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Page 1 of 4

Carlsberg Malaysia pilots CarlsBot in Sabah to strive for ZERO Packaging Waste and empower local communities via Ripple Sabah

KOTA KINABALU, 29 November 2022 – Staying true to its Purpose of Brewing for a Better Today and Tomorrow, Carlsberg Malaysia collaborated with Ripple (Sabah Recycling Association) to pilot-test a three-year glass bottle recycling and community empowerment programme named CarlsBot. Committing towards its Environmental, Social and Governance (ESG) agenda, the brewer has co-created a glass bottle ecosystem with Ripple to recycle its non-returnable glass bottles in Kota Kinabalu by empowering local communities to tackle waste and generate income.

Glass is one of the most difficult waste items to dispose of in Sabah. Unlike plastic and organic waste, there has not been much effort to find ways to turn glass into products that could generate income. As Sabahans recover from the socio-economic effects of the pandemic, Carlsberg Malaysia stepped up its investment on ESG, in addition to sales and marketing in Sabah, to make a difference to the lives and livelihoods of the local communities. The CarlsBot programme will address the mounting issue of disposal, collection and recycling of glass bottles in Kota Kinabalu through the three-year programme, which will take place from end 2022 to 2025.

The programme's namesake takes cue from its famous flagship brand 'Carlsberg' – "Carls" while "Bot" refers to a "ro-bot" or machine that can crush glass "bot-tle", hence the name "CarlsBot". The CarlsBot machine can crush approximately 600kg of glass bottles in an hour, which is equivalent to 2,352 pints of Carlsberg glass bottles.

For year one, three CarlsBot machines will be made available in Kota Kinabalu at the Tanjung Aru Marine Ecosystem Center (TAME) and two community centres in Luyang and Kingfisher. These made-in-Sabah CarlsBot machines can generate income for Sabahans whilst reducing glass waste in the beautiful Land Below the Wind. The CarlsBot machine, brainchild of a native Sabahan inventor, Adrian Lasimbang of TONIBUNG (Friends of Village Development), was inspired by other glass bottles crushers in the market which he then improvised to provide a solution to the overflow of unrecycled glass bottles that end up in landfills.

With the crushed glass produced by CarlsBot in the forms of cullet, coarse sand and fine sand, Ripple provides the recycled materials to local communities and trains them with entrepreneurial, innovation, marketing and sales skills to repurpose the glass bottle waste into materials which can be used in various beneficial ways, for example to pave roads or be upcycled into handicrafts, furniture and even big ideas like 3D printed housing and Kota Kinabalu shoreline sand retention, while also generating additional income for local entrepreneurs and preserving the nature.

Tressie Yap, Chairperson of Ripple said at the launch of Project CarlsBot, "Because we believe very much that small actions lead to big changes, we are very proud and excited to collaborate with a reputable brewer like Carlsberg Malaysia who will provide us with the funding to operate, manage and monitor the CarlsBot programme, a three-year glass bottle ecosystem to effect changes with our

network of NGOs and social enterprises including TAME, TONIBUNG, Siung Films, Upcycled Shack, Moyog Innovation House, PACOS Trust and One Ocean Empire on a local grassroots level that will consequently have much larger impacts on the lives of the communities in Kota Kinabalu and the environment of Sabah.”

Managing Director of Carlsberg Malaysia, Stefano Clini expressed gratitude for dedication and partnership with like-minded NGOs to handle the B2C glass bottle collection: “We are hopeful that with the support of Ripple, together with our distributors Kwong Hin (HK) Sdn. Bhd. and Bondestiny Sdn. Bhd. to handle the B2B glass bottle collection, Project CarlsBot will start on a strong footing to deliver a complete ecosystem. Upon the completion of this pilot programme, we hope that it will be in a solid position to deliver positive impact to the ecology and economy of the communities in Kota Kinabalu and other parts of the Borneo. Our target is to collect at least 30% of our products’ glass bottles in Kota Kinabalu.”

“Despite the investment, partnership and commitment by all parties, it is no easy feat to drive mindset and behaviour change around glass bottle waste. We invite all of you, who are passionate about the People, Planet and Prosperity of Sabah to pledge support for CarlsBot that is made by a Sabahan, for Sabahans in Sabah. You can bring any bottles, not just Carlsberg bottles, to TAME as well as to Luyang and Kingfisher Community Halls and make our target of zero glass bottle waste a success by ‘Crushing It One Bottle at a Time!’” he concluded.

Carlsberg Malaysia recently launched its ‘Together towards ZERO and Beyond’ ESG programme which includes a wider array of ESG priorities. It focuses on achieving six ambitions, which are categorised into ZERO Carbon Footprint, ZERO Farming Footprint, ZERO Packaging Waste, ZERO Water Waste, ZERO Irresponsible Drinking and ZERO Accidents Culture. These priorities support the brewer’s transformation towards more sustainable business practices and reaffirm its commitment to the collective action needed on the ESG areas that matter the most towards its purpose of ‘Brewing for a Better Today and Tomorrow’.

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About Carlsberg Malaysia

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka. We also have a regional presence via exports to Hong Kong, Taiwan, Laos, Cambodia and Thailand.

Our international portfolio of brands features Probably the Best Beer In The World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner. This Carlsberg trio is complemented by international premium brews including France's premium wheat beer 1664 Blanc, 1664 Rosé, Japan's No.1 premium beer Asahi Super Dry, European cider Somersby, British-inspired Connor's Stout Porter draught, and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout, Jolly Shandy and Nutrimalt.

