

PNO

# Culture Book 2023



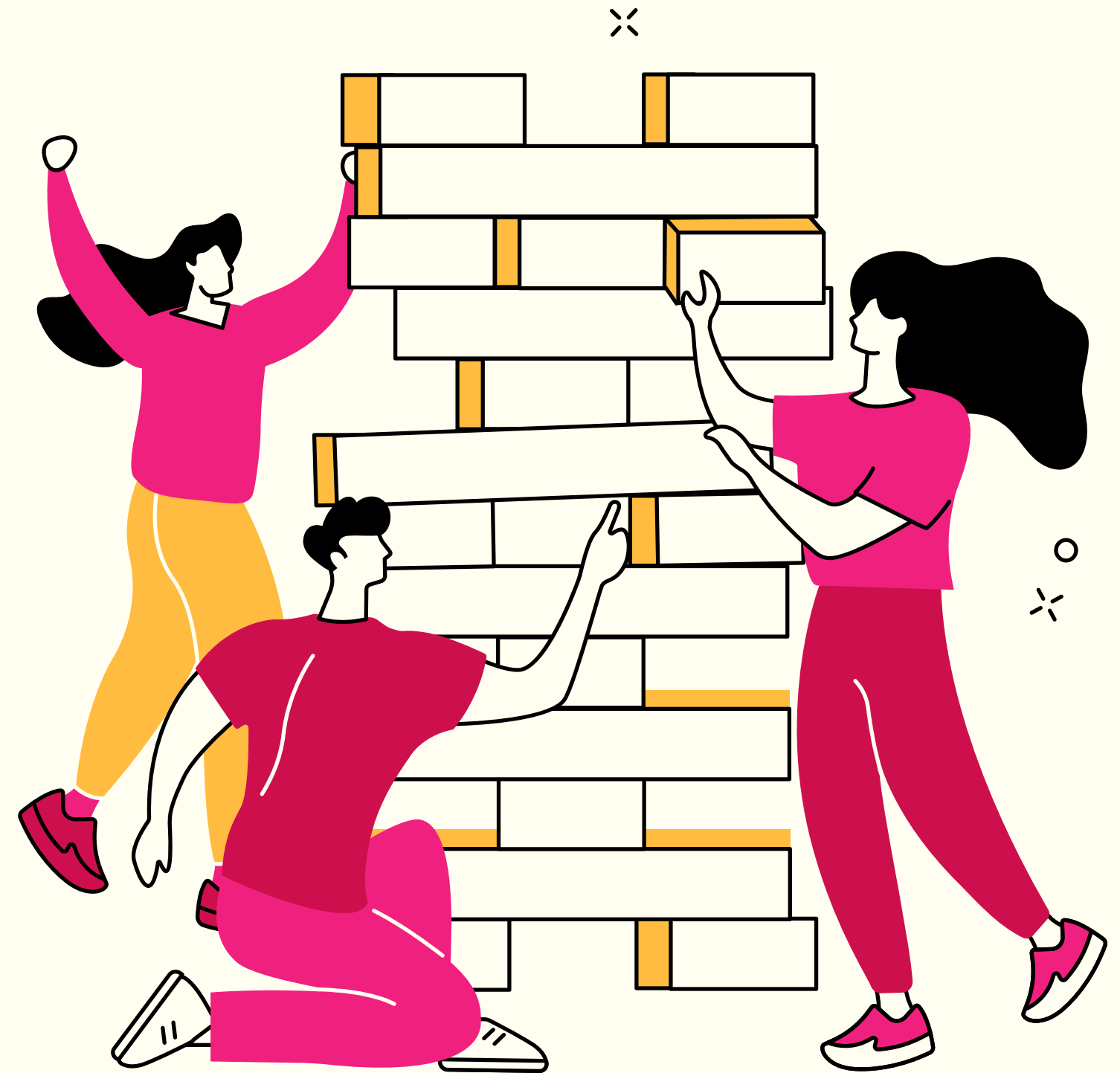
# Hi there

If you're new – welcome to the PNO team. If you've been with us for a while – thanks for being here. In any case – we're so excited for you to be a part of our team! This Culture Book is all about – you guessed it – our culture here at PNO.

Why, you might ask? Because culture exists whether we consciously create it or not. It's formed when people come together. Some compare it to the wind. While culture is invisible, everyone can feel and perceive its effects.

