

Our Commitment

Red Bull Norway AS (Red Bull Norway) is committed to carry out due diligence in accordance with the Norwegian Transparency Act and OECD Guidelines for Multinational Enterprises. Red Bull Norway aims to be open and transparent about how we conduct due diligence and promote respect for fundamental human rights and decent working conditions.

As an organisation we reject modern slavery in all its forms (including human trafficking, forced or compulsory labour, child labour, debt bondage, work under threat of punishment and other forms of human exploitation) and are committed to maintain and develop further appropriate safeguards against the mistreatment of persons within our business and supply chain. Our intention is to keep our supply chain transparent. We aim to ensure that our suppliers are contractually obliged to manage such risks and that we conduct regular as well as upon request internal audits of our suppliers in pursuit of this objective.

About Red Bull Norway

Our Organisational Structure

Red Bull Norway is a wholly owned subsidiary of Red Bull GmbH, based in Austria. Red Bull Norway does not own or control any subsidiaries.

Our People

The Red Bull Norway team comprises a head count of 110 individuals working together to realise our company mission: Giving wings to people and ideas. Our people are employed in sales, operations, finance, marketing, customer service and human resources.

Red Bull Norway's national headquarters is in Oslo.

Our Operations

Red Bull Norway's core business is the purchasing, importation, marketing and sale of a range of Red Bull Energy Drink non-alcoholic beverage products. The domestic distribution of these products is managed via a third-party logistics partner in Norway.

To support the above, we undertake activities including the organisation and hosting of Red Bull events, partnerships with athletes and sporting teams, partnerships with third-party events, such as music festivals, media and content production, partnerships and advertising.

Due Diligence

Our process for due diligence is based on "OECD Due Diligence Guidance for responsible business conduct".

Step 1: Top line risk evaluation

We are evaluating our suppliers on management level to evaluate whether we see a risk of negative impacts to basic human rights and decent working conditions.

We are evaluating the risks based on criteria's such as country of operations, industry and yearly procurement spend. If we do not see any risk with the supplier, the evaluation will stop at this point in the process.

Step 2: Detailed risk evaluation

If we do see a risk in Step 1, we need to do a more detailed risk evaluation in Step 2. We will evaluate the findings in Step 1 against Red Bull Norway's knowledge about the supplier. If this is not sufficient, information and documentation will be collected from the supplier to make a full evaluation. If we then don't see any risk with the supplier, the evaluation will stop at this point in the process. If the supplier is not able to satisfy the evaluation requirements of Red Bull Norway then we will proceed to the next step in the process.

Step 3: Create action plan and Step 4: Implement Actions

In these steps we will use the findings from Step 2 to create and implement an action plan to mitigate the risks identified. If necessary, our Parent company Red Bull GmbH will be involved in this step.

Step 4: Evaluate lessons learned

In this step we evaluate the learnings from the process and the action taken. In this step we will confirm that the actions have resolved the identified risks and the negative impact has been reduced. Lessons learned in this step will be implemented to future evaluations.

Global Supplier Code Of Conduct

Red Bull's Global Supplier Code of Conduct is based on the core principles as set out in the Business Social Compliance Initiative (BSCI), the conventions of the International Labor Organization (ILO), the United Nations Universal Declaration of Human Rights, the U.N. Convention on the Rights of the Child and the U.N. Conventions for Elimination of All Forms of Discrimination, the principles of the U.N. Global Compact as well as the OECD Guidelines for Multinational Enterprises.

The Global Supplier Code of Conduct includes a requirement for suppliers to comply with Red Bull's key principles to mitigate the risks of discrimination, coercion, forced labour, child labour, wages & benefits, working hours, safety and health, hygiene, housing/dormitories, freedom of association, bribery and corruption and environmental protection.

This Global Supplier Code of Conduct is regularly reviewed and updated.

Red Bull Norway is continuously monitoring and further developing guidelines and procedures for handling actual adverse impacts on fundamental human rights and decent working conditions.

In case of finding adverse impact

In case Red Bull Norway identifies adverse impacts thru its due diligence process on fundamental human rights and decent working conditions, Red Bull Norway will fulfill its legal obligations to publish the findings and measures to cease the adverse impact and actions implemented.