



UNION OF BREWERS IN BULGARIA



SYNERGY AND LEADERSHIP IN SOCIAL RESPONSIBILITY



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Executive Director

Member of the UBB Managing Board



Union of Brewers in Bulgaria (UBB): responsibility, synergy, transparency, creativity, sustainability



- Employer's organization of beer producers and their suppliers.
- Brewing companies members of UBB:
 - Bolyarka VT JSC,
 - Britos Ltd,
 - Zagorka JSC,
 - Kamenitsa JSC,
 - Carlsberg Bulgaria JSC,
 - Lomsko Pivo JSC,
 - Dorovski Invest Ltd.
- Aggregated production share – 98%.
- High administrative and organizational capacity.

CAPITAL INVESTMENTS (BGN)



EXCISE DUTY REVENUES (million BGN)



VALUE ADDED
600 000 000 BGN





Social responsibility – leading strategic priority



- UBB – active member of the Brewers of Europe. Shared values, priorities, projects and commitment to the protection of public interest.



- Proactive participation and leadership in the implementation of the initiatives endorsing the EU Strategy to Reduce Alcohol Related Harm, the EU Alcohol and Health Forum and the common platform for the *Beer Pledge* commitments.



- Sectoral and corporate campaigns in support of the community.



- Academic publications on best CSR practices in the brewing industry.





Social responsibility – standard for organizational behavior on sectoral and corporate level

- Vital SR system with Code for responsible commercial communications – monitored by the EC.
- Strict respect to the 7 SR operational standards of the Brewers of Europe – best practice of the EU Alcohol and Health Forum.
- All beer ads with SR mandatory slogan “Consume with pleasure and moderation”.
- Highly restrictive self-regulatory policies towards minors.
- Proud to be transparent - voluntary commitments to keep consumers informed with the aim of reducing alcohol misuse.
- Intersectoral campaign “Go on foot when you drink” (2007/2008).





Inspiring initiatives and sustainable partnerships for social responsibility

- Long-term campaign of UBB to discourage underage drinking.
- Sustainable development of the prevention campaign under the slogan *"Sports is the better way children to grow up"*.
- Sports and creative pursuits as an approach for universal prevention in support of minors and their families.
- All activities of the campaign - 100% funded by UBB members.





Inspiring initiatives and sustainable partnerships for social responsibility



РЕПУБЛИКА БЪЛГАРИЯ
Министерство на младежта
и спорта



Столична
община

Главна дирекция
“Национална полиция”



Община
ВеликоТърново



ПРЕВАНТИВНО
ИНФОРМАЦИОНЕН
ЦЕНТЪР ПО
ПРОБЛЕМИТЕ НА
НАРКОМАНИИТЕ – СОФИЯ



A benchmark for a best practice that unites the efforts of the responsible business, state institutions, well established non-governmental organizations, sports clubs, families and the media as an efficient model endorsing a socially significant cause.



Главна Дирекция
„Национална Полиция“



Община
Велико
Търново

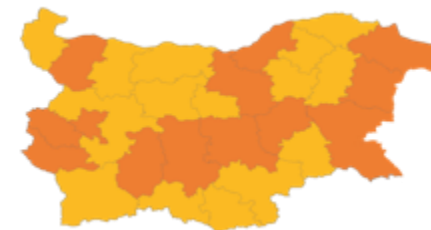




“Sports is the better way children to grow up”

In the period 2012 – 2019:

- Over 50,000 participants
- Over 350 events and trainings in 16 regions of Bulgaria
- Outreach – over 150 schools, 25 children and youth centers, 10 protected houses and crisis centers
- Long-term donorship and improvement of the facilities for sports and prevention
- More than 160,000 manuals and brochures published
- National awareness of the campaign – 1,250,000 Bulgarians aged 18+

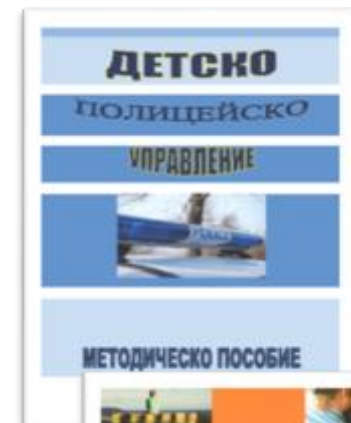




Upgrading the campaign with road safety initiatives

Partnership with the National Police General Directorate of the Ministry of Interior:

- Publication and distribution of MoI information and training materials on road safety and accident prevention.
- Publication of an interactive road safety training toolkit authored by the Traffic Police.
- Yearly participation in Traffic Police initiatives regarding the European Day without a Road Death (EDWARD initiative).
- Support to The 66 International cycling tour of Bulgaria.





Partnerships with the Municipality of Veliko Tarnovo, St Ivan Rilski Donorship Association, Yantra 2001 NGO, Regional Directorate of the Mol

- Equipping rooms on road safety for children in 5 regions of Bulgaria.
- Establishment of the first in the country Prevention and Sports Center in V. Tarnovo municipality. Road safety rooms, road safety grounds and cycling area for minors.





Partnerships with the municipality of V. Tarnovo, St Ivan Rilski D. Ass., Yantra 2001 NGO, Regional Directorate of Mol

- Summer campaign “Keep the Children on the Road Safe”
- Open door classes on road safety in V. Tarnovo municipality.
- Training manuals containing tests and quizzes on road safety.
- Interactive training materials on road safety distributed to all children and youth centers in V. Tarnovo region.





Главна Дирекция
„Национална Полиция“



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THANK YOU FOR YOUR ATTENTION!

FOR MORE INFORMATION:
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