With this Culture Book we want to make our culture more visible and show you how we all contribute to our culture. This book serves both as a way for new team members to get to know PNO better and for seasoned team members as a reminder of who we are.

Before we dive in: Thank you to all contributors who made this book happen. We had a bunch of interviews and wouldn't have been able to create this book without your input. Like we said, we all contribute to our culture – whether we're aware of it or not.



# Where we come from

**We're Danish born and Internationally raised.** We're proud to welcome people from all over the world to our offices across Europe. Let's take a one-pager walk down memory lane together:



**1975:** PNO was founded by Per Nielsen Ørnstrand (PNO) in Skanderborg, Denmark

**1985:** The first office opened in Helsingborg, Sweden

**1990:** Office opened in Helsinki, Finland

**2010:** Office opened in Oslo, Norway

**2012:** Jacob Lee Ørnstrand took over the company - generation change

**2013:** Office opened in Horsens, Denmark

**2019:** PNO as a B Corp

**2018:** Office opened in Venlo, the Neatherlands



**2020:** PNO Committed to Net Zero 2030

**2020:** PNO signed the Women's Empowerment Principles



**2021:** Office opened in Hamburg, Germany



**2022:** Committed to UN Global Compact

**2022:** Entering the Polish market



# Why we are here

**An impact-driven business building the trailer rental business of tomorrow.**  
We're here to create change in a not-so-clean, actually-a-bit-dusty-and-old-school industry.

**Why?** Because we care, we think long-term and want to do the right thing.  
It's about building a business for future generations.

**How?** By putting people and the planet first, and by developing digital solutions  
to solve real challenges that our customers are facing every day.

In short: **We're here to create change.**

# Who we are

## Responsible

A family-owned business founded in 1975 – and we're in it for the long term. It's about building PNO for the next many generations to come.

## Trustworthy

We walk the talk and do what we say we'll do.  
It's about empowering each other and doing the right thing.

## Caring

We believe that people do their best work when they know we've got their backs. It's about being present and building a healthy organization where people can thrive.

## Curious

We encourage everyone to venture beyond and push the limits of convention. It's about making change and being open-minded.

## Inclusive

Everyone is welcome, accepted and considered. It's about being open and taking active efforts to learn about our blind spots.

## Pragmatic

We always listen to our customers. It's about getting things done by focusing on solutions, rather than problems.

**In a nutshell: PNO isn't Jacob and Solvej, it's everyone.  
Yes, that's you too. ;)**



**And you know what?** This creates a ripple effect – it influences not only us at PNO. It ripples out into how we treat our customers and everyone else who comes in contact with PNO. This became pretty clear during one of our culture interviews when asked how to describe PNO's culture, we got the following response: "We really care about the customer. We really want to make sure that they are happy and we treat all customers equally."

# What your colleagues say



**Inclusive.** Every employee has a voice and the possibility to express their opinion and wishes and is taken seriously.

**Very family-friendly.** PNO is interested in you as a person and wants to provide a safe environment both inside and outside for the community as well.

I like that we're more enlightened around gender and gender bias. **We need to learn.**

I like that it's a privately owned business with family values behind it, which have been carried forward from the time Jacob's father had the business.  
**Pragmatic and trustworthy.**

# What your colleagues say

In spite of us coming from different places, **there is support for everyone and different cultures.**

I like most that PNO is **inclusive and equal.**  
If I say something, I know I'll be listened to.

It's an open, warm, caring and welcoming culture. **Whoever joins will be accepted.**

