

European Trust Champions

It is a huge achievement to be included on the list of 100 Best Workplaces in Europe list, considering that the competition is so intense. But it is outstanding to make the list five times in a row!

This year, Great Place to Work® Institute honours the five times winners as the “European Trust Champions”. Six companies have been on the European list since the beginning.

- Admiral Group (UK)
- Boehringer Ingelheim Denmark
- Danone Spain
- Lilly Spain
- Middelfart Sparekasse (Denmark)
- Unimerco (Denmark)

What characterises these companies?

Not much, you would say, when you look at industries and number of employees. These companies span from the 141 employees in Boehringer Ingelheim in Denmark to the more than 2100 employees in Admiral Group. And while Unimerco manufactures tools, Danone



yogurts and Lilly pharmaceuticals, the Admiral Group is an insurance company and Middelfart Sparekasse is a bank... Boehringer Ingelheim is,

like Lilly, a pharmaceutical company, but doesn't have any production plants in Denmark.

What they have in common, though, is a strong continuity in their leadership. Kenneth Iversen has been the CEO for Unimerco for more than 20 years, while the CEO's in Middelfart Sparekasse and Boehringer Ingelheim took this position in 1990 and 1991. The current CEO, Henry Engelhardt, began in 1991 to set up what



'European Trust Champion'

is a special recognition for the companies who have made the European list five times and at least once within the past two years. The potential candidates to enter this exclusive club next year are the four times European list winners:

- American Express Italy
- Bain & Company UK
- ConSol Software Germany
- Fishburn Hedges UK
- Irma Denmark
- Johnson & Johnson Italy
- Mapfre Portugal
- Microsoft Finland, France, Germany, Ireland, Italy, Netherlands, Portugal and Sweden
- Novozymes Denmark
- Pentascope Netherlands
- Sick Germany
- Skytec Germany
- Unique Belgium



was later going to be Admiral Group after a management buy-out in 1999. Javier Ellena has "only" been CEO of Lilly Spain since 1996 and Javier Robles since 2000 in Danone. In today's highly competitive business environment, this CEO tenure is rather unusual and apparently a strong factor for why these companies are able to *stay on top*.

Each of the six companies has a unique history and culture, but it is noteworthy that four of the six European Trust Champions are very old companies from the second half of the 19th or the beginning of the 20th century. The culture in these companies builds on long traditions.

Admiral Group is in several ways different from the other Trust Champions, because Admiral is a rather young company with a much higher proportion of young employees. 79% of Admiral's employees are less than 35 years old. The voluntary employee turnover is also significant higher at Admiral than the other five companies, who all have a lower employee turnover than the average of the European list

(8.5%).



	Admiral Group (UK)	Boehringer Ingelheim Denmark	Danone Spain	Lilly Spain	Middelfart Sparekasse (Denmark)	Unimerco (Denmark)
Website	www.admiralgroup.co.uk	www.boehringer-ingelheim.com	www.danone.es	www.lilly.com	www.midspar.dk	www.unimerco.com
Year founded	1992	1885	1919	1876	1853	1964
What do they do?	Insurance	Pharmaceuticals (only sales)	Yogurts	Pharmaceuticals	Bank	Tools
Employees	2114	141	1701	1196	169	396
Voluntary employee turnover	22,4%	7,3%	1,4%	4,9%	4,8%	7,8%
Women/men	52%/48%	58%/42%	28%/72%	53%/47%	61%/39%	8%/92%