

**Press release 2/2014**

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## Carlsberg makes further progress on sustainability, environmental efficiency

*Economic contribution to society also demonstrated*

**Copenhagen, 2<sup>nd</sup> March 2015.** Carlsberg today releases its 2014 CSR report and Economic Contribution report. Following the recent announcement of a project to develop the world's first 100% biodegradable, wood-fiber beer bottle – the Green Fiber Bottle – and Cradle-to-Cradle certification of cans in the UK, these reports demonstrate further progress on Carlsberg's CSR commitments, along with the significant economic contributions to society made by the Group's activities.

### 2014 highlights:

- **Heightened focus and concrete results on sustainable packaging**

The Carlsberg Circular Community continues to make good progress alongside its six founding partners, using cooperation and the Cradle-to-Cradle® (C2C) framework to design packaging that is optimised for the circular economy. In 2014 Carlsberg achieved C2C certification for its Carlsberg and Somersby cans in the UK. 45 consumer-facing campaigns were also carried out to improve awareness of recycling.

- **Environmental efficiency of key importance**

Overall environmental efficiency was down with the inclusion of new facilities in China and India (Water usage +2%; energy usage +5%; CO2 emissions +10%<sup>1</sup>). Meanwhile, environmental efficiency continues to improve like-for-like vs 2013 (Water usage -5%; energy usage -2.3%; CO2 emissions -2.5%), and the Group is on track to meet 2017 targets. Carlsberg refilled more than 6.4 billion refillable glass bottles.

- **Responsible drinking a key focus area**

115 campaigns on responsible drinking were activated across the Carlsberg Group in 2014. The Group is on track to deliver on its global commitments to promote responsible drinking.

- **Important economic contributions to society**

For the first time, the Carlsberg Group is presenting a report which details the full extent of its economic contribution to society - by creating jobs, growth and a range of government revenues. The Carlsberg Group employs more than 46,000 people directly, with nine more jobs created indirectly for

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<sup>1</sup> All figures calculated per hectolitre of beer produced

each person employed by Carlsberg. 81.1bn DKK (approx. 11bn EUR) in added value was also generated by the production and consumption of the Carlsberg Group's products.

Commenting on 2014 performance, Morten Nielsen, Vice President for CSR at the Carlsberg Group, says: "We're pleased with our 2014 progress within CSR. We've continued to make good progress in existing markets, and are bringing new markets and breweries into our global CSR reporting and management framework. At the same time, our heightened focus on the circular economy and sustainable packaging is giving rise to exciting developments and some very positive results. All this forms part of the Carlsberg Group's commitment to ethics, transparency, safety and environmental stewardship."

The Carlsberg Group CSR report is produced following Global Reporting Initiative standards and selected indicators are assured by KPMG.

Download the complete CSR report at:

<http://www.carlsberggroup.com/investor/downloadcentre/Pages/CarlsbergGroupCSRreport2014.aspx>

Download the complete Economic Contribution to Society report at:

<http://www.carlsberggroup.com/investor/downloadcentre/Pages/EconomicContributiontoSociety2014.aspx>

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 46,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2014, the Carlsberg Group sold 122 million hectolitres of beer, which is about 37 billion bottles of beer.

Find out more at [www.carlsberggroup.com](http://www.carlsberggroup.com).

## About CSR in the Carlsberg Group

A central element of the Carlsberg Group's CSR strategy is the integration of corporate responsibility throughout the value chain. Embedding CSR in existing business processes, developing policies to ensure standards and setting global and local targets to improve CSR performance form the cornerstone of this strategic process. Read more about CSR at Carlsberg: [www.carlsberggroup.com/csr](http://www.carlsberggroup.com/csr)