



Carlsberg



IMPACT REPORT

APRIL 2025



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TOGETHER WITH WWF, WE ARE HELPING SELECTED FARMERS REPLENISH 527 MILLION PINTS OF FRESH WATER TO HELP UK NATURE THRIVE.



At Carlsberg, the pursuit of better goes beyond beer. With 100% of the barley used in our Carlsberg Danish Pilsner being sourced from UK farms, we have a strong commitment to supporting local agriculture and sourcing our ingredients in a way that provides a more positive environmental impact throughout our brewing process.

WWF is the world's leading independent environmental organisation. Their mission is to work with communities, businesses and governments in over 100 countries to help people and nature thrive. They work to safeguard the natural world, tackle dangerous climate change and enable people to use only their fair share of natural resources.

Since 2021, we've been working with WWF to protect nature in the UK, initially supporting their work to restore seagrass meadows along the southern UK coastline. In 2023, our collaboration evolved to address the impact we, as brewers more directly have on our environment; the landscapes critical to barley production.

This initiative plays a vital role in safeguarding the local rivers and farmland from waste and agricultural run-off from nearby farmlands, protecting local flora and fauna and reducing the carbon footprint of farming. Looking ahead, we aim by 2026, to have replenished 527 million pints of fresh water in the UK.

One of the ways we measure the success of the project is by monitoring the volume of freshwater we've 'replenished' – meaning the amount of water we've been able to help farmers store in the soil.

AS OF APRIL 2025, WE HAVE REPLENISHED 534 MILLION PINTS OF FRESH WATER IN THE UK, SURPASSING OUR TARGET A YEAR EARLY.

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303 MILLION LITRES
OF FRESH WATER REPLENISHED ACROSS NORFOLK.

109 HECTARES
OF LAND IMPROVED, THE EQUIVALENT OF...

155 FOOTBALL PITCHES
OF LAND IMPROVED THROUGH FARMING INTERVENTIONS.

38 FARMERS
WORKING WITH THE CARLSBERG X WWF PROJECT.

MORE THAN 70% OF THE UK'S LAND IS USED FOR FARMING, BUT FARMING HAS A FOOTPRINT.

Norfolk is one of the UK's foremost barley growing regions and is a key sourcing area for the barley we use in our products. Our work with WWF aims to restore the aquatic environment and provide natural solutions to human-made problems. WWF's delivery partner the Norfolk Rivers Trust begin by engaging farmers on water issues and the solutions available, to advocate for the natural environments both within, and surrounding their land.

Funded by the Carlsberg x WWF partnership, the NRT help farmers implement water & environmentally sensitive farming methods and develop targeted management solutions that benefit the soil and water, by engaging farmers on the water issues and risks in their area and the interdependencies with local habitats and wildlife.

INTERVENTIONS RANGE FROM FARM TO FARM, BUT WE'VE SEEN SIGNIFICANT IMPACT TO THE ENVIRONMENT WITH THE FOLLOWING:

PLANTING HEDGEROWS

Hedgerows are strips of trees & shrubs that act as natural "corridors," connecting different habitats across expanses of farmlands allowing wildlife to move between sections of land. Hedgerows are vital habitats for insects, smaller mammals and amphibians, offering both shelter and natural boundaries, while aiding in the absorption of water and slowing down run off.



SOIL AERATION

When soil becomes compacted, plant roots can struggle to get the nutrition they need, which can cause them to weaken or die. Soil aeration involves creating holes in the ground to allow air, water, and nutrients to penetrate more easily so grass and crops develop stronger roots, promoting healthier plants and encouraging lush, vibrant growth, and ultimately reducing water run off.



SEDIMENT TRAPS

Typically created by digging a small bond or basin, a sediment trap is a designated area strategically placed to catch rainwater carrying away soil as it runs off the land. As the sediment particles gather and settle in the trap, cleaner water flows away. This both protects waterways from pollution and gives farmers a way to prevent soil erosion.



CASE STUDY | IMPROVING SOIL STRUCTURES AT EVES HILL FARM

Eves Hill Farm just one of the businesses we've supported; a mixed farm that operates using the principles of regenerative agriculture, aiming to improve biodiversity levels and sequester carbon into the soil.

The Norfolk Rivers Trust have worked with Jeremy and Eve Hills Farm team to improve soil health and implement water sensitive farming through an aeration attachment for tractors. The attachment creates incisions across the hard ground allowing rainwater to flow down, into and through the soil to reduce runoff into rivers and streams.



“Support from the Carlsberg-WWF partnership is helping us regenerate our soils, improve our yields and protect local biodiversity. With funding from the partnership, we received help from the Norfolk Rivers Trust to trial an Aeroworx aerator, a specialist piece of kit that we wouldn't otherwise have been able to try out.

It's proving a vital tool in our journey to transition from conventional agricultural practices to regenerative management and practices. Working with nature rather than against it to produce better quality nutrient dense food, whilst improving the surrounding environment and biodiversity. As a mixed farm our pastures are as important as our arable land, the Aerworx aerator allows us to care for these pastures, reducing compaction and allowing better water infiltration. Over time this will result in healthier and more biologically active soils, requiring no synthetic inputs and yielding plenty of diverse forage for our 100% grass fed cattle. Healthy pastures mean healthier cattle, and a healthier environment with richer biodiversity. This in turn results in a happier farmer!”

JEREMY BUXTON, EVES HILL FARM.

CASE STUDY | PLANTING HEDGEROWS AND PROTECTING WATERWAYS IN INGWORTH.

Through the Carlsberg and WWF partnership, the Norfolk Rivers Trust have worked closely with landowners in Ingworth to improve water quality and create a new habitat for wildlife.

Located in the River Bure attachment, Ingworth is home to a globally-rare chalk river, one of 25 that flow through the Norfolk landscape. These vital habitats support a diverse range of wildlife and are an important source of water to the region, feeding fresh water into under lying chalk aquifers. It's therefore important to both people and nature that they are kept flowing and protected from pollution.

The River Bure is currently classed as having moderate ecological health, so as part of our programme over 1,800 metres of native hedging have been planted. This work is restoring hedgerow habitats that were previously abundant across the region for generations. These habitats provide homes for a variety of wildlife, including pollinators and pest-controlling birds that local farms rely on. The hedgerows also help slow run-off from farmland, avoiding soil erosion and protecting waterways from pollution.

The Carlsberg and WWF partnership funded 600m of the hedging, along with biodegradable tree guards to interrupt flow pathways from arable land to the river Bure. Planting these historic field boundaries and establishing new hedgerows helps mitigate these negative effects by slowing — or in some cases halting — the flow of water across the landscape.

To ensure the saplings remain healthy, landowners sign agreements to maintain the hedgerows. This includes wedding, mulching and replacing any saplings that do not thrive. NRT also supports the use of biodegradable tree guards; if any guards have not degraded by the time the tree has outgrown them, they will be removed by hand to ensure correct growth.





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