

A  
CLEAN  
SPIRIT  
THE CONSCIOUS CHOICE

ESG-RAPPORT  
2024

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# 1.0 A Clean Spirit: Who are we?

Navigating the spirit landscape since 2020, A Clean Spirit, under the leadership of Bintu Singh, has been on a mission to craft top-tier rum, spirits and gin while spearheading eco-friendly practices in the spirits industry. Bintu founded the company with Investor Søren Offer Madsen, who focusses on Investments in sustainable business cases.

The ownership structure was expanded in April 2023 with CEO Mark Winslow as well as in August 2023 with CCO Niels Andersen and now consists of four owners to strengthen the team and growth of the business. From humble beginnings, the brand has grown exponentially, currently offering a diverse range of more than 100 spirits created for the discerning palate. The team, now 7 members strong (April 2024), embodies the ethos of quality and responsibility.

A Clean Spirit doesn't just stop at delivering exceptional spirits; it's committed to making a positive impact. Some of our products proudly carry the Fair-Trade certification, attesting to our dedication to ethical sourcing and fair labor practices.

Looking ahead, we're gearing up for another milestone. In the first half of 2024, A Clean Spirit will achieve B-Corp certification, marking our official status as a socially and environmentally responsible company. As we delve into the upcoming sections on our vision, mission, and values, you'll discover that A Clean Spirit is more than just a spirit's brand – it's a testament to what happens when passion, quality, and responsibility come together in every pour.



# 1.1 Vision, mission and values

## A Clean Spirit Purpose:

### **Eco-conscious spirits: where taste meets responsibility:**

At A Clean Spirit, our purpose is to pioneer in the commercial world of consciously manufactured spirits. We are dedicated to creating exceptional, eco-friendly spirits that exemplify the perfect harmony between the sensory experience, social, and environmental responsibility. Our mission is to provide our customers with thoughtfully crafted spirits, making every sip an expression of our deep commitment to a greener and better future. From organic ingredients and responsible sourcing to eco-conscious production methods, we want to promote the essence of environmental stewardship in the spirits industry. Our primary aim is to cater to both connoisseurs and curious enthusiasts, unveiling the meticulous craftsmanship and dedication to quality that define our selection. With every bottle we produce, we aspire to champion not only your palate but also the planet itself, making responsibility a part of every indulgence.

## A Clean Spirit Mission:

### **Created consciously, enjoyed responsibly: nurturing a responsible present:**

At A Clean Spirit, our mission is to provide a diverse collection of exceptional, eco-friendly spirits to enthusiasts who value both flavor and environmental responsibility. We create our spirits with precision and dedication, ensuring that each bottle reflects the essence of our purpose. Our commitment to quality, responsible sourcing, and eco-conscious production methods allows us to offer a unique range of spirits. We are dedicated to making our products accessible to all who appreciate the taste of a greener, more sustainable future.

## A Clean Spirit Vision:

### **Creating global joy through local excellence:**

At A Clean Spirit, our vision is to be globally but also locally celebrated and recognized for our commitment to creating exceptional, responsible spirits. We envision a future where our carefully created collection serves as a source of pride for our community, allowing us to share the joys of conscious craftsmanship with our closest and beyond. We aspire to become a brand that resonates within the hearts of those who appreciate authenticity and quality in every sip, expanding our reach while remaining true to our values.

# A Consciously crafted Legacy: Our 4 Core Values

## **1. The Conscious Choice:**

We will take full responsibility for our entire value chain through responsible and conscious business practices that adhere to impeccable standards of responsibility and ethics. This includes prioritizing a conscious commitment and approach in all that we do, as well as aligning with global World sustainability goals 8 and 12, reflecting our dedication to contributing to these broader initiatives. Our commitment is to reduce our environmental impact and make eco-conscious choices at every stage of our production process.

## **2. The Innovative Pioneers:**


As pioneers within conscious spirits, innovation drives us to constantly improve and advance our products and processes, aligning with our sustainability commitment. While we may not always be 100% perfect, we will be transparent through our mission to inspire consumers in making sustainable choices. We aim to lead by example, encouraging our customers to embrace sustainability as part of their lifestyle.

## **3. The Tasteful Craftsmanship:**

In our quest to create unique and exciting products, each brand stands out and offers innovation and amazing taste. We are dedicated to maintaining unwavering quality, ensuring that every sip delivers fantastic taste accompanied by a fascinating story. Our commitment to authenticity and amazement is reflected in the artistry of our spirits, making each experience both genuine and delightfully unexpected. With a range designed for inclusivity, catering to all, beginners, and connoisseurs, our products are a celebration of diversity. From novices to seasoned enthusiasts, our spirits are not only created for all but also intentionally accessible, inviting everyone to take part in the shared experience.

