



BRAND PROMOTER MANUAL

促销员手册

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INTRODUCTION 简介

At the heart of the Carlsberg Group are our brand promoters (BPs) – the people who make it all possible by promoting our brand portfolio to customers and consumers across on-trade, off-trade and market activations. We are proud of our BPs and recognise the vital role they play.

嘉士伯集团的核心力量之一是我们的品牌推广大使（促销员）——他们通过现饮渠道，非现饮渠道及市场推广活动，向客户和消费者推广我们的品牌组合，让一切成为可能。我们认可我们的品牌促销员的工作，并为他们的贡献而自豪。

This manual builds on Carlsberg's commitment to respect human rights by treating people with fairness, honesty and compassion, and by providing a safe and inclusive workplace where everyone belongs and can perform their job with confidence and pride.

本手册是基于嘉士伯集团对遵守人权的承诺，并以公平，真诚和同理心对待我们的伙伴，并提供一个安全和包容的工作环境，让每个人都能为自己的工作感到自信和自豪。

SCOPE 范围

This manual applies globally and sets out the principles and standards for BPs across all entities of the Carlsberg Group wherever they are deployed and whether they are hired directly or through agencies.

本手册在全球范围内适用，是嘉士伯集团所有品牌促销员的原则和标准，包括嘉士伯直接雇佣或通过嘉士伯集团认证代理机构雇佣的促销员，无论在何地开展业务。

Where the Group participates in existing joint ventures as a non-controlling shareholder, the other shareholder(s) must specifically be made aware of this manual's importance and must be encouraged to apply the same standards. When considering new associates and non-controlling joint ventures, the Group must strive to commit the other shareholder(s) to adopting the manual for the associate or joint venture.

如果本集团以非控股股东的身份参与现有的合资企业，其他股东必须明确地意识到本手册对本集团的重要性，并且必须鼓励合资企业采用相同的手册或类似的标准。在考虑新的合资企业 and 非控股的合资企业时，集团必须努力让其他股东或合资企业采用该手册或采用类似的标准。

Agencies engaged by the Carlsberg Group to provide BPs must specifically be made aware of and adhere to the same standards in addition to the standards required by the [Carlsberg Supplier & Licensee Code of Conduct](#).

嘉士伯集团聘请的为集团聘用品牌促销员的代理机构，必须特别地意识到本手册的重要性，以及遵守其在《嘉士伯供应商和被许可方行为准则》要求的相同标准和要求。

All venues where BPs are deployed should be informed of the standards required by the Carlsberg Group in respect of providing a safe and harassment-free working environment. 凡有派驻品牌促销员的终端将被告知嘉士伯集团在安全、无骚扰工作环境下工作的要求。

Violation of this manual by any involved party may result in legal, contractual or employment sanctions.

违反本手册可能导致法律、合同或雇佣方面的制裁。

STANDARDS 标准

1. SAFETY 安全性

The Carlsberg Group strives to provide a healthy and safe working environment for BPs. The Group is committed to promoting a zero accidents culture and takes all reasonable measures to assess and mitigate any potential risks to which BPs may be exposed in fulfilling their role.

嘉士伯集团致力于为品牌促销员（提供一个健康、安全的工作环境。集团致力于推广“零事故”文化，并会采取一切合理的措施，评估及监控促销员在工作中可能遇到的任何潜在风险。

1.1. The Carlsberg Group will not deploy BPs at a particular venue or occasion if safe working conditions cannot be provided.

嘉士伯集团在不安全的工作环境下不会派驻促销员。

1.2. BPs are empowered to:
促销员有权：

- Leave premises if they judge that the working conditions are not safe, until such time as appropriate risk control measures are put in place.
离开不安全的工作场所，除非有人能采取适当的风险控制措施。
- Communicate unsafe conditions in the working environment to venues or our management.
与门店负责人或我们的管理团队沟通在工作环境中的不安全情况。
- Challenge any unsafe acts observed and immediately inform a BP supervisor when faced with an unsafe situation.
对观察到的任何不安全行为提出担忧，并在遇到不安全情况下立即通知促销员主管。

1.3. All relevant health and safety incidents, including accidents and occupational injuries and illnesses, must be reported in a timely manner to a BP supervisor and/or People & Culture, recorded in Carlsberg's Safety Recording System, analysed and communicated as required by local legislation and the Carlsberg Group's safety

standards and procedures. Please refer to section 3 with regard to harassment-related incidents.

