



# We sell responsibly

– Sustainable choices made easy

A/s VINMONOPOLET

# Sustainability – from farm to consumer

Vinmonopolet has an important role in society to limit the negative effects of alcohol. A natural extension of this role is to see social responsibility in a larger context, where the global perspective is also included.

We want to run Vinmonopolet as sustainably as possible, and we are constantly working towards this goal – in our stores, as we partner with our suppliers all over the world, and in our back offices. In this leaflet you can read how we are helping to create a sustainable development.

In Vinmonopolet, sustainability includes our work in the areas of *alcohol and health*, *climate and environment*, along with *ethics and social matters*. Underneath it all is a principle of sustainable financial development.

The United Nations' Sustainability Development Goals is a global plan to eradicate poverty, fight inequality and stop climate change by 2030. Of 17 sustainability development goals, we have chosen the following five, in which we see the greatest opportunity to make a difference.



## OUR MAIN PRIORITIES



Decent work



Smarter solutions  
for environment and  
climate



A good, inclusive  
workplace



Sustainable  
consumer behaviour

# The most important

In some areas our standards must always be the absolute highest.  
These areas are our foundation.

**A**



## Selling responsibly

Our social mandate is to limit the negative effects of alcohol. The most important is to prevent sale of alcohol to minors and intoxicated individuals. We promote responsible consumption of alcohol in our communication and by offering a good selection of non-alcoholic and low-alcoholic products.

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## Safe products

Our products are safe to drink. This is ensured by international rules for production, as well as product analysis and checks to ensure the labelling is correct according to applicable regulations.

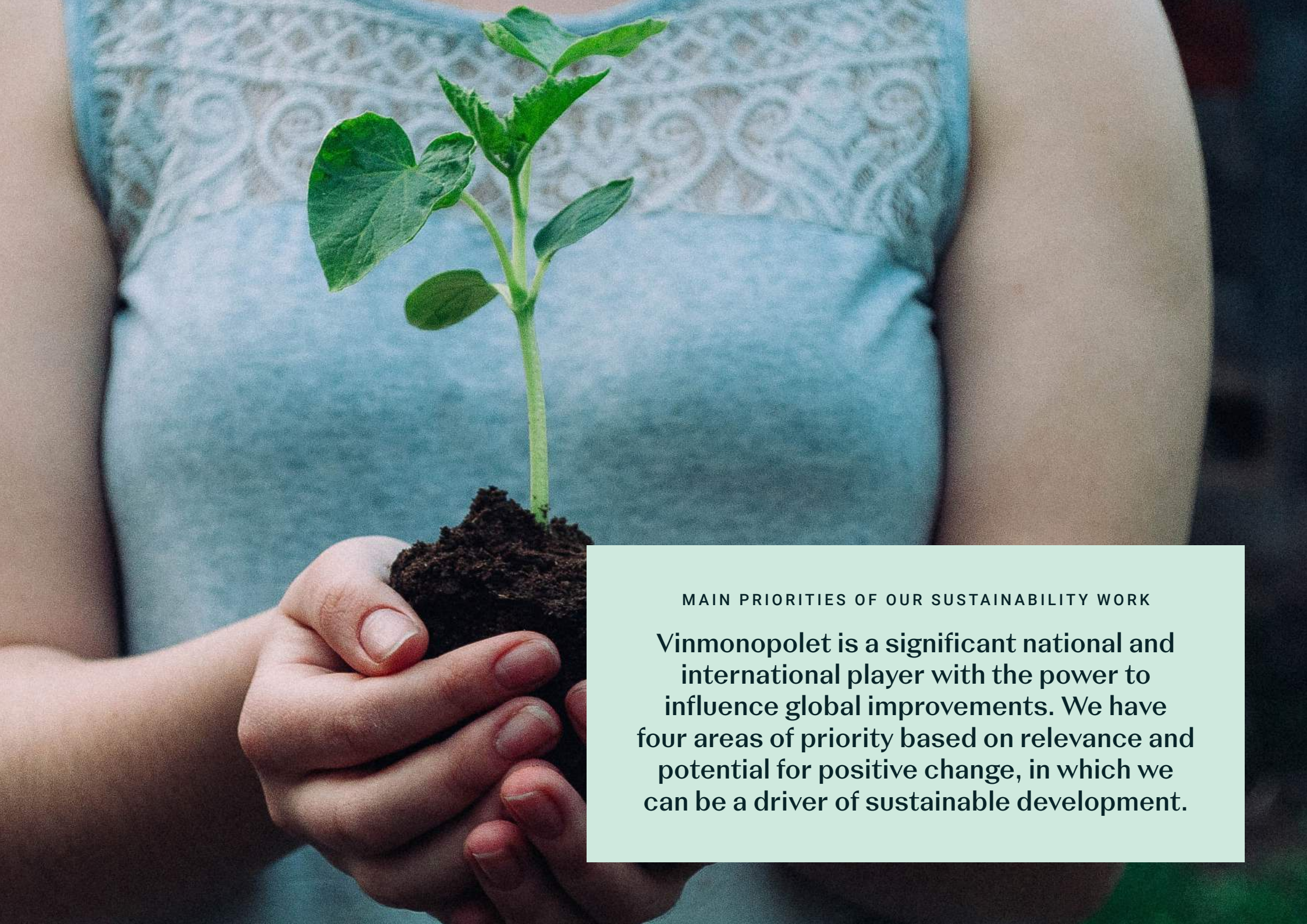
**C**



## Good business practice

Vinmonopolet shall at all times treat products, producers and importers as equals. We have zero tolerance for corruption and fraud, and we actively encourage everyone to contact us through our whistleblowing channel to let us know of any conditions deserving criticism.





