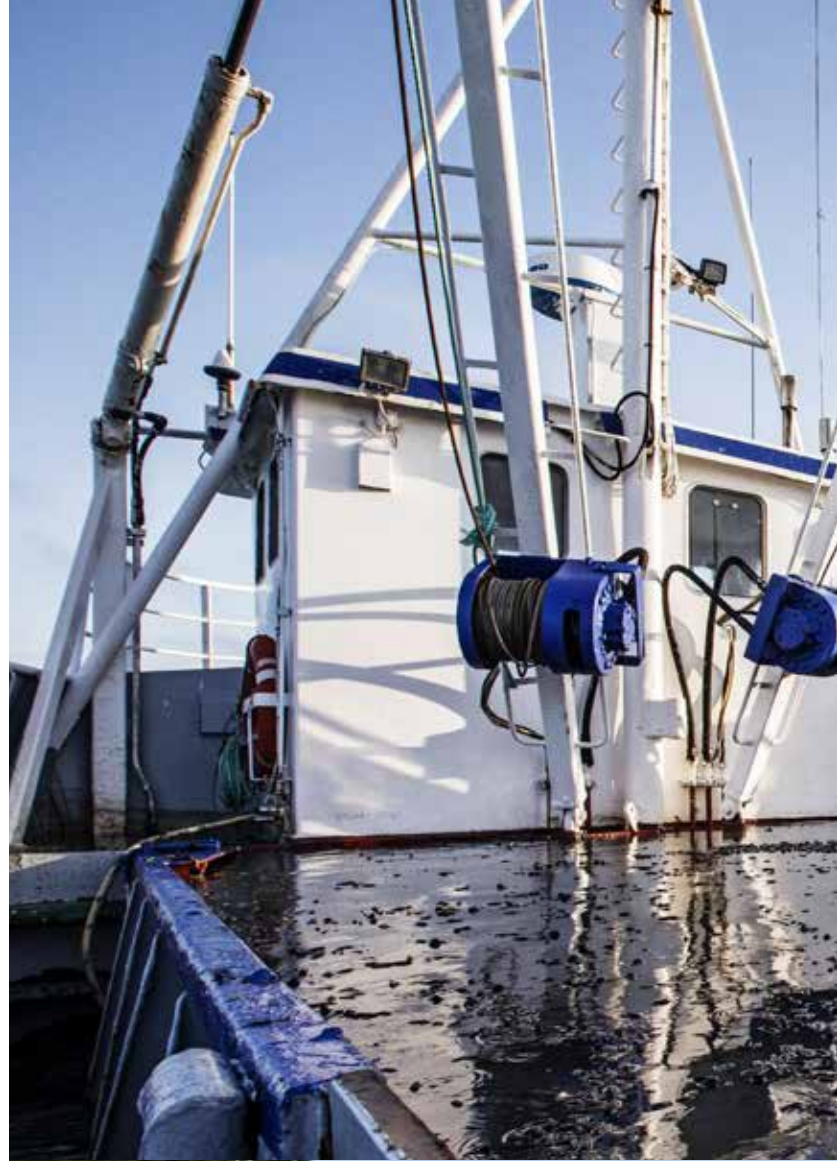
We use some of the profits from our business activities to support projects with a commercial aim that have the potential to make a difference in terms of the utilisation and protection of nature and the countryside.

We develop a range of innovation projects with business perspectives, e.g. within the circular bioeconomy and digitalisation. The projects can contribute to multi-dimensional result creation in Hedeselskabet, i.e. contribute to making a difference to nature, the environment and to the people who are involved in these areas.

Innovation in the short term takes place out in the business units and is primarily based on the wishes and needs of the customers. Hedeselskabet's business units are geared to developing new business ideas and products so that customers can be sure of innovative and individually adapted solutions.

Some of our innovation projects can be risky, complex and long-term affairs. They may also be designed to identify the potential for collaboration across stakeholders and organisations with a view to exploiting synergies to develop fresh solutions to the challenges facing customers and the outside world.

At Hedeselskabet, we exploit the latest research and knowledge. Furthermore, we help to promote dialogue with researchers within the areas in which we operate.





DIGITAL SOLUTIONS

In order to provide our customers with new opportunities and help them ensure an optimum spending of their resources we offer a range of digital solutions, including Internet of Things (IoT) solutions, drone technology and digitisation of data.