所有相关的健康和安全事故，包括事故、工伤和职业性疾病，都必须及时向促销员主管和/或人员与文化报告，并记录在嘉士伯安全记录系统，同时按照当地法律和嘉士伯集团的标准和程序进行记录、分析和通报。请参考第 3 章节有关骚扰的事件。

- 1.4.** BP supervisors are responsible for regularly visiting the venues where BPs are deployed.

促销主管有责任定期拜访有派驻促销员的终端门店。

- Where BPs are required to work at a venue other than their regular venue, a BP supervisor or another relevant party (e.g. Trade Marketing) must visit the venue to ensure safe working conditions for BPs prior to their deployment.

如果促销员需要在非常规工作地点以外的场所工作，促销主管或其他相关方（例如渠道营销等）必须访问该场所，在安排促销员之前确保有安全的工作条件。

- 1.5.** Safety training must be provided to all newly hired BPs before they commence work. Safety refresher training must be provided to all BPs at least once a year. 必须为所有新聘用的促销员在开展工作前提供安全培训。必须每年至少一次给所有促销员安排安全复训。

SAFE TRANSPORT 安全交通

- 1.6.** In markets where transportation to and from venues takes place late at night or where venues are located in remote areas, a risk assessment must be conducted to ensure that BPs are not exposed to risk when transporting themselves to/from venues.

在那些需要工作到深夜，偏远地区或被认为会存在不安全性交通的场所，我们必须进行风险评估，以确保促销员到达及离开时不受威胁。

- 1.7.** BPs must be ensured a safe transport option. The chosen option must take into consideration factors such as the specific location of the venue, the available means of transport, security conditions in the vicinity of the venue and weather conditions. Options may include provision of financial support for BPs' own transport or the provision of safe group transportation in instances where the assessment concludes that precautions are required.

促销员必须选择安全的交通工具。选择的时候需充分考虑各种的因素，例如门店的具体位置、可用的交通工具、附近的安全条件和天气条件等。根据评估结

果，如果需要采取预防措施，可提供的选项包括为促销员自己的交通工具提供支持，或在某些情况下提供基于团体的安全交通服务。

- 1.8.** BPs must be well trained in transport safety and be reminded to make use of safety aids (e.g. a motorbike helmet or car seat belt) at all times during their commute.

促销员必须接受交通安全培训，并提醒他们在通勤期间始终佩戴防护装备（例如电单车头盔、安全带等）。

- 1.9.** Where it is deemed necessary for safety reasons and BPs feel comfortable with the practice, offer the option of a check-in and check-out protocol for BPs to notify their supervisor upon arrival at the venue and upon returning home.

如果出于安全考虑且促销员对此做法无异议时，可以为其制定出勤登记规则，以便在到达工作场所和回家时知会其主管。

2. BEHAVIOUR AND RESPONSIBLE DRINKING 行为准则和理性饮酒

- 2.1.** The Carlsberg Group has strict standards relating to the consumption of alcohol in relation to work. The Responsible Drinking Policy sets out those standards and defines the responsibilities of the Group and our employees in respect of alcohol consumption.

嘉士伯对工作饮酒有严格的标准。《理性饮酒政策》有明确的标准，并规定了集团和员工在饮酒方面的责任。

- 2.2.** The Group's BPs must always promote the enjoyment of our products in moderation and only serve individuals who are of legal drinking age.

促销员应提倡适度饮用我们的产品，并只向达合法饮酒年龄的个人促销啤酒。

- In cases of doubt about whether a consumer is of legal drinking age, BPs are expected to inform the venue manager or BP supervisor so that appropriate actions can be taken.