## **4. The Team Spirit:**

We value a warm, informal, and welcoming work environment. We believe that a comfortable and enjoyable workplace fosters creativity, teamwork, and a shared passion for what we do. We take pride in our close-knit team and the sense of belonging which makes coming to work a pleasure.

A photograph of a harbor scene. In the foreground, the wooden deck and rigging of a boat are visible, with ropes and a wooden plank. The water is dark and choppy. In the middle ground, a bridge with two large, red, angled supports is visible. In the background, a large, multi-story building with many windows is situated on the shore. The sky is overcast and grey.

2.0  
ESG focus areas  
Enviromental factors (E)

## 2.1

# Climate impact:

Reduction of greenhouse gas emissions, use of renewable energy, and climate strategies.

Our commitment to mitigating climate impact is at the forefront of our operations. At A Clean Spirit we exclusively partner with distilleries dedicated to environmental excellence. One such exemplary partner boasts 100% self-sufficiency through the utilization of renewable energy sources, alongside pioneering carbon capture technology.

This innovative approach sees CO<sub>2</sub> emissions from the distillation process repurposed for soda production, minimizing our carbon footprint. Additionally, we prioritize sustainable shipping methods, opting for traditional sail-ships that rely solely on wind power, eliminating the need for motorized propulsion and fossil fuels. As part of our efforts to offset our environmental impact, we have recently forged an agreement with Ecotree and purchased 75 oak trees to be planted in Denmark. While our primary focus remains on reducing our own footprint, we recognize the importance of compensating for our emissions. The absorption capacity of these 75 oak trees is estimated to be approximately 900 kilos of CO<sub>2</sub> PER tree over their lifespan.<sup>1</sup>

<sup>1</sup> Note: The CO<sub>2</sub> absorption capacity of oak trees can vary depending on factors such as age, location, and environmental conditions.



## 2.2

# Resource management:

Water consumption, energy consumption, waste management, and sustainable resource utilization.


At A Clean Spirit, we are dedicated to responsible resource management across all aspects of our operations. Within our small office space, we have implemented efficient waste management practices, including recycling programs and reduced single-use plastics. Many of our employees opt for eco-friendly modes of transportation such as cycling or using public transit, minimizing our overall carbon footprint. With only one local office and warehouse facility, we streamline our logistical operations, reducing unnecessary energy consumption associated with multiple locations. Moreover, our water consumption is kept to a minimum as we encourage the use of a shared tea kitchen exclusively for employee use, eliminating the need for individual water sources. Embracing sustainable resource utilization, we continuously seek innovative ways to reduce waste and optimize efficiency, ensuring a greener future for generations to come.





## 2.3 Environmental compliance: Adherence to environmental laws and standards.

At A Clean Spirit, we uphold rigorous environmental standards and regulations, both domestically and internationally. In Denmark, we ensure full compliance with all environmental laws and regulations, adhering to strict guidelines set forth by authorities. Additionally, we extend our commitment to environmental stewardship to the countries where our products are sourced and produced. Through diligent vetting and partnerships with suppliers who share our values, we guarantee that our production processes meet or exceed local environmental standards. By prioritizing compliance with regulations at every stage of our supply chain, we remain steadfast in our dedication to sustainable practices and the preservation of our planet.

A photograph of a blue and white bus driving on a road. The road is bordered by a concrete barrier with black posts and yellow caps. In the foreground, there are rows of young green plants in a field. The background features a line of tall palm trees and a dark, hilly landscape under a cloudy sky. Several power lines run across the top of the image.

