



Safe and sober Transport

How do we secure this in Carlsberg Denmark?

That calls for a 

Dublin May 24th 2012

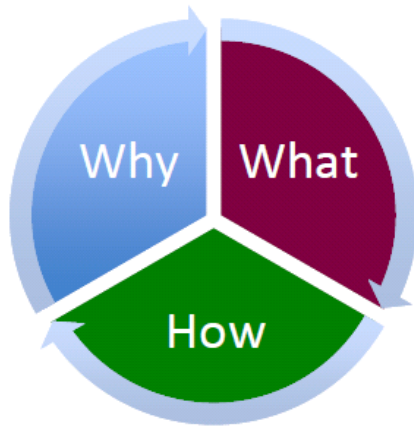
Bjarke Roost - Vice President Customer Supply Chain Carlsberg UK

Agenda

1.



2.



3. Next steps....



This is Carlsberg today

No. 1

in Northern & Eastern Europe and
fourth largest brewer in the world

140

markets around the world

500

different beer brands

41,000

employees on three continents

15,900,000,000

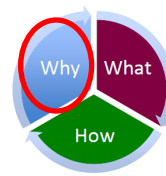
Litres of beer and other
beverages sold in 2010



Five core strategic levers



Why



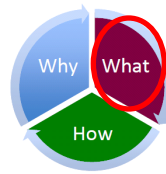
- Union agreement
- CSR Policy
- Customers



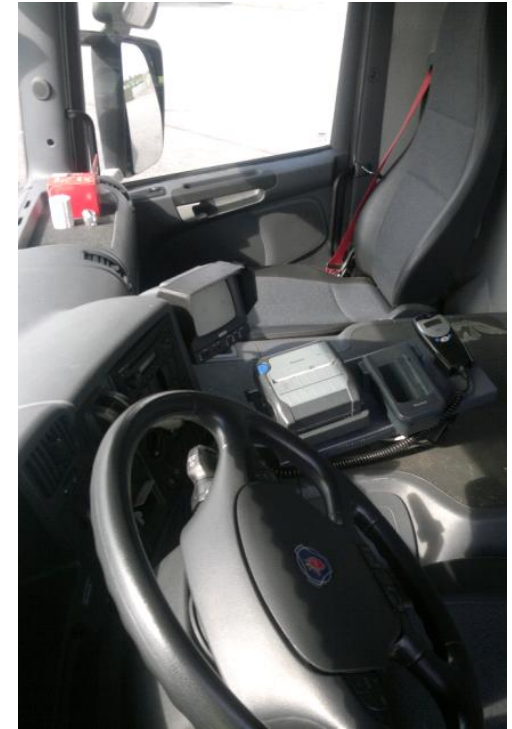
INTEGRATING CSR THROUGHOUT THE VALUE CHAIN

A central element of the Carlsberg Group's CSR strategy is the integration of corporate social responsibility (CSR) throughout the value chain. Embedding CSR aspects and considerations 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.

What



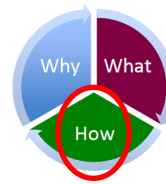
- **Countries where implemented:**
 - Sweden (all Carlsberg owned/leased vehicles)
 - Denmark (all Carlsberg owned/leased vehicles)
- **Installations:**
 - Trucks: 319
 - Cars/vans: 381
- **Total cost per installation**



Dräger



How



- **People:**
 - Involvement
 - Transparency in the decision
 - “Free Passage.....”
- **Communication:**
 - Whole organization
 - Towards customers
 - External In general
- **Day to day practicalities:**
 - How to avoid using the alco-lock?
 - Employment implications



Questions?