万一无法确定消费者的法定饮酒年龄时，促销员应视情况通知门店经理或促销主管，以便采取适当措施。

- 2.3.** BPs must not sit with customers or drink alcohol during working hours under any circumstances, including drinking alcohol with customers or consumers in order to increase sales.

在任何情况下，促销员不允许在工作时间里和消费者坐在一起或饮酒，包括不应为了促进销量而与客户或消费者一起喝酒。

- 2.4.** If a customer offers any form of alcohol or other beverage to a BP, they should politely decline and explain that it is not allowed under the BP management policy.
如果消费者向促销员提供任何形式的酒精或任何饮料，他们必须礼貌地拒绝并解释在促销员管理政策下不允许这样做。
- 2.5.** BPs must not engage in any form of games or activities prompted by customers and consumers during working hours.
促销员不能在工作时间内参与客户和消费者发起的任何形式的游戏或活动。
- 2.6.** BPs must never drink-drive. If a BP is in a position where they are unsure whether they have exceeded the legal limit, under no circumstances should they drive a vehicle.
促销员绝对不能酒后驾车。如果一个促销员不确定自己喝酒的量是否超过了法定限制，在任何情况下都不应该驾驶车辆。
- Drink-driving is considered an act of serious misconduct and may result in termination of service/employment and legal implications.
酒后驾驶被视为严重不当行为，可能导致解除劳动合同/雇佣关系，并承担法律责任。
- 2.7.** In addition to not consuming alcohol, BPs are strictly prohibited from smoking and using any form of illegal drug during working hours.
除了在工作时间内“不饮酒”外，促销员严禁在工作时间吸烟和使用任何形式的非法药物。
- 2.8.** BPs should refrain from promoting our products to customers who are acting drunk, out of control or aggressively for the sake of achieving sales.
促销员应避免为了达成销售目的，向处于醉酒、失控或具有攻击性行为的顾客推销我们的产品。

3. PREVENTION OF HARASSMENT 防止骚扰

- 3.1.** The Carlsberg Group does not tolerate any acts of physical, verbal, sexual or psychological harassment, such as bullying, abusive behaviour or threats in the workplace.
嘉士伯集团不允许有任何在工作场所中发生的身体、言语、性或心理骚扰，例如欺凌、虐待、或威胁的行为。
- 3.2.** Anyone, regardless of their gender, sexual orientation, age, ethnicity or any other personal characteristic, can be the victim or perpetrator of harassment.

无论其性别、性取向、年龄、种族或任何其他特征如何，任何人都可能成为被骚扰的受害者或加害方。

Harassment, understood as “words or behaviour that threaten, intimidate or demean a person”, includes, but is not limited to: deliberate unsolicited and unwanted sexual flirtations or advances; offensive remarks and illustrations; requests for sexual acts and/or favours; leering; whistling; and inappropriate physical, verbal and non-verbal expressions and gestures of any kind.

“威胁、恐吓或贬低某人的言语或行为”，简称骚扰，包括但不限于：故意的或员工不想要的性挑逗、示爱，攻击性的性言论、性讨论、黄色图片、黄色笑话或黄色故事、被要求性行为、抛媚眼、吹口哨，或以任何形式展现的不恰当的肢体、语言和非语言的表达和手势等。

3.3. Harassment should be immediately reported to a BP supervisor or People & Culture BP (Commercial/Sales).

骚扰应被立即向促销主管，或人员与文化部报告（商务或销售）。

- Any form of harassment must be thoroughly investigated and appropriate actions taken.
必须彻底调查任何形式的骚扰，并且必须采取适当的行动。
- The company reserves the right to call the local authorities where the specific situation requires.
公司保留在特定情况下致电当地执法机关的权利。
- Where a BP or Carlsberg employee is the perpetrator, they may be subject to disciplinary action, including termination of service/employment.
如果促销员或其他嘉士伯员工存在违规行为，他们可能会受到纪律处分，包括终止服务/解除雇佣关系等。

3.4. Agencies and BP supervisors are required to train BPs on how to handle harassment (as part of the safety training) before they commence work for Carlsberg.

