

Policy

Our tangible and intangible assets



Approved by the Board of Directors of Vår Energi AS on June 25th, 2020



vår energi

1	TANGIBLE AND INTANGIBLE ASSETS	3
2	INDUSTRIAL CAPITAL.....	4
3	FINANCIAL CAPITAL.....	5
4	RELATIONAL CAPITAL AND REPUTATION	6
5	THE BRAND.....	7
6	KNOW HOW	8
7	ORGANISATIONAL CAPITAL	9
8	INTELLECTUAL PROPERTY.....	10

Human capital is dealt with
in the Policy entitled "Our people"



1 TANGIBLE AND INTANGIBLE ASSETS

1 TANGIBLE AND INTANGIBLE ASSETS

THE COMPANY'S SUCCESS RELIES UPON THE QUALITY AND VALUE OF ITS RESOURCES, WHICH ARE MADE UP OF MATERIAL AND IMMATERIAL ASSETS, THAT ARE FUNDAMENTAL TO CONSTRUCT AND DEFEND THE COMPANY'S COMPETITIVE ADVANTAGE.

Vår Energi manages and enhances its assets, in order to carry out its strategic objectives.

Vår Energi identifies material and immaterial assets that are able to generate a greater value, and leads its actions and investments in that direction.

Vår Energi is committed to collect and elaborate information that is aimed at measuring the results obtained through the use of assets, in terms of company growth and of value created for its stakeholders.



2 INDUSTRIAL CAPITAL

INDUSTRIAL CAPITAL IS COMPOSED OF ALL MATERIAL ASSETS THAT SERVE AS MEANS TO THE COMPANY'S BUSINESS PERFORMANCE. ITS SAFEGUARD AND ITS ENHANCEMENT ARE BOTH ELEMENTS OF PRIMARY IMPORTANCE, IN ORDER TO KEEP GROWING AND DEVELOPING.

Vår Energi analyses the life cycle of its industrial capital and its production characteristics, in order to identify the interventions that can maximise its value and productivity, safeguarding, at the same time, health, safety and the environment.

Vår Energi identifies the risks connected to industrial capital and defines plans and procedures, in order to mitigate them, guaranteeing at the same time, continuity in business activity.

Vår Energi promotes, among its people and partners, the safeguard of industrial capital and its correct and responsible use.



3 FINANCIAL CAPITAL

FINANCIAL CAPITAL PROVIDES, TO THE COMPANY'S DIFFERENT BUSINESS SECTORS, THE NECESSARY FUNDS FOR NECESSITIES CONNECTED TO CURRENT ACTIVITIES AND INVESTMENT PLANS, FOR FUTURE DEVELOPMENT. ITS CORRECT MANAGEMENT SIMPLIFIES THE EXECUTION OF VÅR ENERGI'S BUSINESS.

Vår Energi administrates its financial capital and communicates with its stakeholders, in accordance with transparency, timeliness and safety principles, observing current laws and regulations and the market's best practices.

Vår Energi equips itself with organisational structures and with company procedures that are necessary to guarantee the monitoring of its financial operations, and to provide an excellent service to its different business sectors.

Vår Energi identifies and monitors the access to systems managing financial capital and to confidential information.

Vår Energi safeguards its financial capital, through the identification of risks, of relevant mitigation strategies and hedging instruments, the implementation of operational management procedures and the creation of measurement, control and reporting system.



4 RELATIONAL CAPITAL AND REPUTATION

4 RELATIONAL CAPITAL AND REPUTATION

RELATIONAL CAPITAL IS COMPOSED OF THE TOTALITY AND QUALITY OF RELATIONS, THAT VÅR ENERGI HAS ESTABLISHED WITH ITS PEOPLE, ITS PARTNERS AND ALL OF ITS STAKEHOLDERS. RELATIONAL CAPITAL IS CONSIDERED BY VÅR ENERGI AN INVALUABLE RESOURCE. RELATIONS THAT ARE ENDURING AND SUCCESSFUL STRENGTHEN VÅR ENERGI'S REPUTATION, WHICH REPRESENTS THE SOCIAL CONSIDERATION AND MEMORY THAT STAKEHOLDERS HAVE OF THE COMPANY AND ITS ACTIVITIES, AND WHICH IS A FUNCTION OF ITS HISTORY, OF ITS BEHAVIOURS AND OF THE RESULTS ACHIEVED.

