

**PRESS  
RELEASE**

## **Tapping on “Cheers to Green Ideas” for Greater Sustainability**

**A global crowd-sourcing campaign calling for sustainability ideas with cash prize up to USD20,000**

SHAH ALAM, 5 October 2015 – Vowing to support Carlsberg Group’s global crowd-sourcing campaign “*Cheers to Green Ideas*”, Carlsberg Malaysia is calling all green advocates, academicians, creative minds and entrepreneurs in Malaysia to contribute ideas on how to make Carlsberg beers more sustainable and help the brewer to craft probably the most eco-friendly beer in the world.

Carlsberg Group, in partnership with a Copenhagen-based sustainability think tank *Sustainia*, initiated “Cheers to Green Ideas” campaign to inspire and incentivize individuals and companies around the world to provide ideas on how to improve the full life cycle of a Carlsberg beer. The ideas could revolve around materials sourcing, ways to increase recycling through better product innovation and smart consumer incentives; or use of technology for greater water and energy efficiency.

“We strive to continuously improve and integrate sustainability throughout our value chain in line with Carlsberg Group’s sustainability strategy. As a responsible brewer, Carlsberg Malaysia is in full compliance to the Group Environmental Policy and committed to greater environmental efficiency with ongoing sustainably initiatives via CI-Lean programme,” Pearl Lai, Corporate Communications & CSR Director, Carlsberg Malaysia shared.

“We believe there is a countless of innovative ideas and sustainability solutions existing in Malaysia today. By rolling out this global crowd-sourcing campaign in Malaysia, we hope to further explore, realize the ideas at global scale and bring to life our founder J.C. Jacobsen’s firm belief in creativity, innovation and science,” Lai added.

Judging criteria on the ideas is based on feasibility and effectiveness of the idea in supporting Carlsberg Group to improve the environmental impact of beer, from raw materials sourcing, to brewing, production and logistics, all the way through to recycling of the products’ packaging. The ideas should also inspire positive change in consumer behaviour to help driving a more sustainable future.



Selected idea from an established company or entrepreneur will be presented with the “Cheers to Green Ideas” award of USD 20,000 each, whilst winning idea from an academician or consumer will win USD 10,000 cash prizes and be named the ‘JC Jacobsen Special Award’ recipient. Winners of both categories stand a chance to collaborate with Carlsberg experts and be invited as partners in the Carlsberg Circular Community.

For those who are interested to participate and contribute ideas for this campaign, please submit ideas to <http://www.sustainia.me/Carlsberg/> by October 16, 2015. Winning ideas will be announced on December 6 in Paris, in connection with the COP21 climate change conference.

### **About Carlsberg Malaysia**

Today, Carlsberg Malaysia manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base. The Carlsberg Malaysia Group also has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Asahi Super Dry, Somersby Cider, Danish Royal Stout, Connor’s Stout Porter, SKOL, Corona Extra, Jolly Shandy and other third-party imported brands like Budweiser, Stella Artois, Becks, Fosters, Hoegaarden, Erdinger, Franziskaner, Tetley’s Ale and Grimbergen.

### **About Carlsberg Circular Community**

The Carlsberg Circular Community was launched in 2014 and is a cooperation between Carlsberg and selected partners whose aim is to pursue a circular, zero-waste economy by using the Cradle to Cradle® (C2C®) framework when developing and marketing new products. The CCC currently comprises of seven partners, with the goal of engaging 17 partners by 2017.

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This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

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