

## Water

**-18%**

Overall water consumption (VS 2015)  
Increased efficiency thanks to weekly controls

**3,5 hl**

The amount of water we use to produce 1 hl of beer

**52**

Water checks per year  
We carry out one check per week



## Energy & Carbon

**1st**

Italian agri-food company to develop a climate change adaptation plan (Life IRIS Project)

**100%**

Renewable energy  
Supply agreement signed in December 2016



**-20%**

Specific water consumption\*  
Thanks to more frequent water checks  
\*Specific consumption: total water consumption divided by total beer production

**11 Mio**

KGs of CO<sub>2</sub> not released in the atmosphere

**46%**

Near Miss reports increase (VS 2015)  
Increased security at the brewery thanks to more employees' engagement

**2,500**

people engaged in responsible drinking activities, carried out by our employees, during Open Days

## Responsible Business

**+140%**

Speaking occasions about sustainability

**98%**

Open-end contracts

**72%**

Recognize Carlsberg Italia's bond with its territory

**66%**

Recognize that Carlsberg Italia represents its territory's identity

# Carlsberg Italia 2016 overview

Carlsberg Italia

**GD/DO** OFF Trade  
**Clienti Speciali** Catering, Horeca, Organised and Duty Free Cruise Ships, Export

Carlsberg Italia S.p.A

The colors in the map show the territorial organisation of Carlsberg Ho.Re.Ca Srl



Brewery: **Induno Olona (Va)**

Headquarters: **Lainate (Mi)**

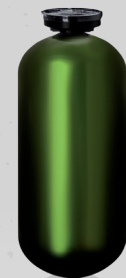
**Ho.Re.Ca/ON Trade** Hotel, Restaurants, Cafés  
**Carlsberg Ho.Re.Ca Srl**

**1st EPD®**

first company of the brewing industry certified with EPD (Environmental Product Declaration)

**88%**

of draught beer sold in recyclable PET kegs



**259**

Number of employees

**36**

Beers in portfolio

**1,3 Mio**

hls of beer produced

**+2,4%**

beer production vs 2015

**33,7 Mio**

Gross global added value in Euro

## Health & Safety

**+29%**

Safety audits  
22 audits in the main departments: Production, Laboratory, Maintenance and Packaging

**117**

"Near Miss" notices  
+46% vs 2015: more safety in the brewery

**Red Tag**

New procedures  
Involving employees to improve safety

## Responsible Drinking

**2**

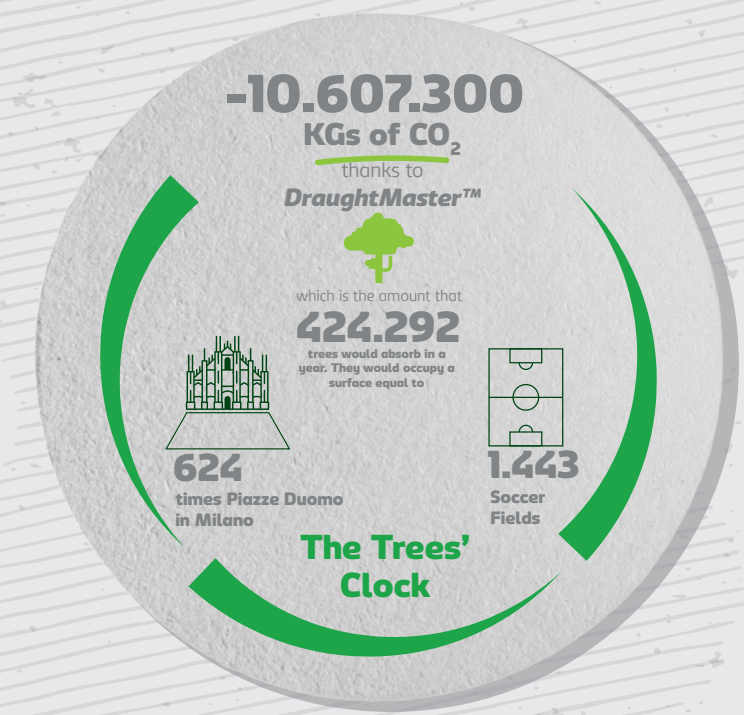
activities carried out by Carlsberg Italia during the Global Beer Responsibility Day

We have involved our employees at HQ offices in Lainate and the visitors on the Open Day at our brewery

**50 Mio**

people reached by Carlsberg Group through responsible drinking communication campaigns

consumers have been involved during sports events, such as UEFA 2016 and music festivals



SUSTAINABILITY REPORT  
**ResponsiBEErity**  
2016



## Our beers



Carlsberg Italia

THE COURAGE...  
to give our numbers!



# Winning through innovation and sustainability

Number 10 is the key to interpret this Sustainability Report. Our 10 Luppoli is the most "special" beer we launched in 2016. More than 10,000 is the number of CO<sub>2</sub> tons not released in the atmosphere thanks to the DraughtMaster™ system. 10 are the years passed since I started managing Carlsberg Italia, a company which at that time was undergoing economic and financial difficulties. I did not know this sector, but here I found passionate people who wanted to redeem themselves, despite the problems. And, together, we committed ourselves to change the future of the company.

In 2016 Carlsberg Italia reported its first positive result after many negative years, showing that beer quality, innovation and sustainability together create value.