Our approximately 600-strong workforce sell our products in a responsible manner within our sustainability-driven business. Our products are for non-Muslim consumers aged 21 and above. Please #CelebrateResponsibly – if you drink, don't drive!
Find out more at www.carlsbergmalaysia.com.my

Carlsberg 馬來西亞在沙巴试行 Carlsbot 努力实现零包裝废弃物並通過瑞波沙巴回收再循环协会 (Ripple) 赋予當地社區權力

亞庇，2022 年 11 月 29 日 – 秉承“酿造更美好的今天和明天”的宗旨，马来西亚 Carlsberg 与瑞波沙巴回收再循环协会 (Ripple) 合作，试行一项为期三年的玻璃瓶回收和社区赋权计划，而此活动被名为 Carlsbot。Carlsberg 致力于实现其环境、社会和治理 (ESG) 议程，与瑞波沙巴回收再循环协会 (Ripple) 公司共同创建了一个循环玻璃瓶生态系统去回收在亞庇的一次性玻璃瓶，并且通过授权当地社区解决废弃物问题且从中获得收入。

在沙巴，玻璃是最难处理的废弃物之一。这与塑料和有机废物不同，人们并没有积极地去寻找将玻璃转化为可创收的产品。随着沙巴人从大流行病的社会经济影响中恢复过来，马来西亚 Carlsberg 公司除了在沙巴的销售和营销外，还加强了对 ESG 的投资，以改变当地社区的生活和生计。Carlsbot 计划将通过为期三年的计划，解决亞庇日益严重的玻璃瓶处理、收集和回收问题，此计划将于 2022 年底至 2025 年进行。这名字来灵感来自于其著名的旗舰品牌“Carlsberg”——“Carls”，而“Bot”指的是一种“机器人”或可以压碎玻璃“瓶子”的机器，因此得名“CarlsBot”。每台 CarlsBot 机器的最佳产能是粉碎 2,352 个玻璃瓶，或每 60 分钟生产 600 公斤玻璃渣。

第一年，三台 CarlsBot 机器将在亞庇的丹绒阿鲁海洋生态系统中心 (TAME) 以及鲁阳 (Luyang) 和翠鸟园 (Kingfisher) 的两个社区中心提供。这些沙巴制造的 CarlsBot 机器可以为沙巴人创造收入，同时在美丽的风下之乡减少玻璃废弃物。CarlsBot 机器是沙巴本地发明家，TONIBUNG (村庄发展之友) Adrian Lasimbang 的创意，灵感来自市场上的其他玻璃瓶破碎机，並即兴自制，以解决未回收玻璃瓶溢出并最终进入垃圾填埋场的问题。

利用 CarlsBot 生产的碎玻璃，以碎石、粗砂和细砂的形式，瑞波沙巴回收再循环协会 (Ripple) 向当地社区提供回收材料，并培训他们掌握创业、创新、营销和销售技能，将玻璃瓶废弃物重新用于各种有益的用途，例如铺设道路或升级改造为手工艺品、家具，甚至是 3D 打印住房和亞庇海岸线保沙等大创意，同时也为当地企业家创造额外收入并保护大自然。

瑞波沙巴回收再循环协会 (Ripple) 主席 Tressie Yap 在 CarlsBot 项目的启动仪式上说：“因为我们非常相信小行动能带来大改变，所以我们非常荣幸和兴奋能与像马来西亚 Carlsberg 这样的知名啤酒商合作，他们将为我们提供资金来运作、管理和监测 CarlsBot 项目。这是一个为期三年的玻璃瓶生态系统，与我们的非政府组织和社会企业网络 (包括 TAME、TONIBUNG、Siung Films、Upcycled Shack、Moyog Innovation House、PACOS Trust 和 One Ocean Empire) 在当地基层产生变化，从而对亞庇的社区生活和沙巴的环境产生更大影响。”

马来西亚 Carlsberg 董事总经理 Stefano Clini 向志同道合的非政府组织的奉献精神和合作伙伴关系处理 B2C 玻璃瓶系列表示感谢：“我们希望在 Ripple 的支持下与我们的经销商，广兴有限公司和 Bondestiny 有限公司处理 B2B 玻璃瓶系列，CarlsBot 项目将立足于提供完整的生态系统。在这个试行项目完成后，我们希望它能够为亚庇和婆罗洲其他地区的社区生态和经济带来积极影响。我们的目标是在亚庇收集至少 30% 的产品玻璃瓶。”

“尽管各方进行了投资、合作和承诺，但要推动围绕玻璃瓶废弃物的心态和行为发生变化并非易事。我们邀请所有热衷于人类、地球以及沙巴繁荣的人承诺支持沙巴人制造的 CarlsBot，为沙巴州的沙巴人。你可以把任何瓶子，不仅仅是 Carlsberg 的瓶子，带到丹绒亚鲁海洋生态系统中心（TAME），以及鲁阳（Luyang）和翠鸟园社区会堂（Kingfisher），通过‘一次一瓶粉碎’来实现我们零玻璃瓶浪费的目标！”他总结道。

马来西亚 Carlsberg 最近推出的“Together Towards ZERO and Beyond”计划包括更广泛的 ESG 优先事项。它专注于实现六个零，分别为零碳足迹、零农业足迹、零包装废物、零水浪费、零不负责任的饮酒和零事故文化。这些优先事项支持酿酒商向更可持续的商业实践转型，并重申其对 ESG 领域所需的集体行动的承诺，这些领域对实现“为一个更好的今天和明天”的目标最重要。

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