



**CSR**

**OF ÖES**

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# Ölgerðin - Operating Responsibly

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## Ölgerðin sets a clear strategy for Corporate Social Responsibility.

In previous years social initiatives have been run in line with the scale of Ölgerðin's operations. Accordingly these initiatives mainly consisted of grants to sports teams, sporting events and charities to name a few.

In recent years Ölgerðin has expanded significantly, the daily running of the firm becoming increasingly elaborate, consequently extending the reach to Icelandic society at a growing scale. In accordance with this growth, Ölgerðin has worked hard over the past two years to set a clear strategy for its Corporate Social Responsibility (CSR).

Through this work it became clear that the firms' greatest touchstones are with the community, the natural environment, the market, and the firm

itself. A diverse group of staff members was asked to list a selection of measurable goals and in celebration of 100 years of Ölgerðin, the decision was made to initiate 100 CSR projects.

Following an inclusive selection process, 100 initiatives have been chosen, and as such represent the groundwork for an extensive CSR programme which we will endeavour to continue to build in the future. We will continue to do our utmost to achieve the outlined goals and demonstrate that we operate responsibly in Icelandic society, whether it concerns ingredients and natural resources, recycling, saving energy, ensuring operational transparency or a reduction in distances travelled for the distribution of our various products.

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**A diverse group of staff members has identified 100 issues that shape the basis of a more dynamic CSR programme for Ölgerðin.**

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## The Environment



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A large section of the initiatives are already being implemented, and as such we believe Ölgerðin is one of the most environmentally friendly breweries in the world. In fact the entire manufacturing process is a closed cycle insofar as all material which is spoilt during the boiling of the malted barley is used for pig feed. Excess hot water from the process of cooling the beer is used to melt snow in the firms' parking lots to ensure staff safety and facilitate access. Finally the carbon dioxide which develops as the beer ferments is used to make carbonated drinks rather than being released into the atmosphere.

Over the past years we have endeavoured to reduce the kilometres that are driven for the distribution of our products. This determination has clearly paid off as our distribution management team managed to reduce the distance driven by 40 thousand km, despite increased sales.

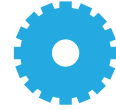
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### Projects that fall within this group include:

- Recycling
  - Energy use
  - Amount of water used for manufacturing
  - Recyclable packaging
  - Recycling carbon dioxide
  - Recycling spoilt material
  - Use of renewable energy
  - Reduction in km driven
  - Reduction in air pollution
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## The Market



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Among initiatives tied to the market, we will continue to increase the availability of healthier products. We will also continue to improve labelling, offering products containing reduced calories and adhering to clearer policies concerning advertising and children.

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### Projects that fall within this group include:

- Improved product labelling
  - Best practice
  - Increasing a variety in portion sizes
  - Increasing the availability of healthier products
  - Increased information on the official website
  - Ensuring the CSR of parties who stock our products
  - Educating stockists
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## The Society



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Ölgerðin will continue to support Icelandic society through the provision of grants to sporting and cultural events. On top of the good work that has already been delivered we will start a new initiative which will be run in collaboration with all staff of Ölgerðin and will be announced at a later date.

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### Projects that fall within this group include:

- › Responsible consumption of alcohol
  - › Promoting exercise among children and youth
  - › Support to sports teams
  - › Support to cultural events
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## Ölgerðin Egill Skallagrímsson

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Finally we will implement a series of initiatives that relate to the firm itself. To this regard the firm received an equal pay attestation from VR Trade Union. The Attestation is a professional study to assess whether companies provide unequal pay for positions of equal responsibility, thoroughly assessing the various factors that impact upon the wage structures of men and women.

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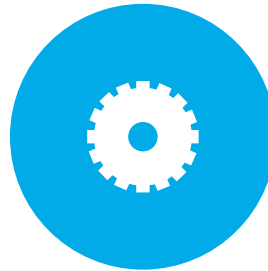
### Projects that fall within this group include:

- › Staff education and development
  - › Measuring job satisfaction
  - › Equal rights
  - › Staff participation in CSR initiatives and voluntary work
  - › Staff well-being
  - › Cycle to work and other similar initiatives
  - › Policy for equal pay in accordance with VR Trade Union
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**The Environment 38%**



**The Market 26%**



**The Firm 19%**



**The Society 17%**



**The division of the various initiatives into set groups is in accordance with market demands. The natural environment was found to have the greatest influence.**

Ölgerðin will release an annual report to cover the ongoing progress of these initiatives.

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Ölgerðin has thus partnered with Festa, a centre for social responsibility. From them we gain valuable expertise and a platform to learn from one another in a community of responsible Icelandic firms.

Ölgerðin has also joined the Global Compact Initiative of the United Nations. With this initiative we commit to ten CSR norms as well as submitting an annual report to demonstrate how we adhere to these norms. 4700 firms are involved in this initiative worldwide, 400 being in the Nordic countries, and very few being in Iceland.



**F E S T A**

Samfélagsábyrgð  
fyrirtækja

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It is clear that this initiative is grand and elaborate for an extensive manufacturing firm like Ölgerðin. As before, our staff was fully involved in the development of the programme and all share the determination to tie the various initiatives to the daily management of the firm.