I am proud of the journey we started and of what we can show and tell every year thanks to the commitment of our people, our partners and all those with whom we work and think together. I would like to thank everybody and let's see you in 2017, a year of great innovation. Enjoy your reading!

Alberto Frausin  
CEO, Carlsberg Italia

The full Sustainability Report 2016 can be downloaded on [www.carlsbergitalia.it](http://www.carlsbergitalia.it)

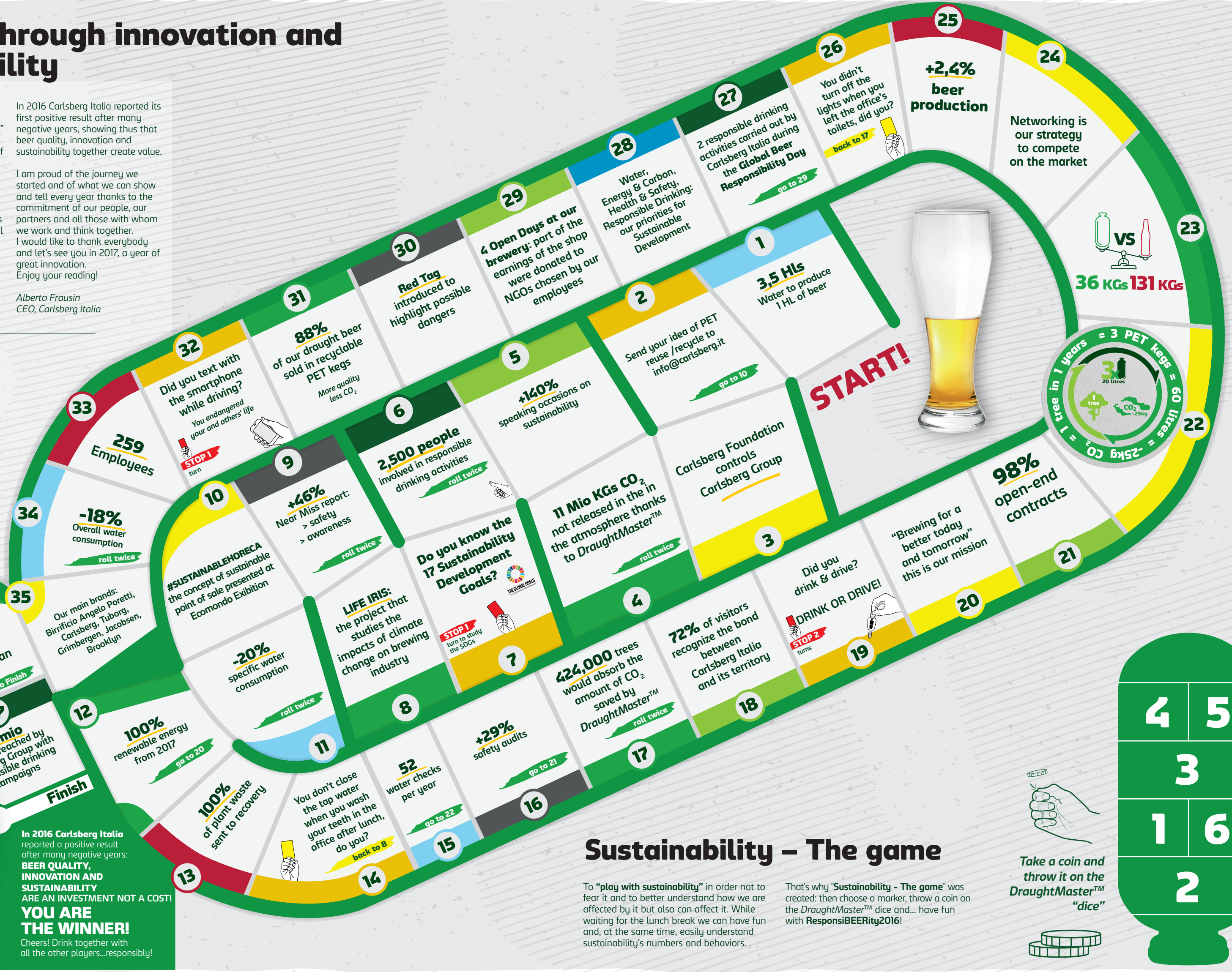
The game "translating" Carlsberg Italia's Sustainability Report has been created by gNeLab, the journalism training lab of Giornalisti Nell'Erba, with the training lab gNeLab.



- Water
- Energy & Carbon
- Health & Safety
- Responsible Drinking
- Strategy
- Identity
- Responsible Business
- You make the difference too
- Highlights



In 2016 Carlsberg Italia reported a positive result after many negative years: **BEER QUALITY, INNOVATION AND SUSTAINABILITY ARE AN INVESTMENT NOT A COST! YOU ARE THE WINNER!**  
Cheers! Drink together with all the other players...responsibly!



## Sustainability – The game

To "play with sustainability" in order not to fear it and to better understand how we are affected by it but also can affect it. While waiting for the lunch break we can have fun and, at the same time, easily understand sustainability's numbers and behaviors.

That's why "Sustainability - The game" was created: then choose a marker, throw a coin on the DraughtMaster™ dice and... have fun with ResponsiBEERity2016!

Take a coin and throw it on the DraughtMaster™ "dice"

