



## Carlsberg Italia



**6,1%**  
market share (source IRI)

**4°**  
beer producer in Italy  
**1.195.350 hl**  
beer produced

**248**  
employees  
**38 beers**  
in portfolio

**39**  
jobs generated in the food and service sector by every Carlsberg Italia employee

The data of 2019 make me proud. Proud to be part of a Company that has been investing in sustainability for years, strongly and without any reserve. Just have a look at the TOP KPIs from 2015 to 2019 to realize how much investments are rewarding us in terms of environmental performances: the total water consumption decreased by 29.2%, the methane gas consumption decreased by 20.3% and, finally, the Brewery's direct CO<sub>2</sub> emissions decreased by 26.2%. But what makes me prouder, beyond the results, is that sustainability remains an essential cornerstone in our corporate identity even in a difficult time like the one we are living Today. In this sense, we are committed to our 2030 sustainability goals. We continue to produce beer for a better today and tomorrow, following the path traced by our Founding Fathers.

**Alexandros Karafilides**  
VP Southern Europe & Baltics & Managing Director Carlsberg Italia

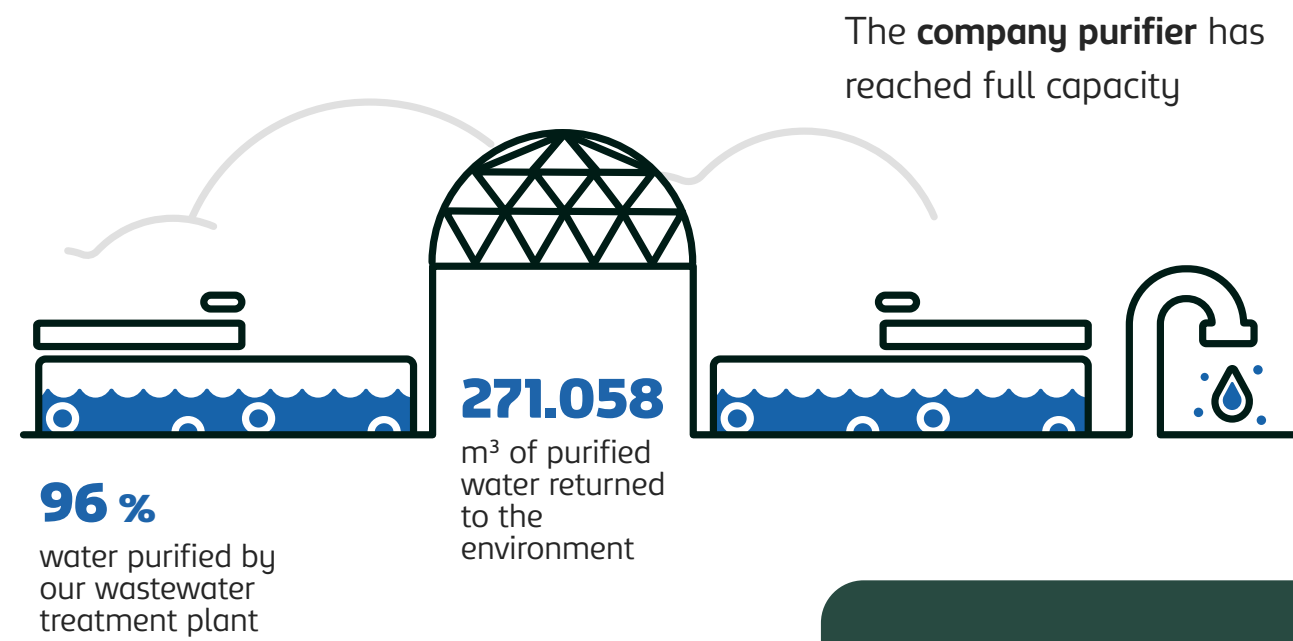


## ZERO WATER WASTE

**TARGET 2030**  
**50%**  
reduction in water usage at our breweries

**OUR 2019**  
**395.144 m<sup>3</sup>**  
total water consumption  
**+2,7%**  
relative water usage (hl/hl)

**Every year**  
we inspect and clean the Olona riverbed under the Brewery from debris



## ZERO IRRESPONSIBLE DRINKING

**TARGET 2030**  
**100%**  
of our markets work to ensure zero irresponsible drinking

**OUR 2019**  
**Open Day**  
awareness of consumers at the Brewery

**Celebrating**  
global Beer Responsibility Day  
**beviresponsabile.it**  
we support AssoBirra's campaign



**100%**  
of our beers communicate messages about responsible drinking



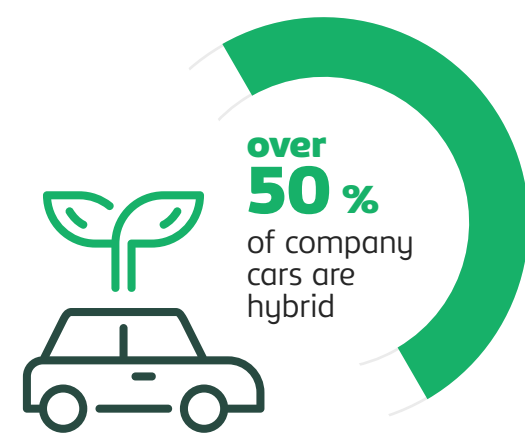