We have developed IoT sensors which can be used to monitor and provide relevant data such as water levels, overflows, soil moisture, road temperatures for e.g. optimisation of winter service and people counting sensors which provide knowledge on traffic at the exact spots needed. This knowledge can be used to plan maintenance of path, tracks, benches, trash bins and much more.

We use drone technology in several tasks, including forest inspection, land surveying, monitoring of watercourses and when inspecting properties.



CIRCULAR BIOECONOMY

The global challenges call for sustainable and circular solutions. At Hedeselskabet, we invest in circular and bioeconomic initiatives.

We have our own environmental centre for the treatment and processing of waste products such as e.g. sludge, citrus fruit peel and the remains of salmon. We ensure that the waste products are reused as valuable biofertiliser on fields, useful animal feed or as effective fuel in biogas plants.

During a period of two years Hedeselskabet tested mussel farming in the Limfjord with such promising results that the project has evolved from innovation to commercial success. In 2018, we established a large-scale mussel farm. Hedeselskabet works with mussel farming as an effective means in the fight against nitrogen discharge in Danish waters and develops protein for foodstuffs and animal feed.





ASSOCIATION

Hedeselskabet's association is a strong community of interests that is made up of an extensive circle of professionals, decision-makers, students and others with an interest in nature, the environment and energy.

Dissemination, knowledge-sharing and dialogue with the members and other stakeholders are the key focal points for the association and are realised via various digital platforms and through events for the members.

Hedeselskabet's association has a tradition of awarding funds to major and minor projects with focus on nature and the environment. Members can contribute to the development of the local environment of which they are a part by applying for funds from the members' pool. These funds are used to support projects that are based on local efforts.

Each year, Hedeselskabet also manages and awards scholarships to students seeking knowledge abroad or to others who are otherwise looking to make a difference within nature, environment and energy.

250,000 danish kroners

Hedeselskabet supports and encourages its members' involvement in their local community by awarding 10 x 25,000 Danish kroners annually via the members' pool.

120,000 danish kroners

Each year, Hedeselskabet manages and awards scholarships to students seeking knowledge abroad within nature management, environmental improvement and climate adaptation.

2,700 members

A member of Hedeselskabet becomes part of a strong and professional community with interest in utilisation and protection of nature.

60 seats in the Committee of Representatives

The Committee of Representatives is Hedeselskabet's highest authority, and the majority of the 60 seats are directly elected by and from the members.

10 annual member events

The 10 annual member events engender professional knowledge and give members the opportunity to network and share knowledge with like-minded people.



BECOME A MEMBER

—
Become part of a strong
and professional community
for only 200.00 Danish
kroner/year.

CORPORATE SOCIAL RESPONSIBILITY

Hedeskabet's work with Corporate Social Responsibility involves selected elements of UN's 17 Sustainable Development Goals because we wish to make a difference and because these goals tally well with Hedeskabet's objects clause. Our work revolves around the following goals:



Afforestation plays an important role in sustaining water resources and protecting the groundwater. By planting trees in collaboration with waterworks and water supply companies we contribute to safeguard current and future drinking water supplies.



Through several of our business segments, we contribute to creating green public spaces and enhancing urban planning. Via our members' pool and projects that are awarded funding, we support initiatives that make green spaces accessible and create the settings for an attractive local community for the benefit of many.



Our work focuses on a circular economy, amongst other things by recycling waste and by-products that are then reused as fertiliser, animal feed or fuel. The gas recovered from our renewable energy plants in Poland is used to produce electricity and heat.



We develop and deliver climate adaptation solutions such as coast protection and climate proofing. Our forests absorb and bind CO₂ and our renewable energy plants in Poland help to prevent methane from seeping out into the atmosphere.



We work with farming of mussels as an effective means of dealing with nitrogen emissions from both agriculture and urban society. In addition, we use mussels to clean water in harbours of microalgae and bacteria and as sustainable protein for consumption and animal food.



Since 1866, Hedeselskabet has been involved in afforestation, establishment of plantations and the sustainable management of forests. We focus on ensuring conservation, reestablishment and sustainable use of ecosystems on land and on limiting the loss of natural habitats and biodiversity.

ORGANISATION

The Committee of Representatives is Hedeselskabet's highest authority, and the majority of the 60 seats are directly elected by and from the members. The Committee of Representatives elects the Executive Committee, which, in consultation with Hedeselskabet's management, lays down the development of the association.

