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# Carlsberg launches "Cheers to Green Ideas" crowd-sourcing campaign, and awards the best sustainable beer solutions

## Partnership with Sustainia helps to ensure focus and outreach to the global sustainability community

Carlsberg today launched the "Cheers to Green Ideas" competition in partnership with Copenhagen-based Think Tank, Sustainia. Organisations, companies and members of the public around the world are invited to take part in the competition by submitting ideas on how to make Carlsberg beer more sustainable.

The ideas provided must help Carlsberg improve the environmental impact of beer, from production of raw materials, to brewing and transportation, all the way through to recycling of packaging. They should also inspire positive change in consumer behaviour to help drive a more sustainable future.

Examples could include, but are not limited to: innovative packaging ideas, ways of incentivising recycling, and technologies to increase energy/water efficiency.

### Two awards will be given:

- **The Cheers to Green Ideas Award:** Aimed primarily at established companies or entrepreneurs with a viable sustainability concept. The winner gets \$20.000 USD and a chance to collaborate with Carlsberg experts, and partners in the Carlsberg Circular Community.
- **The JC Jacobsen Special Award:** Aimed primarily at consumers (fun, engaging, behavioral change-based ideas). The winner gets \$10.000 USD and a chance to collaborate with Carlsberg experts, and partners in the Carlsberg Circular Community.

The winners will be announced at the Sustainia Award ceremony in Paris, in connection with the COP21 Conference on Climate Change on December 6 2015.

"Since Carlsberg was founded in 1847, science, innovation and sustainability have played a key role in the company's development, and the Cheers to Green Ideas campaign is a natural way of bringing this heritage into the 21<sup>st</sup> century. We are experts in brewing great beer, and by engaging professionals and consumers to contribute their own innovative ideas, we can work together to brew beer that is even more sustainable", says Sustainability Director Simon Boas Hoffmeyer at Carlsberg Group.

“Sustainable solutions within different sectors are ready and available today. From the food and beverage sector to fashion and transport, there is a myriad of solutions existing today that we should identify and scale in order to fuel the transition to a sustainable society. In Sustainia, we know that the best solutions are found in the nexus of businesses, civil society and policy and the Cheers to Green Ideas cooperation with Carlsberg is a testament to the power of co-creation”, says Laura Storm, CEO of Sustainia.

Ideas can be submitted 28 September–16 October, 2015. All ideas must be submitted via the website: [www.Sustainia.me/Carlsberg](http://www.Sustainia.me/Carlsberg), where additional information about the campaign can also be found.

#### **About Sustainability in Carlsberg Group**

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

#### **About Sustainia**

Sustainia is an international think tank and consultancy headquartered in Copenhagen, Denmark. Sustainia works with identifying readily available sustainability solutions across the world, and communicate their potential impacts and benefits in our cities, companies, and communities. Sustainia creates a realistic vision of what a sustainable future could look like. Not a Utopia or distant dream. With help from a growing online community, and a database of more than 3200 sustainable solutions, Sustainia shows the exciting sustainable societies we could live in. Welcome to Sustainia. [www.Sustainia.me](http://www.Sustainia.me)

#### **About Carlsberg Circular Community**

The Carlsberg Circular Community was launched in 2014 and is a cooperation between Carlsberg and selected partners whose aim is to pursue a circular, zero-waste economy by using the Cradle to Cradle® (C2C®) framework when developing and marketing new products. The CCC currently comprises of seven partners, with the goal of engaging 17 partners by 2017.

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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 45,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2014, the Carlsberg Group sold 123 million hectolitres of beer, which is about 37 billion bottles of beer.

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