

TOGETHER TOWARDS ZERO

In 2017, we developed an innovative sustainability programme: Together Towards ZERO. This underlines our effort on sustainable development.

The program consists of four major challenges: ZERO CO₂ emissions programme, ZERO water waste, ZERO irresponsible drinking programme and a ZERO accidents culture. Each area is supported by individual and measurable targets, to be reached respectively in 2022 and 2030.

TOGETHER TOWARDS THE SDGs

It is a very ambitious programme based on the SDGs (Sustainable Development Goals - SDGs). They call on governments, civil society, businesses and consumers in general to take action to combat poverty, inequalities and to tackle climate change. We have chosen to align ourselves with the highest standards of the Paris agreement on climate change (which limits the increase of global temperature to 1.5°C by the end of the century). An example of the risks which we will facing is the possible increase in the cost of services, like water and energy. At the same time, there are also opportunities,

as the decline in the cost of renewable energy and the increasing interest of consumers for sustainable products. Workplace safety, which means fewer accidents makes Carlsberg a more attractive company. Finally, taking a standing position on responsible drinking demonstrates our sense of responsibility.

Together Towards ZERO project makes our activities more resilient, and contributes to our success in the short and long programme term and the benefits will also fall on our value chain. Ambitious goals will foster the pace of innovation in the industries connected to us, stimulating creativity along the value chain and helping to create a more sustainable future. Together, we can make it happen.



Find more info on Together Towards ZERO programme visit



**#Innovation
is sustainability.**
A necessary result
for the Carlsberg's course.
Start and discover the steps!





CO₂ Emissions

Sustainable mobility: in 2018 we renewed the fleet and today 30% of our cars are hybrids. We have also developed a corporate car pooling program with 3 electric cars. Finally, at the Brewery we introduced electric forklifts that cut CO₂ emissions by 90%.



Thirsty for more?



TARGET 2030

TARGET 2022

ZERO

REDUCTION OF CO₂ EMISSIONS AT OUR BREWERIES

30%

REDUCTION OF BEER- IN-HAND CO₂ EMISSIONS

50%

REDUCTION OF CO₂ EMISSIONS AT OUR BREWERIES

100%

ELECTRIC ENERGY FROM RENEWABLE SOURCES AT OUR BREWERIES

ZERO

CARBON AT OUR BREWERIES

15%

REDUCTION OF BEER- IN-HAND CO₂ EMISSIONS

100%

LOW CLIMATE IMPACT COOLING SYSTEMS

30

PARTNERSHIP TO REDUCE CARBON EMISSIONS



A sustainable beer

Flash Pasteurization: the beer reaches the pasteurization temperature (71 ° C) in just 20 seconds. Micro-organisms harmful to the product are thus removed. The result is a beer of the highest quality and organoleptic properties and less environmental impact.

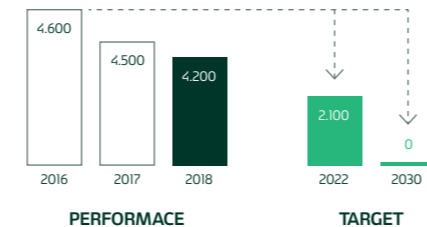
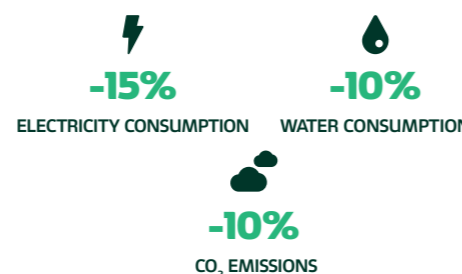


Thirsty for more?