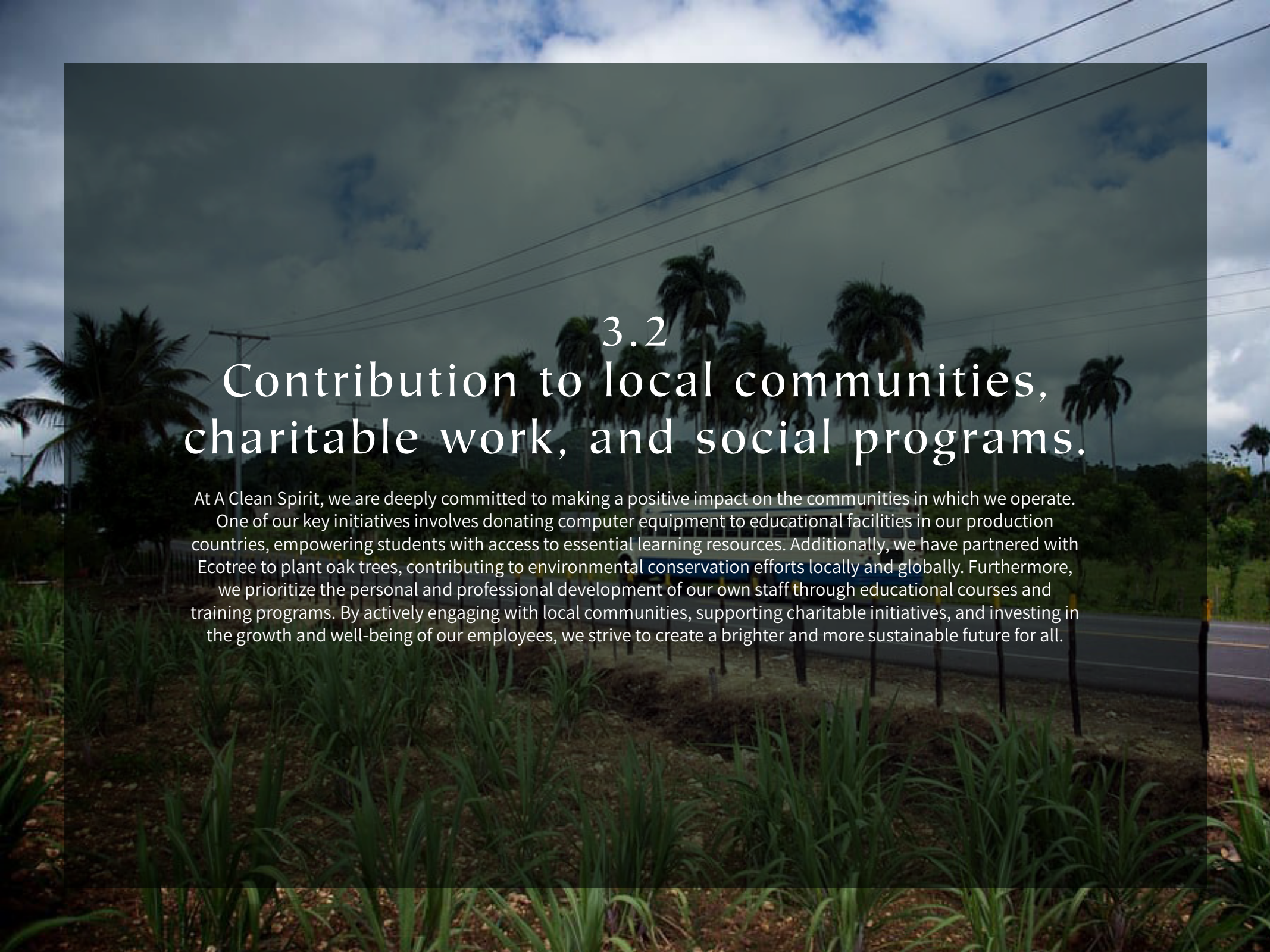
### 3.0 ESG focus areas Social factors (S)



## 3.1


# Working conditions: Equality, diversity, occupational health and safety, and employee rights.

At A Clean Spirit, we prioritize modern social standards that foster equality, diversity, and a supportive work environment. Our company culture thrives on an informal and relaxed atmosphere, where open communication and mutual respect are paramount. We believe that fostering a positive workplace culture not only enhances employee well-being but also drives creativity and innovation. Embracing diversity in all its forms, we actively promote equality and inclusivity within our team. Furthermore, we are committed to providing a safe and healthy work environment, ensuring that our employees' rights and well-being are protected. Through our value chains, we also ensure that the work environments in our production countries meet or exceed local labor standards and regulations. By upholding these values, we strive to cultivate a workplace where every individual feels valued, respected, and empowered to thrive.



## 3.2 Contribution to local communities, charitable work, and social programs.

At A Clean Spirit, we are deeply committed to making a positive impact on the communities in which we operate. One of our key initiatives involves donating computer equipment to educational facilities in our production countries, empowering students with access to essential learning resources. Additionally, we have partnered with Ecotree to plant oak trees, contributing to environmental conservation efforts locally and globally. Furthermore, we prioritize the personal and professional development of our own staff through educational courses and training programs. By actively engaging with local communities, supporting charitable initiatives, and investing in the growth and well-being of our employees, we strive to create a brighter and more sustainable future for all.




## 3.3

# Customer and supplier collaboration:


### Ethical business conduct and supply chain management.

At A Clean Spirit, we uphold the highest ethical standards in our business practices and expect the same from our partners. We prioritize transparency, fairness, and integrity in all our dealings with customers and suppliers.

As part of our commitment to ethical business conduct, we require our business partners to adhere to the 10 principles of the UN Global Compact, which cover areas such as human rights, labor standards, environmental sustainability, and anti-corruption. By fostering collaborative relationships built on mutual respect and shared values, we strive to create a sustainable and responsible supply chain that benefits all stakeholders.