在促销员为嘉士伯开展工作前，代理机构和促销主管必须对促销员进行如何处理骚扰的培训（安全培训的一部分）。

4. UNIFORM AND ACCESSORIES 工作服与服饰

4.1. Each market where BPs are employed is responsible for adapting the uniform guidelines to local conditions:

各市场在聘用促销员时，须根据当地实际情况对工作服指引进行适应性的调整：

IF APPLICABLE (e.g. where markets require and/or allow the use of uniforms):
如适用（例如当地市场要求或允许使用制服的情况）：

- 4.2.** BPs must be provided with uniforms that make them clearly visible and identifiable. The uniform should be worn in its entirety and solely for work purposes. (Note: in this section, “uniform” refers to the BP’s full attire)
我们必须为促销员提供品牌清晰可见，容易识别的工作服。当班时，促销员必须穿着整套工作服，而下班后，他们需换下工作服。（注：本节所称“工作服”指促销员工作时穿戴的全套着装。）
- 4.3.** Uniforms must always be functional, fit for purpose and decent. The design and choice of material should take into consideration input from BP supervisors and BPs themselves.
促销员工作服使用，适合工作需要和得体，其设计和材料选择应考虑促销主管、促销员的意见。
- 4.4.** The uniform design must follow the brand corporate visual identity (CVI) guidelines and reflect the brand image and persona.
工作服设计必须遵循品牌企业视觉识别指南，并反映品牌形象和角色。
- 4.5.** The uniform should be made of appropriate materials that are suitable for the local weather conditions, provide an adequate level of comfort and are conducive to safe working.
工作服应使用适合当地天气条件的合适材料，提供足够的舒适度并有利于安全工作。
- 4.6.** The uniform and accessories should be designed and made to ensure occupational health and safety (e.g., if shoes are provided, they should be of a non-slip design).
工作服和配饰的设计和制造应确保职业健康和安全（例如，如果提供鞋子，它们的设计应具有防滑性）。

5. EMPLOYMENT CONTRACT AND REMUNERATION 合同与报酬

The Carlsberg Group has strict standards relating to labour rights. The [Carlsberg Human Rights Policy](#) sets out those standards and defines the Group’s responsibilities. 嘉士伯集团在劳动权益方面有着严格的标准。《人权手册》规定了用工标准和集团的责任。

- 5.1.** BPs, irrespective of whether they are hired directly (full or part-time) or through an agency, must have a written contract clearly setting out all terms and conditions.
无论是直接雇用还是通过代理机构雇用的促销员，都必须有一份书面合同，明确规定所有条款和条件。
- 5.2.** BPs must be thoroughly briefed on the contractual terms and conditions during the employment process and be given a copy of the contract signed by both parties.
在雇佣过程中，促销员必须全面了解合同条款和条件，并获得双方签署的一份合同。
- 5.3.** BPs promoting both non-alcoholic and alcoholic drinks must be:
(1) at or above 18 years of age AND
(2) of the legal drinking age of the country of employment, if this is higher.
无论推广酒精和非酒精饮品，促销员必须：
(1) 年满 18 周岁，同时
(2) 在所在国家处于合法饮酒年龄，以两者中较高年龄要求为准。

Legal identification testifying to age must be provided prior to employment.
入职前必须提供本人的身份证明以验证年龄。

- 5.4.** The fixed portion of BPs' remuneration must be based on an hourly rate that is at least equal to the statutory minimum wage of the country of employment. In markets where no statutory minimum wage exists, we strive to pay BPs an industry-competitive rate that also allows a satisfactory standard of living, taking into consideration the prevailing cost of living in the country of employment.
促销员的薪资必须符合当地法定最低工资标准。在没有法定最低工资标准的市场，我们将努力为促销员提供具有行业竞争力的薪酬，同时将充分考虑当地现行生活成本水平。
- 5.5.** Incentive plans may be put in place in addition to the fixed portion of remuneration and may make up a reasonable proportion of the overall compensation. Incentive plans must always be fair, transparent, and communicated to and understood by the BPs. They must always be set up in such a way that BPs are not subjected to vulnerable or unsafe situations.
除基本工资外，还会制定奖金计划，并在总收入中占合理的比例。奖金计划必须始终是公平公开的，并与促销员沟通过并获得他们的理解的。这些奖金计划必须在公平和合理的条件下运作。

- 5.6.** While BPs are incentivised to make sales, they must also be trained on the importance of observing work etiquette, such as responsible drinking and safety, to ensure that our standards of behaviour are adhered to.