## ZERO CARBON FOOTPRINT

**TARGET 2030**  
**ZERO**  
CO<sub>2</sub> emissions at all our breweries  
**-30%**  
beer-in-hand emissions

**OUR 2019**  
**100%**  
energy from renewable sources  
**-15,7%**  
total energy consumption (MWh / year)



**-18,3%**  
relative CO<sub>2</sub> emissions (kg CO<sub>2</sub>/hl)  
**-8,5%**  
relative use of methane gas (MWh/hl)



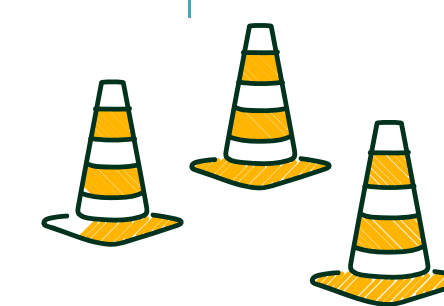
# TOGETHER TOWARDS ZERO



**TARGET 2030**  
**ZERO**  
accidents

**OUR 2019**  
**426**  
safety audits (more than one per day)  
**1.310**  
safety reports (Near Miss, Safety Conditions and Safety Behaviours)

**3**  
accidents at the Brewery, 6 traffic accidents



**Training** at all levels of the organization on health & safety topics

## ZERO ACCIDENTS CULTURE



**Safety Day:** a full day dedicated to Life Saving Rules

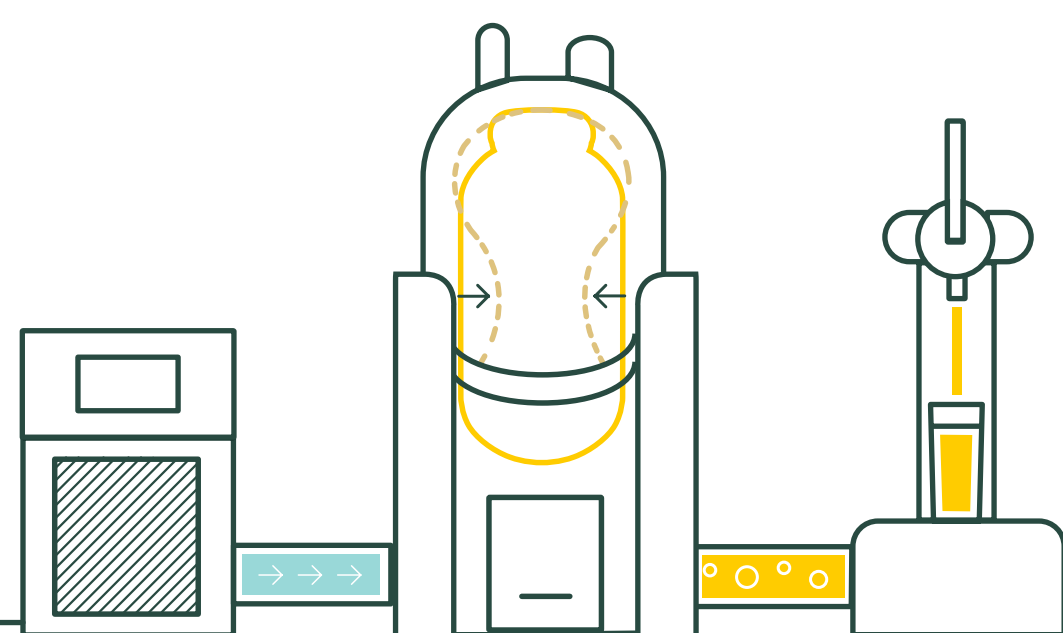
### TogetherTowards Zero and the SDGs

TogetherTowards Zero involves seven of the United Nations SDGs:

- SDG 3:** Good Health and Well-being
- SDG 6:** Clean Water and Sanitation
- SDG 7:** Affordable and Clean Energy
- SDG 8:** Decent Work and Economic Growth
- SDG 12:** Responsible Consumption and Production
- SDG 13:** Climate Action
- SDG 17:** Partnerships for the Goals

## DraughtMaster™

DraughtMaster™ is the draught beer system without added CO<sub>2</sub>. DraughtMaster™ with PET kegs instead of steel offers a qualitatively perfect beer for 31 days from its opening (compared to 5 days of the steel keg) and is the sustainable answer to beer consumption.



**from 2007**  
guarantees quality beer to consumers while respecting the environment

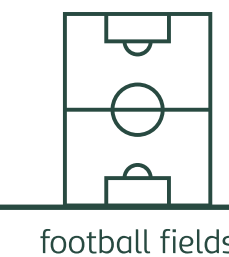


**645**



equivalent to an area of:

**1.491**



### Treelock

Every 60 liters of draught beer in PET kegs 25 kg of CO<sub>2</sub> are not released into the atmosphere, equal to what a tree absorbs in a year\*

\* Compared to the same quantity of beer in steel kegs. Elaboration on EPD 2019 data.