CSR Carlsberg

**Profit**

Carlsberg A/S has been a leading brew company. Their focus for developing their company began with a desire to be a leader globally. When they realized this goal was unattainable, they began to take a different look at their possibilities for growth. Carlsberg’s solution was to focus on emerging markets, such as Russia and China. For Carlsberg to expand into these emerging markets, they reorganized their company so that the Carlsberg Foundation did not have as much controlling interest in the company. This allowed Carlsberg to attain other companies in key positions facilitating their expansion into other markets. By 2008, Carlberg was considered a market leader in Russia and had 55% of the market share in China. Carlsberg has not always held the highest position in their industry and for a while they were floundering, but with careful planning and by sticking to their plans they have succeed in their goal to build and maintain long-term growth.

**Philanthropy**

The majority owner of the Carlsberg Group is the Carlsberg Foundation. This foundation is dedicated to the advancement of science, art, and culture. Every year the foundation awards two prizes to researchers who have made a crucial contribution to basic research in naturals science and humanities or social sciences. The foundation is particularly supportive of talent development and generational change. The Carlsberg foundation also awards fellowship, both doctorial and postdoc.

**Ethical and Legal**

According to their website, Carlsberg asserts to be dedicated to performing business ethically and legally. They strive to provide their employees with a safe and healthy working environment. This claim not only applies to their employees but their business partners as well. They are adamant that they follow all applicable laws and company policies. Carlsberg says that they extensively train their employees and business partners. Their code of ethics starts with basic compliance and goes on to cover a myriad of issue that may arise with working at or with Carlsberg. They have gone so far as to enact a whistleblower system that allows employees to report criminal or misconduct violations through “Ethics Point.” The security ensures that employees will be safe when reporting issues. Carlsberg has set several ambitions for themselves. These ambitions are ZERO carbon footprint, ZERO water waste, ZERO irresponsible drinking, and ZERO accidents. Each of these areas have been issues for Carlsberg in the past, but they are making moves to change they way they conduct business to eliminate these issues.

References

*Carlsberg Group*. (2019, April). Retrieved from Carlsberg Group: https://carlsberggroup.com/sustainability/our-ambitions/zero-carbon-footprint/

Michael A. Hitt, R. D. (2017). *Strategic Management Competitiveness and Globalization.*Cengage.