

# SUSTAINABLE.CHARACTER.

## Sustainability & Corporate Social Responsibility summary for 2018



As soon as you walk into our brewery, you can feel the pride. We are proud of our brands, our company, our craftsmanship and, of course, our beers. That is part of our DNA. Just like sustainability and corporate social responsibility (SCSR), in everything we do. Because we believe that this will enable us - and the world around us - to move forward.

Within our sustainability strategy we have six focus areas:

1. REDUCING CO<sub>2</sub> & ENERGY CONSUMPTION
2. MAXIMISING CIRCULAR PACKAGING
3. REUSING BREWERY WASTE
4. REDUCING AND SECURING WATER CONSUMPTION
5. STIMULATING SOCIAL AND ECONOMIC GROWTH
6. PROMOTING RESPONSIBLE ALCOHOL CONSUMPTION

Through the projects in each of these focus areas we contribute to the Sustainable Development Goals (SDGs) of the United Nations. After all, we all have a responsibility to contribute to a better, inclusive and circular world.

Below you will find an overview of the SCSR results that we achieved in 2018.

# SUMMARY RESULTS 2018

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Volume sold  
(in millions of hl)

**3.0**



Market share in  
the Netherlands

**14%**



Distribution to  
approximately

**60** countries



Number of employees

**665**



### CO<sub>2</sub> & Energy

Beer/CO<sub>2</sub> efficiency  
(in kg CO<sub>2</sub> eg/hl)

**5.93** KG

Since 2005, CO<sub>2</sub> emissions  
have been reduced by

**32%**

Proportion of green energy in  
total energy consumption

**12%**

Total energy consumption in the  
brewery is the lowest ever



### Packaging

First crate in the world made of  
100% recycled consumer plastic

**100%**

Start using circular drinking cups  
at festivals



215,000 kg of glass saved  
by redesigning existing bottles

**215,000**  
KG

All labels for the Dutch market are  
aluminum-free



### Waste

Recycling / reuse  
of brewery waste

**99.8%**

Reuse of 50 million kilos of  
brewers' grains per year

**50** MLJ  
KG

Waste water is purified,  
converted into biogas and used as  
green energy



### Water

Beer / water efficiency  
(hl water / hl beer)

**3.26** HL/HL

Water savings as compared  
to 2005:

**32%**

Continuously improving  
efficiency of filling lines



### Social & Economic growth

Contribution of Grolsch Craftmanship  
is Mastery Fund to 3 projects

**3**

43 projects assisted by Pak An  
Foundation

**43**

Vitality check for sustainable  
employability of employees



Women in supervisory/management  
positions

**14%**



### Alcohol

Events with alcohol-free and  
low-alcohol Grolsch Radler:

**84%**

Supporting the Kikid Booze project:  
making young people aware of the risks  
of alcohol

**18+**

Facilitating meeting of the anti-drink-  
driving campaign 'Rijden zonder invloed'



Bob promotional campaign during the  
Military Boekelo-Enschede



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# OVERVIEW OBJECTIVES 2019

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### REDUCING CO<sub>2</sub> & ENERGY CONSUMPTION

- Further improvements in filling line efficiency
- Optimising the cooling system
- Optimising boiler efficiency
- Study into optimising major pumps in Utilities and Brewing
- Further optimisation of the reuse of residual heat produced by the wort cooling process
- Reducing compressed air usage in Packaging
- Further elaboration of the energy transition plan
- Study into the possible ways to reduce CO<sub>2</sub> emissions produced by several transport flows
- Replacing trucks for domestic pallet transport with EURO-6 trucks



### MAXIMISING CIRCULAR PACKAGING

- Further reduction of the amount of glass used for bottles
- Using more recycled plastics obtained from various sources in packaging
- Start using plastics extracted from residual waste flows
- Taking the next steps to use circular cups at all our festivals



### REUSING BREWERY WASTE

- Implementing several minor recycling projects in and around the brewery (e.g. coffee cups, organic waste)
- Commissioning can press container for compressing the can waste and reducing the number of can waste shipments
- Conducting a study into the final steps to be taken to become a 'zero waste' brewery



# OVERVIEW OBJECTIVES 2019

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### REDUCING AND SECURING WATER CONSUMPTION

- Further improving the efficiency of the filling lines
- Optimising the cooling installation
- Increasing filtration efficiency in Brewing
- Further optimising the flushing machines
- Regular consultation with stakeholders about water



### STIMULATING SOCIAL AND ECONOMIC GROWTH

#### Social projects:

- Further expanding and communicating the Grolsch Craftsmanship is Mastery Fund and the Pak An Foundation.
- Further expanding and communicating Grolsch's involvement in various regional social projects.

#### Sustainable employability:

- Further increasing the percentage of women in management positions to 30% in 2025.
- Completing vitality checks, analysing results and defining areas for improvement. Specific attention for setting up a sports committee and supporting employees' initiatives to quit smoking.
- Identifying and implementing workplace health improvements.
- Organising several masterclasses for the continued development of our employees.

#### Safe working environment:

- Implementing Plan of Action for Machine Safety in Packaging.
- Implementing Plan of Action for Traffic and Pedestrian Safety on the brewery grounds.
- Conducting RI&Es on machine safety for two packaging lines in Packaging.
- Expanding the number of traffic mirrors in Warehouse.



### PROMOTING RESPONSIBLE ALCOHOL CONSUMPTION

- Further expanding our range of beers with non-alcoholic and low-alcohol beers.
- Further increasing the availability and visibility of our 0.0% beers, focusing on events, student associations and sports clubs.
- Setting up two activities in partnerships that focus on alcohol and driving.
- Undertaking and co-developing initiatives to further increase knowledge and awareness of FAS in the Netherlands.
- Continuing to support, expand and communicate the Kikid Booze project to raise awareness among young people of the risks of alcohol consumption.