

*Minna*

Ministers, EU commissioner, Excellences, distinguished guests,

Thank you so much for this great recognition of the work of my husband Niels Due Jensen. Thank you for inviting me to receive the award on Niels' behalf – it is a great honour. With me today is also our daughter, Annette, and our son, Poul.

Being nominated for and selected as receiver of the Luther Rose for his lifelong work and fight for social responsibility has made Niels very, very proud.

He would have loved to be here and is sorry that he has been forced to excuse himself on this great day.

Right now Niels must however take another fight. A fight to recover from a long and complicated operation caused by a bacterial infection in some of Niels veins. A fight, which is drawing on all of Niels survival instinct.

Knowing Niels, I am convinced that he will find the strength to come back to continue his fight for a better society.

Niels and I met more than 55 years ago. From day one, we started talking, and we kept on talking ever since!

We share the same life values. We both have a Christian background and we both have been raised to naturally care for the weak in society – based on: God created the world and all life in it. It is our duty to protect the Creation and strive to allow all humans to live a life in dignity.

On behalf of Niels – Thank you so much for this great honour.

Our son Poul will now say a few additional words.*Poul*

My grandfather, Poul Due Jensen – the founder of Grundfos, told my father and all the rest of us that there are obligations, which go beyond those derived from legislation and tax payments.

This sentence has been a rule of living throughout my father's personal professional life.

It grew out his ancestors' history - out his own history - and it grew out of his Christian faith.

His grandparents, which my father never came to know, worked in the village workhouse in Sahl just outside Bjerringbro

This was the place for those at the very bottom of society - those who for all kind of different reasons could not fully take care of themselves.

Such background can produce cynics or deeply caring people. Luckily, the latter was the case.

The responsibility for taking care of those in need was deeply implanted in Niels from his very childhood by example it was never theological or theoretical, it was practical, Christianity by example.

You will never hear Niels engage in a long theological or theoretical explanation as to why we, he, Grundfos and all other people around him are obliged to take social responsibility – never.

That is because it is so very obvious to him.

We never have anything to do with another human being without holding some portion of his or her life in our hands, and that creates responsibility, responsibility for that other human being.

No mystery: my father has taken just the responsibility of a responsible master craftsman with a family ran business, a few workers, and some apprentices.

A responsible master craftsman stands up for his people.

When they have difficulties at home or become ill, he will give them room to recover.

From a business perspective, because he knows it comes back ten times or more

As a Christian, because holding parts of those fellow humans beings life in his hands creates responsibility.

A responsible master craftsman take in the man with only one leg and finds a place for him in his workshop to give him a decent life.

From a business perspective because it creates goodwill.

As a Christian, because he likes the Good Samaritan in Luke chapter 10, who helps those in need.

Finally, a responsible master craftsman stands up and articulates the responsibility towards other master craftsmen, and that is not because it is good business, because it very easily can create enemies or make colleagues simply laugh at him.

BUT because a good Christian stands up for his belief, knowing that his relationship with God is not settled anywhere else than in his relationship with the people around him in need of his support and help.

Now this little parable can easily be rejected as romantic, a description of days where the master craftsman in reality beat his children, his wife, and his apprentices

You are probably right, BUT the story becomes quite amazing when you transform the responsible master craftsman to a late 20 century CEO and leader of one of the world largest and most successful pump manufacturing companies.

Thousands of employees in a truly global company.

Executive management teams, segments, regions, corporate acquisitions, large scale customers, and he is still doing his utmost to ensure that the company - whether in Denmark or Argentina, whether in US or Russia or Japan- truly lives what he calls social responsibility, caring for his employees, taking responsibility for the local communities in which Grundfos companies are established, and including those on the edge of society in the workforce.

He did not step back when CFO's and others challenged his wish to care, protect and take responsibility for those in need, and even after resigning as CEO at the beginning of 2003 he did not rest.

He kept pushing – first from a role as chairman of the Board of Directors of Grundfos and in the latter years as chairman of the Board of Directors of the Poul Due Jensen Foundation, the majority owner of Grundfos.

That is what my father, Niels Due Jensen, accomplished. That was what he did.

Niels carries a little bit of the lives of all Grundfos employees in his heart and feels truly committed not to fail them.

We are each other's world and each other's destiny.

We are obliged to care for each other. That is the simple core of Niels life

Thank you!