**Our culture is living,** it's not static, and it's very much formed by the people in our team.



# PNO at a glance

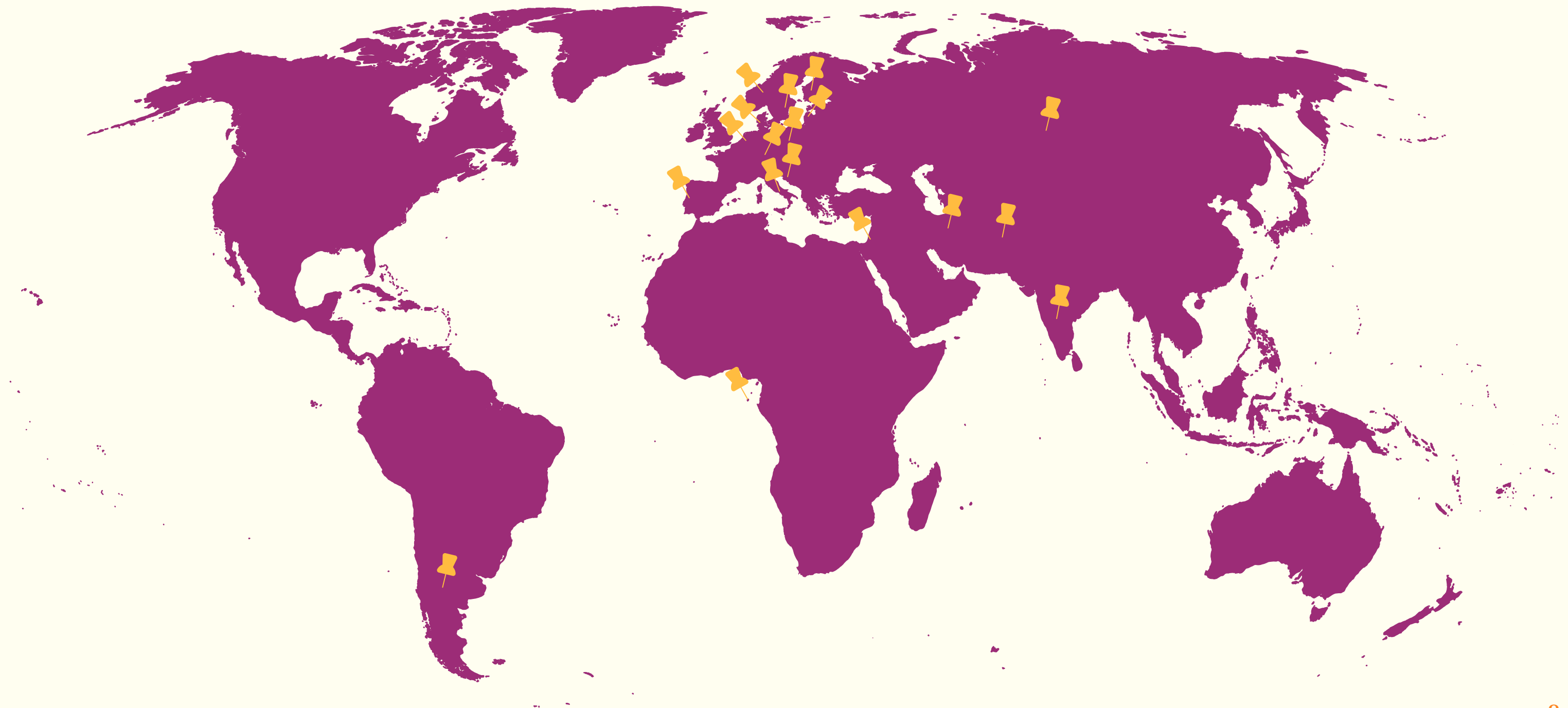
21  
Nationalities

20  
Languages spoken

80  
Employees

7  
Countries