Vår Energi considers the consolidated relationship with its stakeholders, which is based on trust, engagement and on sharing the same values, a fundamental component of its reputation.

Vår Energi adopts behaviours of the highest level, actively increasing its relational capital and its reputation.

Vår Energi thinks that relational capital and a good reputation are both key factors for the creation of long-term value, and carries out the most appropriate actions to safeguard and enhance them.

Vår Energi identifies as key factors of its reputation its values, sustainability leadership, culture, cooperation attitude, disposition towards innovation and change, trustworthy and prompt financial reports, efficiency of productive and organisational processes and compliance with current laws and regulation.

Vår Energi is committed to safeguard its relational capital and reputation, taking into account the expectations of the stakeholders and representing the company's activities in a transparent manner.

Vår Energi spreads, among its people and partners, its ethical and social values and its respect for the environment, health and safety, and undertakes to safeguard the above mentioned standards of behaviour, preventing actions that could be potentially damaging for its reputation.



5 THE BRAND

THE BRAND REPRESENTS VÅR ENERGI'S IDENTITY, ITS DISTINCTIVE SIGN, ITS SIGNATURE: IT COMMUNICATES ITS VALUES, IT TELLS ITS HISTORY, IT OUTLINES ITS FUTURE, GROWTH AND EVOLUTION, THOUGH MAINTAINING SOLID CONNECTIONS WITH THE PAST. THE BRAND'S STRENGTH IS IN THE COMPANY'S REPUTATION.

Vår Energi respects and safeguards the identity of its brand and is committed to reproduce it in conformity with its standards.

Vår Energi is committed to use the brand in accordance with its mission and to always associate it to activities and events that are in line with its values and ethical code.

Vår Energi uses its brand to communicate, promote and share its values of dynamism, fairness, openness and integration, with its stakeholders.

Vår Energi promotes, among its people, attitudes that are coherent with the values that are represented by its brand, in order to defend its symbolic value, as well as its economic one.

Vår Energi is committed to preserve its brand's economic value, contrasting improper or unauthorised use.



6 KNOW HOW

THE WHOLE KNOWLEDGE, DISTINCTIVE SKILLS AND EXPERIENCES OF VÅR ENERGI'S PEOPLE CONSTITUTE AN IRREPLACEABLE SOURCE OF COMPETITIVE ADVANTAGE AND INNOVATION FOR THE COMPANY.

Vår Energi is committed to identify the strategic know how in different business sectors, constantly guaranteeing appropriate protection.

Vår Energi supports the development and the diffusion of know how among its people, promoting dedicated initiatives and individuating the topics of interests upon which to concentrate its efforts.

Vår Energi collaborates with the most important research organisations, to promote the growth of its technical and scientific knowledge and skills.



7 ORGANISATIONAL CAPITAL

VÅR ENERGI'S ORGANISATIONAL CAPITAL IS REPRESENTED BY ORGANISATIONAL MODELS, BY THE COMPANY'S PROCESSES AND BY INFORMATION SYSTEMS THAT SUPPORT THE EXECUTION OF THE COMPANY'S ACTIVITIES AND PROTECT AND ENHANCE ITS ASSETS.

Vår Energi promotes a responsible and proactive management of organisational capital, to enhance its assets, improving the company's competitiveness.

Vår Energi facilitates sharing of its people's knowledge, skills and experiences, defining organisational structures, motivational incentives and the technological means that serve for this purpose.



8 INTELLECTUAL PROPERTY

INTELLECTUAL PROPERTY REPRESENTS THE CORPUS OF DISCOVERIES, INNOVATIONS AND INTELLECTUAL WORK. IT SUSTAINS GROWTH AND DEVELOPMENT STRATEGIES, THROUGH THE ATTAINMENT OF QUALITY EXCELLENCE, WHICH IS AN ESSENTIAL FACTOR OF COMPETITIVENESS AND SUSTAINABILITY.

Vår Energi promotes coherence of those activities that deal with the management and protection of intellectual property, with strategic objectives and the company's mission.

Vår Energi defines the defence strategies of intellectual property and implements initiatives that are suited to contrast improper and fraudulent use.

Vår Energi identifies intellectual property that is strategic for different business sectors, and undertakes to develop and to monitor it, by activating the most appropriate instrument.