4.0  
ESG focus areas  
Governance: Board structure,  
Independence, Management factors (G)



## 4.1 Diversity and leadership structure

At A Clean Spirit, we embrace a flat management structure that fosters diversity and inclusivity. Our informal work environment encourages collaboration and participation from all team members, regardless of their level within the organization. We believe that diversity in leadership brings fresh perspectives and drives innovation, ultimately leading to better decision-making and business outcomes.

A young green plant with several leaves is growing out of a stack of books and two stacks of coins. The books are stacked on a weathered wooden log. The background is a blurred natural setting with green foliage and a bright light source in the upper right corner.


## 4.2

# Compliance and ethics

Adherence to legislation, ethical guidelines, and good corporate governance.

Compliance and ethics are fundamental pillars of our governance framework. We are committed to upholding all relevant laws and regulations in the jurisdictions where we operate, as well as adhering to ethical guidelines and best practices. Our dedication to compliance extends to our supply chain partners, whom we expect to uphold the same high standards of integrity and ethical behavior. Furthermore, we prioritize good corporate governance, ensuring transparency, accountability, and responsible decision-making at all levels of the organization.





## 4.3 Risk management

Identification and handling of risks, including financial, legal, and operational risks.

Identifying and managing risks is a key aspect of our governance strategy. We employ robust risk management practices to identify, assess, and mitigate various risks, including financial, legal, and operational risks. Through continuous monitoring and proactive measures, we strive to minimize potential disruptions to our business operations and safeguard the interests of our stakeholders. Additionally, we regularly review and update our risk management framework to adapt to evolving internal and external factors, ensuring the resilience and sustainability of our organization.

# 5.0

## A Clean Spirit Scope-calculations

### Scope and Basis of Calculations:

Scope 1 encompasses activities at our two locations: Haugbergsvej 1A, Odense, Denmark and the external warehouse in Vamdrup, Denmark, shared with other companies. This includes commuting and internal transport<sup>1</sup>

Scope 2 consists of consumption charges at the two locations.

For the office, relocated on January 1, 2023, energy calculations are based on first half-year 2023 consumption, multiplied by 2, and electricity consumption is based on October figures, multiplied by 12<sup>2</sup>

For the warehouse, relocated on April 1, 2023, calculations are based on second quarter 2023 consumption, multiplied by 4 to calculate annual footprint<sup>3</sup>

The baseline measurement follows the fiscal year, from July 1 to June 30.

Commuting to/from the office and travel related to sales demonstrations/tastings, based on reimbursed mileage, are included in scope 1.

Internal transportation between the two locations, carried out by external carriers, is also included in scope 1, though no additional transportation beyond normal operations is registered<sup>4</sup>

Business travel is not included in scope 1 and 2.

External deliveries to the warehouse and shipments from the warehouse to external locations are also not included in scope 1 and 2 calculations.

<sup>1</sup>This includes commuting to and from the workplace as well as internal transportation of goods and materials between locations.

<sup>2</sup>This is based on a conservative assumption that energy and electricity consumption remain constant throughout the year.

<sup>3</sup>This is based on an assumption that consumption remains uniform throughout the year following the relocation.

<sup>4</sup>While internal transportation between locations is included in scope 1, no additional transportation beyond normal operations is registered.

# 6.0

## Vision and Ambition Level

Our overarching ambition at A Clean Spirit is to invest with purpose and continue to live up to our responsibility and influence in the communities we operate in. We recognize the extensive work ahead of us and understand that not all businesses are equally mature when it comes to ESG, but A Clean Spirit aims to support the journey.

Regarding ESG goals and KPIs, the overall ambition is to meet the key requirements within E, S, and G.

ESG Highlights in 2022 In 2022, our company's ESG efforts have been significantly operationalized, starting with the development of a formal ESG strategy, including setting clear ambitions and focus areas for both the company and its respective business units. We acknowledge that this is a journey that we have only just begun, and as we gain more insight, it is likely to be refined and possibly redefined over time in terms of ambitions and objectives.

### Activities Undertaken at A Clean Spirit Corporate Level

- Development of an ESG strategy with accompanying KPIs for the business units within our organization.
- Setting targets for 2030 in line with the Paris Agreement.
- Establishing a baseline for ESG data.
- Establishing an ESG committee at the board level.

### Activities Undertaken at Business Unit Level

- Double materiality analysis to assess A Clean Spirit's financial and societal impact.
- ESG impact assessments to identify ESG-related issues, dependencies, risks, and opportunities.
- Defining ESG focus areas for the respective business units.

# 7.0

## A Clean Spirit key numbers

Scope 1 + 2 CE02 = 7.348 KG

Female employees = 33,3%

Total number of employees = 6



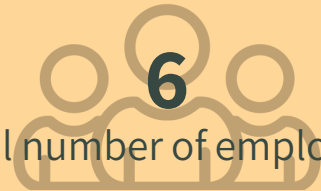
**7.348 KG**

Scope 1 + 2 CE02



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