COMMITTEE OF REPRESENTATIVES

August 2020

Elected by the members of Hedeselskabet

Lone Andersen
 Henrik Bach
 Ulrik I. Bernhoft
 Henrik Bertelsen
 Henrik Bindselev
 Anders Bjørnshave-Hansen
 Benny Ravn Bonde
 Per Bonefeld
 Birgitte Brinch Madsen
 Bolette van Ingen Bro
 Niels Jørgen Bønløkke
 Peder B. Corneliussen
 Claus de Neergaard
 Kim Enemark
 Henrik Fabienke
 Lone Færch
 Louise Gade
 Peter Gæmelke
 Mogens Højholt Hansen
 Nicolai Hansen
 Andreas Hastrup
 Henrik Herold
 Hans Peter Hjerl
 Lars Erik Hornemann
 Torben Huss
 Henrik Høegh
 Jesper Høstgaard-Jensen
 Niels Juhl Bundgaard Jensen
 Jørgen Graulund Jørgensen
 Svend Aage Linde
 Henning Lorentzen
 Peter Melchior

Lars Peter Nielsen
 John Nielsen
 Berith Nissen
 Janus Skak Olufsen
 Stig Pastwa
 Niels Jørgen Pedersen
 Henrik Petersen
 Ulla Röttger
 Birger H. Schütte
 Henrik Seiger
 Ejnar Thomsen
 Søren Schmidt Thomsen
 Carl Boisen Thøgersen
 Dorrit Vanglo
 Steen Neuchs Vedel
 Klavs Krieger von Lowzow

Elected by the Committee of Representatives

Mai Louise Agerskov
 Frants Bernstorff-Gyldensteen
 Arne Frandsen
 Niels Hedegaard Kragh
 Christian Ditlev Lüttichau
 Tina Moe
 Norbert F. V. Ravnsbæk
 Jørgen Skeel

Appointed by the Danish Agriculture & Food Council

Jens Ejner Christensen
 Torben Hansen
 Kurt Mølgaard Jørgensen
 Anette Klausen

HONORARY MEMBERS

Christian Sørensen
 Oluf Krieger von Lowzow
 Frants Bernstorff-Gyldensteen
 Peder Thomsen

EXECUTIVE COMMITTEE

Jørgen Skeel

Chairman of the board since 2019
Board member since 2012
Landowner, Birkelse Gods

Dorrit Vanglo

Vice chairman since 2019
Board member since 2016
CEO, LD Pensions

Janus Skak Olufsen

Board member since 2019
Chairman, the Committee of Representatives since 2019
Lawyer and partner, DAHL Law Firm
Landowner, Quistrup Gods

Bolette van Ingen Bro

Board member since 2016
Owner and CEO, Navigators and Danish Clusters/Cluster Excellence Denmark

Henrik Høegh

Board member since 2019
Farmer and Deputy Mayor, Lolland Municipality

Steen Neuchs Vedel

Board member since 2020
CEO, I/S Vestforbrænding

Poul-Erik Nielsen

Employee-elected board member since 2011
Service gardener

Karen Margrethe Jacobsen

Employee-elected board member since 2019
Group leader, debtor, creditor, scan and finance function

Morten Kjølhede Møller

Employee-elected board member since 2019
Chief Accountant

MANAGEMENT COMMITTEES

Torben Friis Lange

CEO

Bent Simonsen

CFO

Audit and Risk Management Committee

Dorrit Vanglo (chairman)
Jørgen Skeel
Steen Neuchs Vedel

Nomination Committee

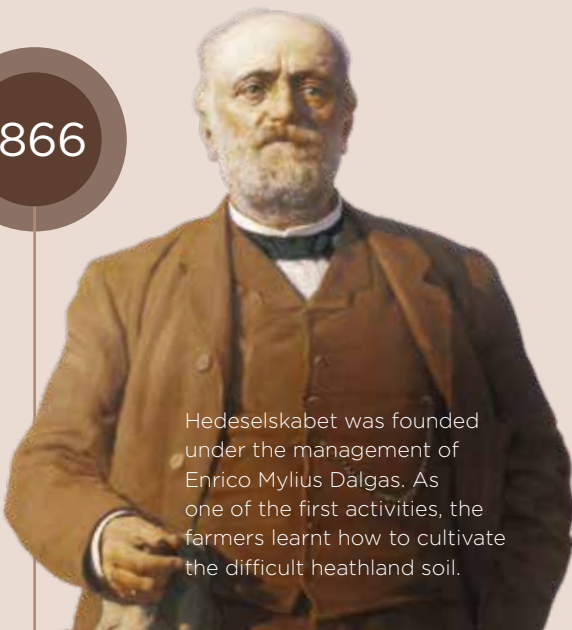
Jørgen Skeel (chairman)
Janus Skak Olufsen
Mai Louise Agerskov
(Committee of Representatives)