虽然促销员因销售目的获得激励，但他们也必须接受培训，让他们了解遵守工作礼仪（如理性饮酒和安全）的重要性，以确保我们的行为标准得到遵守。

6. TRAINING AND COMMUNICATION 培训与沟通

- 6.1.** Newly hired BPs must complete mandatory orientation training (which includes work safety and behaviour) and pass a test before they commence work.
新聘用的促销员必须完成强制性的入职培训（包括工作安全和行为）并通过考试，然后才能开展工作。

- 6.2.** BP supervisors, relevant Trade Marketing or Sales Management personnel, the People & Culture Business Partner (Sales or Commercial) and Procurement personnel (agency contracts) must be familiar with the standards set out in this manual and be able to provide information or training to their respective stakeholders.
促销员主管、相关渠道营销或销售管理人员、人员与文化合作伙伴（销售或商务）、采购人员（对接相关供应商合同）必须熟悉本手册中规定的标准，并能与各自的利益相关者提供信息和培训。

- 6.3.** BP supervisors or Trade Marketing or Sales Management personnel must communicate relevant standards and their significance to the venue owner/management prior to the deployment of BPs.
在安排促销员上岗之前，促销主管，或渠道营销，或销售管理人员必须将相关标准及其重要性传达给安排了促销员的门店的所有者/管理人员。

- 6.4.** A standard set of BP training modules is made available for markets to adapt and use.
为各市场提供一套标准的促销员培训模块，供其根据实际情况进行调整和使用。

- 6.5.** Refresher training for BPs must be conducted on an annual basis.
必须每年给促销员安排一次复训。
- If a BP is rehired after a six-month period, they must undergo training again.
如果促销员在 6 个月后被重新聘用，他们必须再次接受培训。

- 6.6.** If any standard is changed or updated, training must be provided to BPs or relevant stakeholders in a timely manner.
如果任何标准发生更改或更新，则必须及时向促销员或利益相关方提供培训。

- 6.7.** Agencies are expected to follow and implement Carlsberg's training standards for BPs (i.e. contents, frequency, assessment).
 代理机构应遵循并实施嘉士伯促销员培训标准。（例如内容、频率、评估等）

7. ACCREDITATION OF AGENCIES 代理机构认证

- 7.1.** Newly engaged agencies should be thoroughly onboarded, trained and accredited before the market deploys BPs provided by them.
 新合作的代理机构应在安排促销员之前，应该全面了解相关流程、培训和认证流程。
- 7.2.** The agency accreditation process requires the agency to pass an assessment upon completing the training provided by the responsible market personnel. In addition, the agency will need to meet the standards outlined in the due diligence process for BP agency selection (e.g. records of labour disputes, credit check, business licence, bank account). If the agency fails to pass the accreditation process, they will not be qualified to provide BPs to any Carlsberg market.
 代理机构的认证流程要求代理机构在完成市场负责人员提供的培训后并通过评估。此外，代理机构还需要符合相关尽职调查所描述的标准（如劳动争议记录、信用核查、营业执照、银行账户等）。如果代理机构未能通过认证流程，则无权向任何嘉士伯提供促销员。
- 7.3.** Existing agencies will be assessed and evaluated on an annual basis to ensure the fulfilment of BP deployment standards.
 现有代理机构将每年接受评估和评价，以确保满足安排促销员的标准。
- 7.4.** As part of the agency contract, agencies are required to strictly follow and adhere to Carlsberg's expectations and standards when it comes to the employment, deployment and training of BPs.
 作为代理合同的一部分，代理机构必须在促销员的聘用、安排和培训方面严格遵循并遵守嘉士伯的期望和标准。