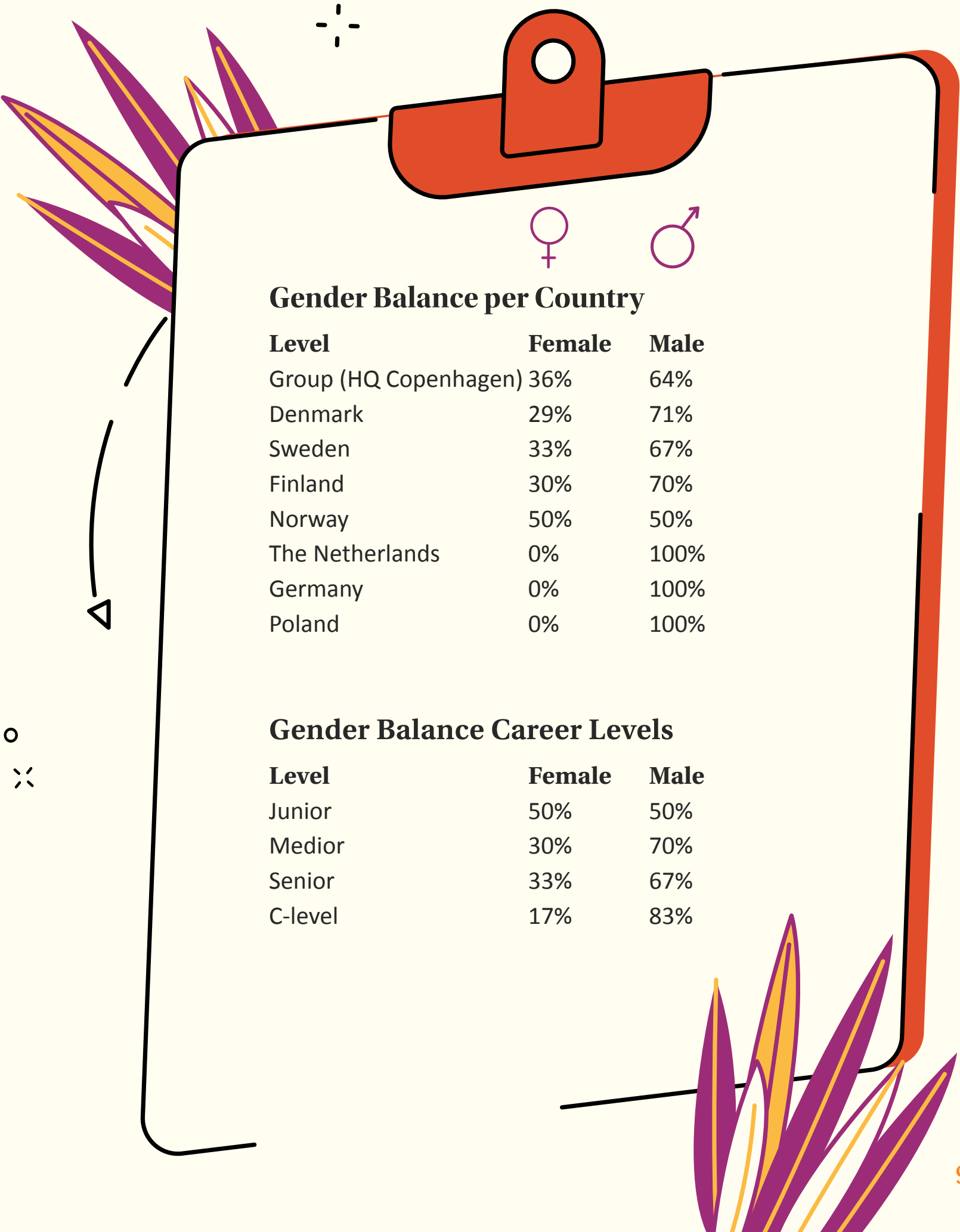
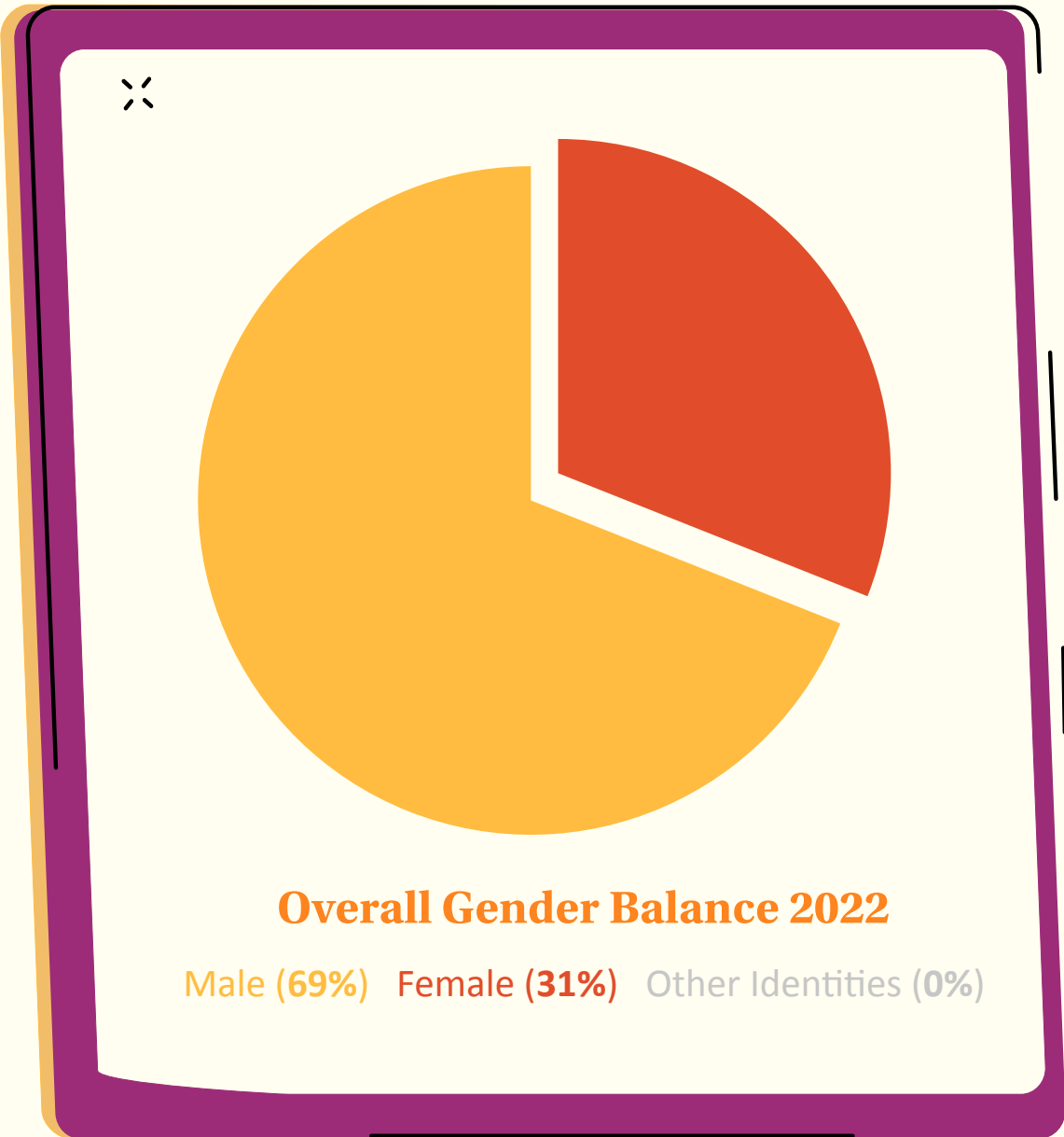
8  
Offices across Europe