Members Committee

Janus Skak Olufsen (chairman)
Bolette van Ingen Bro
John Nielsen (Committee of Representatives)

THE HISTORY OF HEDESELSKABET

1866



Hedeselskabet was founded under the management of Enrico Mylius Dalgas. As one of the first activities, the farmers learnt how to cultivate the difficult heathland soil.

1880

At the end of the 1880s, Hedeselskabet began surveying the country's bogs with the aim of utilising them for growing crops or digging peat.

1867

Hedeselskabet supported the creation of meadow irrigation companies.

1930



Bog cultivation, peat production and marling were increased during the financial crisis. 'The Flying Corps' was established, whereby unemployed youngsters established shelter belts and plantations.

Since its foundation in 1866, Hedeselskabet has been involved in the areas of land, water and forest. Thanks to new working methods, greater demands on the part of society and new technology, these professional areas have developed. Today, more than 150 years

later, Hedeselskabet is a financially robust and responsible association, which retains its focus on its original core competencies, in addition to innovation, digitisation, technologically-supported professional competency and value creation.

1960



The first coniferous shelter belts, which were not particularly robust, were replaced by several rows of deciduous belts.

2004

Forest and landscape activities were hived off into an independent subsidiary, HedeDanmark a/s.

2018

Mussel farming is an effective weapon in the fight against nitrogen emissions. Through Blå Biomasse A/S, Hedeselskabet is establishing large-scale mussel farming in the Limfjord.

1970

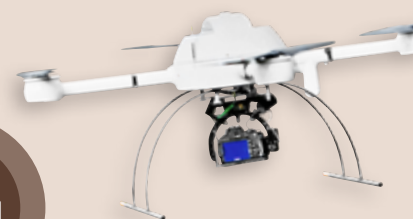


Wide-ranging efforts in the environmental field were implemented at this time and subsequently developed into a number of projects within the environmental field - and more recently climate adaptation.

2016

Hedeselskabet contributes to the establishment of an aquatic forest at Brylle Vandskov. It is the first time a private operator and a water company have collaborated on a major project to plant forest and protect the groundwater.

I dag



CLIMATE FORESTS

Forest is an important part of Hedeselskabet's DNA. We have planted and owned forest since the foundation of Hedeselskabet in 1866.

Today, we know that it is crucial in terms of our future to plant more forest than we fell. The forest is one of nature's most important tools to absorb and bind CO₂ from the atmosphere.

With our current ownership of approx. 9,000 hectares, Hedeselskabet has built up a forest "warehouse" which binds approx. 1,000,000 tons of CO₂.

Our goal is to facilitate planting of new climate forest and ensure that more than 30,000 hectares of new forest will be planted in Denmark by 2030.

To Hedeselskabet, forest is a well-managed business, but it also represents a chance to make a difference to the environment.

We offer private companies or organisations to become climate partners either by owning or co-owning forest or by becoming a sponsor of new forests.



Hedeselskabet

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hedeselskabet.dk

CVR No. 42344613
Founded on 28 March 1866
Registered office: Viborg

Photo

HedeDanmark, Best Production,
Peter Clausen, Bent Wiklund.

Objects clause

Hedeselskabet ensures that the enterprise operates at a high ethical, professional and profitable level with respect to natural amenities and natural resources in Denmark and abroad.

Hedeselskabet also works actively to improve living conditions, primarily in rural areas, and to exploit natural resources for the benefit of society through research, development and dissemination within nature, environment and energy.

Hedeselskabet can build, acquire, establish and operate real property or business enterprises within the scope of Hedeselskabet's objects clause and in such a way that Hedeselskabet's enterprises are operated in corporate form with limited liability.



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Green innovation since 1866