8. DIVERSITY AND NON-DISCRIMINATION 多元化和非歧视

- 8.1.** Recruitment of BPs must be carried out without prejudice or bias in respect of ethnicity, age, gender, sexual orientation, religion or any other social or physical characteristics.
 促销员的招聘必须不受种族、年龄、性别、性取向、宗教或任何其他社会或身体特征的偏见或歧视。

- 8.2.** BPs must report any form of discrimination, concern or violation to their supervisor and/or People & Culture.
促销员必须向其主管和/或人员与文化部门报告任何形式的歧视、担忧或违规行为。

9. CARE AND SUPPORT MECHANISM 关怀和支持机制

- 9.1.** BPs must be clearly informed who their supervisor is, and that a procedure is in place for them to express any grievances or concerns. BPs can always rely on support from their supervisor should a situation so require.
促销员必须被清楚的告知他们的主管是谁，并有让他们表达不满或担忧的流程。当需要帮助时，促销员可以得到他们主管的帮助与支持。
- 9.2.** There must always be a supervisor whom BPs can access or contact when working, and local support lines must be in place in all markets.
当促销员工作时，必须始终能联系到他们的主管，以及当地必须有支援热线联系。
- 9.3.** BPs are explicitly told to ask questions, flag up or report potential violations, and voice concerns about compliance with our standards. All grievances and concerns must be filed, investigated and have any remedial actions tracked.
明确告知促销员，他们可以提出问题，举报潜在违规情形，或对我们标准的合规性表达顾虑。所有申诉和顾虑都必须记录在案，进行调查，并跟踪其改进行动。
- 9.4.** In addition, BPs may file a report (anonymously if preferred) via the Carlsberg Group's SpeakUp hotline or any future online support mechanism (e.g. mobile app).
此外，促销员可以通过嘉士伯“畅言”平台或任何未来的线上支持机制（如移动应用）提交报告（如愿意，可选择匿名）
- 9.5.** To ensure that we continuously track and listen to BPs' voices, the company will conduct annual surveys so that appropriate actions can be put in place.
为确保我们持续跟踪并倾听促销员的声音，公司将进行年度调查，以便采取适当的行动。
- 9.6.** Audit checks, carried out by Carlsberg or an external party, are to be conducted on a regular basis to ensure that the standards set out in this manual are adhered to.
定期对嘉士伯或外部机构进行审计检查，以确保本手册中规定的标准得到遵守。

Glossary 术语表

- 1) **Agency:** An external entity contracted by the Carlsberg Group to provide services or products, in this case brand promoters (BPs).
 代理机构：嘉士伯集团签约的外部机构，负责提供服务或产品，在本手册主要指提供促销人员。
- 2) **Audit check:** A systematic evaluation that identifies areas of risk and ensures compliance with internal and external policies and legal requirements.
 审计检查：旨在识别风险领域并确保符合内部和外部政策以及法律要求的系统性评估。
- 3) **Brand promoter (BP) (also referred to as a brand ambassador (BA) or sales promoter (SP)):** A hired individual (i.e. directly employed by a Carlsberg entity or an agency accredited by Carlsberg) responsible for representing and promoting the brand portfolio of the Carlsberg Group to customers and consumers.
 品牌推广大使（也称品牌大使或销售推广人员，简称“促销员”）：指负责代表并推广嘉士伯集团的品牌组合给客户和消费者的受雇个人（如，即直接受雇于嘉士伯或嘉士伯认证的代理机构）。
- 4) **Carlsberg accreditation:** A certification process that agencies must complete to ensure they are aligned with the Carlsberg Group's standards and regulations related to BP management.
 嘉士伯认证：代理机构必须完成的认证流程，以确保其符合嘉士伯集团关于促销员管理的标准和规定。
- 5) **Corporate visual identity (CVI):** The visual elements that represent and communicate the brand image of a corporation (e.g. logo, colour palette, typography).
 企业视觉识别（CVI）：代表并传达企业品牌形象的视觉元素（例如标志、色彩搭配、字体）
- 6) **Diversity:** The inclusion of individuals from various backgrounds, including differences in race, age, gender, sexual orientation, religion and other personal characteristics.
 多元化：包括不同种族、年龄、性别、性取向、宗教和其他特征的个体在内的包容

