



Restoring  
brain health

## LUNDBECK: ACTIVATING THE GLOBAL GOALS VL DØGNET JUNE 2019

*Dr. Deborah Dunsire, President & CEO, Lundbeck*



# Lundbeck: A purpose driven company

**Tirelessly dedicated to restoring brain health,  
so every person can be their best**

# The Global Goals are seamlessly integrated into our business model

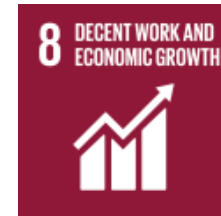
- ★ "Responsible" is one of our five beliefs
- ★ Responsibility is part of our heritage and is continuously evolving
- ★ Our global responsibility strategy focuses on both preventing harm and contributing to the common good



# Responsibility integrated in our business processes

## Achievements over the years

- ★ CO<sub>2</sub> emission reduction by 66%
- ★ 76% reuse of our most used solvents
- ★ Target on female Board representation
- ★ Third Parties responsibility screening
- ★ Strong business ethics processes and transparency
- ★ Sustainable Financing





# Our purpose and strategic ambition are linked to SDG3



- Over 700M people suffer with brain disease
- 1/3 of global disease burden



# Progress In Mind: Building from the WHO foundational principles for mental health to connect to the SDG goals

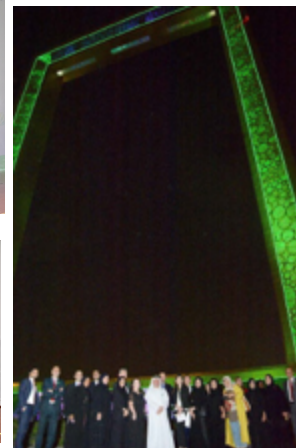
- Restoring brain health through innovative medicines
- Improve diagnosis
- Parity in access
- Eliminate stigma



- Disease information
- Management tools beyond the pill
- Care-giver Academy

# Global coordination of local actions

WORLD  
MENTAL  
HEALTH  
DAY



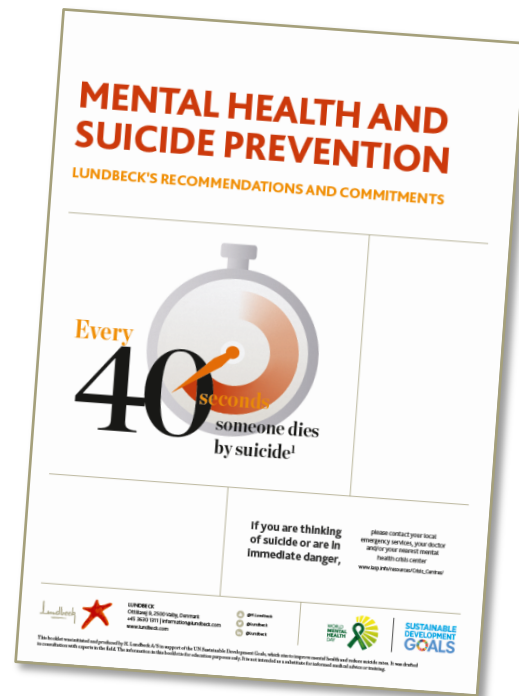
# Influencing the political agenda on mental health issues

- ★ Policy paper on suicide prevention linking directly to SDG3
- ★ Advocating for and uniting stakeholders sharing the same commitment



**Target 3.4:**  
By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

**Indicator 3.4.2:**  
Suicide mortality rate





**Thank you**