# What the numbers say: Gender Balance

We promised – so now we’re delivering. Here’s what our gender balance looks like. It’s clear we’ve got work to do!



# What the numbers say: Officevibe

Every week or so, we're sending you a little survey to get your feedback on how you like working at PNO. As of beginning of June 2023, here's where we're at:

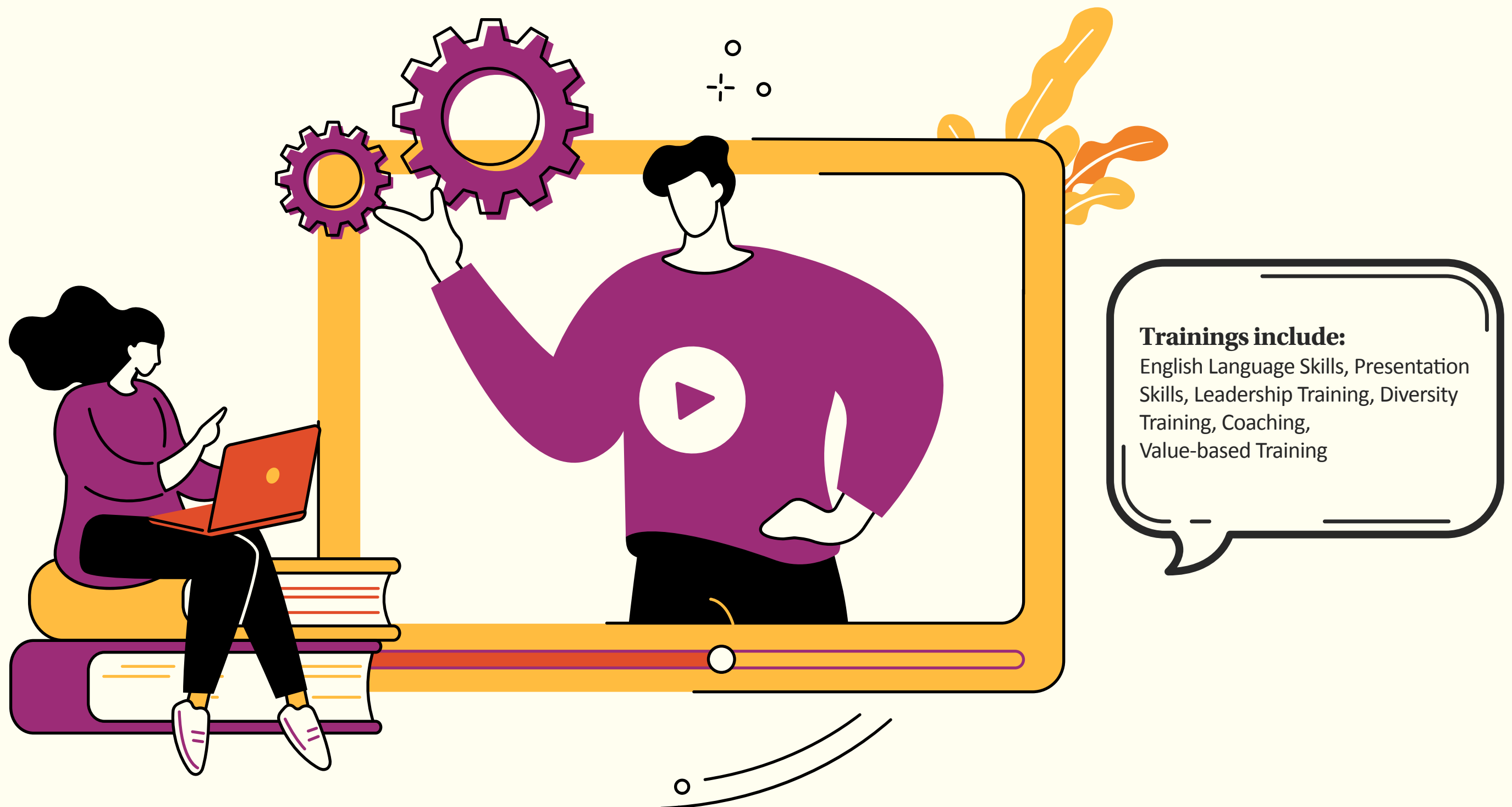


# What the numbers say: Training

65  
people attended trainings

520 hrs  
of training in total

8 hrs  
in average per person



**Trainings include:**

English Language Skills, Presentation Skills, Leadership Training, Diversity Training, Coaching, Value-based Training

# Things we need to do better

**The world that we live in constantly moves us and affects us.**

We see this in our own team. While we're celebrating a growing team, we're also facing some growing pains. Busy schedules. Uncertain times.

We're facing a culture in transition – we're experiencing both the good and hard things that come with change. So we need to take a little extra care with each other.

We see this change as an opportunity to get to know each other better – to get to the heart of PNO. We can ask ourselves more consciously: Who am I speaking to on a daily basis? Who is my colleague? What's my relationship like with my colleagues? It's about building a clear understanding of why we are here and how we can each contribute to our culture.

Therefore, our key focus is on building a healthy PNO. In this context, we're not talking about the financial health of PNO. We're talking about your health. It's about you being healthy and feeling supported and valued by us.

Being healthy makes us more resilient for the different seasons we're experiencing as a company. Whether that's success, growth, set backs, uncertainty or whatever else comes our way. We really want to anchor healthy habits at PNO. That's why we add new health initiatives on a quarterly basis. It's about giving you the support and resources you need to build healthy habits through movement (whether that's running, biking, walking or yoga), food, mindfulness and meditation and more. And it's also about remembering to have fun in every season – regardless of what's coming. Let's not take ourselves too seriously.



# Here are a few of our initiatives to make that happen:



## **Weekly Yoga/Stretch/Meditation Sessions:**

Each Friday at 12.00 CPH time, we take 15 minutes to stretch and become aware of our body. You can do this standing or sitting.



## **Celebrating Being a B Corp:**

Slowly but surely we're making our way through the recertification process. Once done, we'll celebrate being a better B Corp.



## **Summer Self-Care Guide:**

Summer is a time for play and rest. We developed a guide on how we can take care of ourselves – featuring some of your colleagues' favourite summer time activities.



## **Strategy Weekend:**

Each year, everyone at PNO meets for a weekend to spend time together, learn together and think big together. It's about connecting in person.



## **Celebrating our PNO Culture:**

An internal campaign to celebrate each other and the culture we're building together.



## **The “walk & talk” Lunch:**

You're paired with a colleague and go on a walking lunch. It's a few to get in some movement and catch up with a colleague.



## **Habits of Meditation Guide:**

A short guide on why and how to build a meditation practice.



## **Atmosphere:**

The little things are what make a great atmosphere – a friendly smile, exchanging a few words at the coffee machine, saying hi and asking how your colleague is.



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