性。

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- 7) **Grievance mechanisms:** Procedures established within the organisation for employees to report concerns or complaints regarding workplace issues, including harassment or policy violations.
申诉机制：在组织内部建立的机制，供有关人员报告与工作场所问题相关的担忧或投诉，包括骚扰或政策违规。
- 8) **Harassment:** Words (written or verbal) or behaviour (physical and non-verbal) that threaten, intimidate or demean a person and create a hostile work environment; considered a type of abuse.
骚扰行为：指通过言语(书面或口头)或行为（身体和非言语），威胁、恐吓或贬低个人，并营造敌对工作环境；被视为一种欺凌。
- 9) **Human Rights Policy:** Policy that defines the labour and human rights standards to which all employees in the Carlsberg Group are entitled, irrespective of the country in which they work.
人权手册：指嘉士伯集团所有员工无论在哪个国家工作都应享有的劳动和人权标准的政策。
- 10) **Occupational safety:** Practices and measures designed to protect employees from workplace hazards, ensuring their health and safety while performing their work duties.
职业安全：指在保护有关人员免受工作场所危害的实践和措施，确保有关人员在履行工作职责时的健康和安全。
- 11) **Off-trade:** The sale of products in retail environments where they are purchased for consumption off the premises, such as supermarkets and off-licences.
非现饮渠道：在零售场所（如超市，酒类专卖店）销售供顾客在店外饮用的场景。
- 12) **On-trade:** The sale of products in establishments where they are consumed on the premises, such as bars and restaurants.
现饮渠道：在场所内销售并消费产品渠道，如酒吧和餐馆。
- 13) **Responsible Drinking Policy:** The commitment of the Carlsberg Group to create a culture of responsible drinking by promoting moderate consumption of our products and addressing alcohol-related harm in society.
理性饮酒政策：嘉士伯集团致力于通过推广适度消费其产品并解决社会中的酒精相关危害来营造理性饮酒文化。

14) **SpeakUp hotline**: An anonymous reporting tool provided by the Carlsberg Group through an external service provider that allows employees to safely report concerns or violations.

畅言热线：嘉士伯集团通过外部服务提供商提供的匿名举报工具，使有关人员能够安全地报告其担忧或违规行为。

15) **Statutory minimum wage**: The legally mandated lowest amount that an employer can pay an employee for their work, which varies by country.

法定最低工资：法律规定的雇主支付给员工的最低工资，各国有所不同。

16) **Zero accidents culture**: The commitment of the Carlsberg Group to make health and safety a top priority for the working environment, and the belief that all accidents are preventable.

