

SUSTAINABLE.CHARACTER.



Sustainability & Corporate Social Responsibility summary for 2020



2020 was a remarkable year for the world as a whole, and for Koninklijke Grolsch, in which COVID-19 took centre stage. Nevertheless, we continued to invest in realising our sustainability ambitions. Corporate Social Responsibility, after all, has been a core part of how we do business for years.

Our sustainability strategy is based on six objectives that each contribute to the UN's Sustainable Development Goals:

1. REDUCING CO₂ EMISSIONS & 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

Although we did not achieve all of our 2020 goals due to the pandemic, we are extremely proud of what we did manage to accomplish. It is with great pleasure that we share our sustainable highlights of 2020 and take you through our objectives for 2021.

SUMMARY RESULTS 2020



Volume sold
(in millions of hl.)

2,6



Market share in
the Netherlands

13%



Distribution to

±60 countries



Number of employees

699

CO₂ & Energy

Using green electricity

100%

Contract signed for heat supply
from Twence



Beer/ CO₂ efficiency
(in kg CO₂ eq/ hl)

2.66 KG

Green energy in total
energy consumption

48%



Water

Canning line pasteuriser
optimised



Research into risks
of water availability
for brewery



Beer/water efficiency
(hl water/ hl beer)

3.68 HL/HL



Packaging

Cutting down on virgin plastic
multi-pack carriers

91,000 KG

Plastic reduction by using
thinner plastic tray carriers

29,800 KG

Amount of plastic saved
by pilot with returnable
pallet wrapping film

52,000 KG

Total amount of
virgin plastics saved

172,800 KG



Waste

Zero-waste brewery:

All our brewery waste is recycled

100%

Reuse of
brewers' grains

41,799 TONNES



Social & economic growth

Launch of internal campaign to improve
safety awareness in the workplace



Percentage of women hired
in senior positions

44%

Projects supported by the
Grolsch Craftmanship is Mastery Fund

3

Projects aided through
Pak An Foundation

58



Alcohol

Growth in non-alcoholic beer range
total of 7 non-alcoholic beers

+2

Financial contribution to educational
support of FAS project



Various sampling and awareness
campaigns for 0.0% beer e.g. at
Singelloop Enschede and KickIn

0.0%



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STRATEGY & PRIORITIES IN 2021



In recent years, we focused on the six priorities mentioned before. In the light of our recent accomplishments - Grolsch is now a proud 'zero waste' brewery - and new insights - e.g. with regard to carbon emissions throughout the value chain (scope 3) - we have fine-tuned our priorities from 2021 onwards.

Our focus on reducing carbon emissions & energy consumption, maximising circular packaging, reducing and securing water consumption and promoting responsible alcohol consumption remains unchanged.

On top of that, we will continue to invest in optimising and greening transport. We have also fine-tuned our focal point 'Stimulating social & economic growth' and renamed it 'Stimulating inclusion and well-being', as we believe that everyone deserves to be supported and to be treated equally and wish to have this reflected in our strategy more emphatically. Of course, we will also continue to invest in social initiatives and economic growth.

OVERVIEW OF OBJECTIVES FOR 2021



REDUCING CO₂ & ENERGY CONSUMPTION

- Improving efficiency of filling lines
- Optimising tunnel pasteurisers
- Improvements to reduce energy consumption in production departments
- Installing new dryer in filter cellar
- Optimising cooling system
- Implementing projects from energy transition plan
- Reducing natural gas consumption by replacing pallet cover machine
- Optimising boiler efficiency; reducing residual energy consumption



MAXIMIZING CIRCULAR PACKAGING

- Introducing the Grolsch TopClip
- Introducing a tray liner consisting of 50% and 100% recycled plastic
- Investigating substitutes for styrofoam for container transport



OPTIMIZING TRANSPORT

- Establishing a business case for greening the transportation of pallet and tank beer
- Researching the use of alternative fuels
- Follow-up steps for Lean & Green programme
- Cooperating in studies on improving transport together with trade association Nederlandse Brouwers
- Taking part in UT project on data-driven transport
- Adding electric cars to our lease fleet

OVERVIEW OF OBJECTIVES FOR 2021



REDUCING AND SECURING WATER CONSUMPTION

- Beer/water efficiency 3.27 hl/hl
- Optimising the water consumption of the cooling system
- Recalibrating the water reduction and availability plan
- Optimising the water consumption of bottle rinsers
- Study into water reduction opportunities across the brewery with University of Twente
- Modelling water availability in the future
- Testing membrane-based water treatment



STIMULATING INCLUSION & WELL-BEING

- Effecting a culture change, with health and mental well-being serving as drivers of performance and engagement
- Focus on sustainable employability, preventing absenteeism and promoting effective reintegration
- Promoting an inclusive and progressive culture: 50% of new hires in senior positions are women
- Integrated approach to leadership development at all levels
- Behaviour-Based Safety Programme rolled out in Integrated Supply Chain
- Perform RI&E and draw up Action Plan for Atex and LOTO
- ISO 450001 Certification
- Continued activation and communication of the Grolsch Craftmanship is Mastery Fund and the Pak An Foundation.
- Continued activation and communication of involvement in regional social projects



PROMOTING RESPONSIBLE ALCOHOL CONSUMPTION

- New non-alcoholic and low-alcohol beers added to range
- Increasing the availability and visibility of 0.0% beers, particularly at events, student clubs and sports canteens
- Further roll out of our Responsible Drinking Instruction (IVA) training sessions among clients and associates
- Replacing boarding along sports pitches with ads for 0.0% beer
- Setting up two new partnered activities revolving around alcohol and traffic
- Supporting initiatives to improve the visibility and awareness of FAS