#### MAIN PRIORITIES OF OUR SUSTAINABILITY WORK

Vinmonopolet is a significant national and international player with the power to influence global improvements. We have four areas of priority based on relevance and potential for positive change, in which we can be a driver of sustainable development.





# Decent work in the supply chain

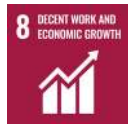
We shall be an active driver of decent working conditions in our supply chain.

People all over the world work every day with production of the goods we sell. Most of them have good working conditions, but not all of them. We are focusing our efforts on the areas with the greatest challenges—usually where the raw materials are grown. We shall help improve the industry, on the level of individual producers as well as helping to boost a broader section of the industry in a specific area.

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## WE ARE WORKING TO PROMOTE:

- Working conditions in line with international conventions for all.
- Human rights in our supply chain.
- Ourselves as a leading, innovative player that challenges established practice.



## INCLUSIVE IMPROVEMENT WORK

We have requirements for what we consider to be acceptable working conditions, and we monitor this through audits. If we discover that a supplier is not complying with our requirements, we will work closely with them until the breaches have been rectified. We believe supervision and training are a better solution for creating lasting change than cancelling contracts.



# Smart solutions for environment and climate

We shall reduce our carbon footprint  
by 40 percent by 2030.

Product packaging is by far the biggest contributing factor to our carbon footprint. Heavy glass bottles require a particularly high amount of energy in production and transport, thereby causing a high level of harmful emissions. We are an active driver of making packaging more environment friendly in our entire industry. To reduce our internal carbon footprint, each week we review our best practice using a specially designed environment management tool. We are proud that all our stores and offices are Eco-lighthouse certified.

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## WE ARE WORKING TO PROMOTE:

- Significant reduction in the carbon footprint of our products.
- Ourselves as a forerunner in eco-friendly operation of our own business.
- Being a driver in cooperation and partnership and creating ripple effects outside our own organisation.



## ENVIRONMENT-FRIENDLY PACKAGING

We are working actively to influence our suppliers to replace heavy glass bottles with other, more eco-friendly packaging such as light glass bottles, boxes, aluminium cans or plastic bottles. We are also working to increase the proportion of products which can be returned for a deposit.



# A good, inclusive workplace

Vinmonopolet shall be Norway's best place to work.

It is crucial for us to have motivated, highly skilled staff in order to be an attractive workplace and to provide good guidance to our customers. For this reason, we place great emphasis on skill development. We want our staff to continue working for us as long as possible, and we are working to achieve diversity in our organisation and for a balanced gender distribution in our managerial positions. Part of our social responsibility is also to give people who have ended up on the outside of working life a new chance through work training.

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## WE ARE WORKING TO PROMOTE:

- Our staff as the best ambassadors for Vinmonopolet.
- Highly skilled staff members.
- Even lower sick leave statistics.
- The right level of staffing and to reduce the number of low-hour contracts.
- Relevant diversity in our organisation.



## PROUD, CURIOUS AND COMMITTED STAFF

We actively facilitate giving as many of our staff members as possible the opportunity to complete our training programme in Polakademiet (Vinmonopolet Academy). People have different ways of learning, and we want to spark curiosity and inspire proactive independent learning through different methods, including games, film and lectures.



# Sustainable consumer behaviour

We make it easy for customers to make sustainable choices.

We want to meet the customers' preference for sustainability, whether they are passionate about climate and the environment, ethical trade or alcohol and health. We believe it should be easy to choose products that have eco-friendly packaging, are eco-certified or certified as ethical. Our emphasis in alcohol and health is to have a good selection of non-alcoholic and low-alcoholic products as substitutes for a corresponding product.

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## WE ARE WORKING FOR YOU AS THE CUSTOMER TO:

- Receive good guidance on sustainability from our store staff.
- Find clear, easily accessible information on sustainability from us.
- Be offered a good selection of sustainable products.



## BEST ON SUSTAINABILITY IN PRODUCT GUIDANCE

Vinmonopolet shall be a world-class specialist shop, and its area of specialisation shall include product guidance in sustainability. Therefore, sustainability is part of our in-house training. How we meet our customers in store and online is crucial in determining how we achieve our overall goal in sustainability and how we can contribute to achieving the United Nations' global goals.



In 2022, Vinmonopolet will have secured responsible sale of alcohol for 100 years. Social responsibility is part of our culture and core expertise. We shall use our experience and knowledge to help achieve five of the United Nations' sustainability goals.

We report on sustainability in accordance with the Global Reporting Initiative (GRI). Follow our work on [vinmonopolet.no/baerekraft](https://vinmonopolet.no/baerekraft)

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