零事故文化：嘉士伯集团致力于将健康和安全作为工作环境的首要任务，并坚信所有事故都是可以预防的。

ROLES AND RESPONSIBILITIES 角色与职责

Body/function/individuals	Roles and responsibilities
机构/职能/人员	角色与职责
EVP, Region 执行副总裁， 区域	<p>Owns, endorses and ensures implementation of the manual across the geographical regions of the Carlsberg Group where BPs are deployed. Region refers to all the Carlsberg Regions under which their markets deploy BPs, whether directly through Carlsberg or through their respective third- party agencies.</p> <p>负责本手册在嘉士伯集团促销人员部署的所有地理区域的拥有权、审批权及实施保障权。所述'区域'涵盖嘉士伯集团旗下所有市场（无论通过嘉士伯直营市场或第三方代理机构部署）所属大区。</p>
Group / Regional People & Culture 集团/区域人员与文化	<p>Ensures timely updating and internal communication of the manual to the market People & Culture team. Advises and guides market People & Culture directors on the manual's content and addresses their enquiries.</p> <p>确保就本手册内容与当地人员与文化团队进行及时的沟通。为当地人员与文化总监提供手册内容建议和指导，并解答他们的咨询问题。</p>
Managing Director in a market that deploys brand promoters 当地安排促销员的区域董事总经理	<p>Responsible for ensuring that this manual and related standards are implemented and adhered to in the Carlsberg market entity.</p> <p>负责本手册和相关标准在当地的落实与执行。</p>
Commercial, Sales (including brand supervisors/managers) and Trade Marketing personnel who deploy brand promoters 当地安排促销员的区域商务/销售/渠道市场的角色（包括促销主管/促销经理等）	<p>Responsible for ensuring that: 1) agencies engaged by the local Carlsberg Group company to provide brand promoters are specifically made aware of the importance of the manual and the requirement to apply the same standards; 2) venues where brand promoters are deployed are informed of the standards required by the Group in respect of providing a safe and harassment-free working environment.</p> <p>负责：1) 向当地嘉士伯集团提供促销员的代理机构必须清楚意识到促销员管理的重要性，并必须遵循相同的标准；2) 负责确保促销员所在的门店了解集团在提供安全、无骚扰的工作环境方面的要求和标准。</p>

Market People & Culture Director / People & Culture BP (Commercial/Sales)	Supports local implementation of the manual's requirements and is responsible for ensuring that local initiatives are developed in line with this manual.
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当地人员与文化总监和人员与文化合作伙伴（商务/销售）	支持本手册在当地落实与执行，确保当地促销员管理条例在本手册的基础上开发。
Market Procurement personnel 当地采购人员	<p>Responsible for: 1) sourcing agencies in line with Carlsberg's Supplier & Licensee Code of Conduct; 2) thoroughly explaining the BP standards when engaging agencies; 3) ensuring full incorporation of BP standards in the contract.</p> <p>负责：1) 根据嘉士伯的《嘉士伯供应商和被许可人行为准则》寻找合适的代理机构；2) 在与代理机构合作时，详细阐释促销员标；3) 确保合同中全面纳入促销员标准。</p>
Market Safety personnel 当地安全人员	<p>Responsible for: 1) advising and providing guidelines on safety and risk assessment for BP supervisors to conduct the risk assessment; 2) conducting investigations when any accident/incident occurs and providing recommendations on prevention; 3) advising on the general safety standards related to the deployment of BPs; 4) reviewing the safety training materials for BPs.</p> <p>负责：1) 为促销主管提供安全及风险评估方面的建议和指导，以便其进行风险评估；2) 在发生任何事故/事件时进行调查，并提出预防措施建议；3) 就安排促销员相关的通用安全标准提供建议；4) 审核促销员的安全培训材料。</p>

DEVIATIONS AND MANUAL REVISION

免责条款与手册修订

No exemptions from this manual can be granted unless there are exceptional circumstances and otherwise specified. All requests for exemptions must be made in writing to the manual owner. The manual owner must assess and decide on each request individually. Exemptions must be duly logged and documented.

除非存在特殊情况且另有规定，否则本手册不得有任何豁免。所有豁免请求均须以书面形式提交给手册负责人。手册负责人必须逐项评估并决定每个请求。豁免事项必须得到妥善记录和文件化。

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This manual will be revised regularly as deemed necessary, but as a minimum every two years. In the event of any discrepancies between the English version of this manual and a translated version, the English version will be binding.

本手册将视需要定期修订，但至少每两年修订一次。如本手册的英文版与翻译版之间存在任何差异，应以英文版为准。

ASSOCIATED POLICIES AND MANUALS 相关政策

- [Code of Ethics & Conduct](#)道德与行为准则
- [Carlsberg Supplier & Licensee Code of Conduct](#)嘉士伯供应商和被许可人行为准则
- [Human Rights Policy](#)人权手册
- [Marketing Communication Policy](#)市场与营销政策
- [Diversity & Inclusion Policy](#)理性饮酒政策

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