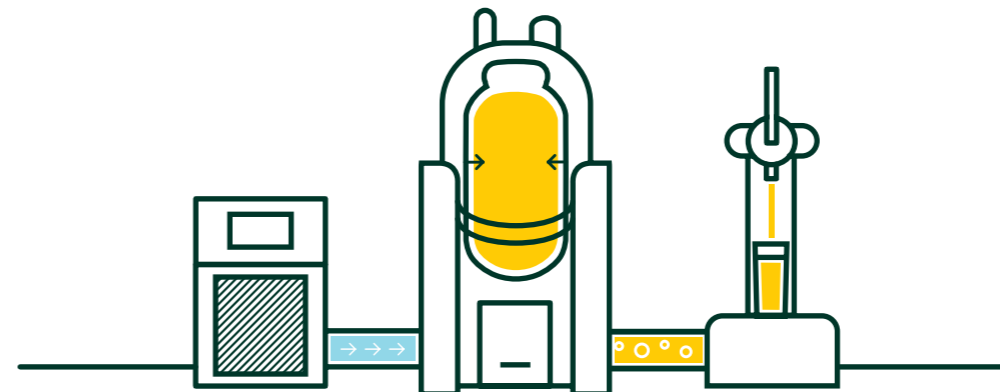
A GREENER PASTEURIZATION

CO₂ EMISSIONS AT BREWERY IN INDUNO OLONA (t)



DraughtMaster™

The revolutionary PET kegs that taps beer without adding CO₂, **DraughtMaster™**, guarantees fresh beer like in Brewery for 31 days and a considerable saving of CO₂ released into the atmosphere compared to reduction other at the formats (steel drums, kegs, bottles and cans).



Thirsty for more?



ALCUNI VANTAGGI DI DRAUGHTMASTER™ PER I CLIENTI

MORE BUSINESS
Less waste of product, more offer to customers, more revenue for bar owner.

FRESH BEER LIKE AT THE BREWERY
The beer arrives unaltered on tap, ready to be served. The beer does not come into contact with other agents and remains fresh and unaltered as at the Brewery.

A MORE SUSTAINABLE KEG
From 2011 thanks to **DraughtMaster™** we didn't emitted in the air more than 61.000.000 kg of CO₂ (11.407.920 kg in 2018).

TECHNICAL SERVICE MORE EFFICIENT
Thanks to the semi-automatic cleaning system, you need less assistance.

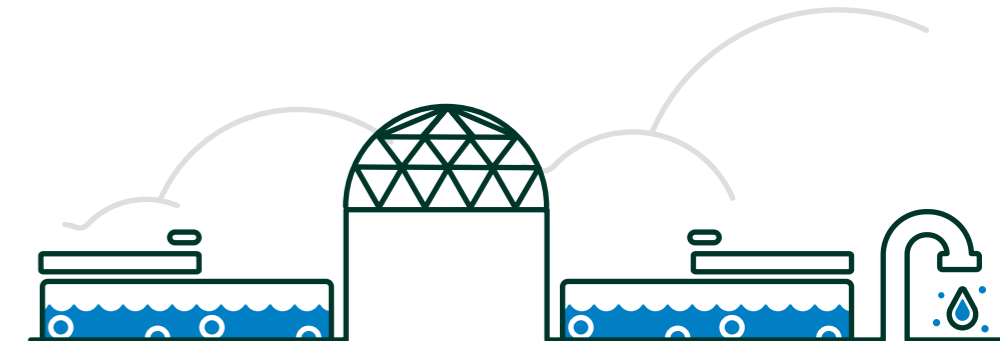
MORE BEER, MORE SPACE, MORE TIME
Thanks to our PET kegs, recyclable lighter, and easy to change you save space and time.

A WIDER RANGE
The offer is richer thanks to special, seasonal or rolling beers.



Purifier

Water is a scarce resource and in the future there will be more issues concerning availability. We feel responsible for the correct management of water resources. Our purifier allows us to re-enter water with a high degree of purity direct to the reintroduce environment.



Thirsty for more?



TARGET 2030

TARGET 2022

SPECIFIC WATER CONSUMPTION (hl/hl)*

