

GREEN RECOVERY AS THE WAY FORWARD



THE BREWERS OF EUROPE

#EUGreenWeek
2021 PARTNER EVENT

GREEN RECOVERY AS THE WAY FORWARD



Brewers Beliefs



EU Green Deal: opportunities and challenges ahead



Working together

OUR BELIEFS

**BREWING BEER,
BREWERS AIM TO
HAVE A POSITIVE
IMPACT ON PEOPLE
& PLANET**



INNOVATION

6,000 years in the making: innovating for sustainability at every step in the process and every link in the supply chain.



LEADING BY EXAMPLE

We promote, demonstrate and act on sustainability so that others can follow our lead.



BRINGING PEOPLE TOGETHER

Locally rooted, globally relevant: working together for a sustainable future.



OUR DIVERSITY

From micro to macro, brewers can make direct improvements because our diversity is our strength.

LEADING BY EXAMPLE



LEADING BY EXAMPLE

We promote, demonstrate and act on sustainability so that others can follow our lead.

1. Beer Product Environmental Footprinting – first food category with online tool
2. Packaging systems – Brewers a reference for other sectors
3. Revalorisation of secondary materials – e.g. LIFE Brewery EC project
4. Submit best practices at <https://brewing4.EU/sustainability-initiatives/>

GREEN DEAL, GREEN RECOVERY, REINFORCED AMBITION



Frans Timmermans ✓
@TimmermansEU

The Green Deal is not a luxury that we drop when we hit another crisis. It is essential for Europe's future.

[#EUGreenDeal](#)

'Historic step' as European Parliament approves green recovery fund

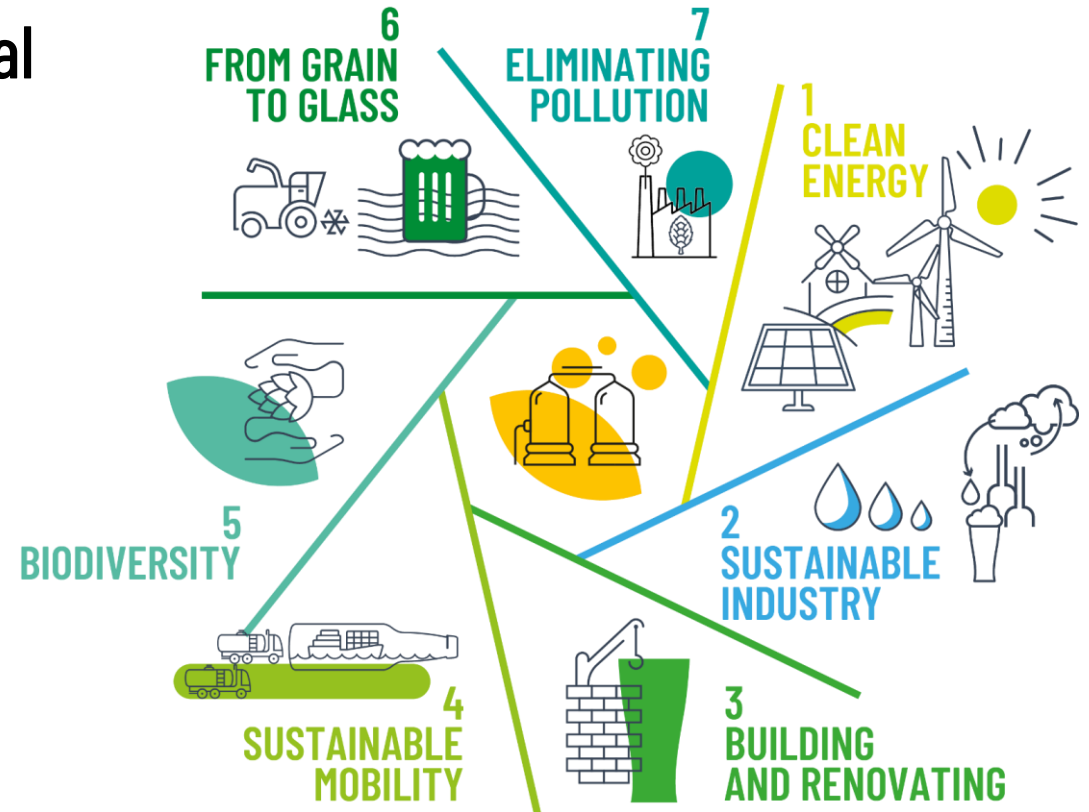


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EU GREEN DEAL: OBJECTIVES & MAIN TOPICS

1. Turn Europe into the first climate neutral continent by 2050
2. Ensure Sustainable Investment
3. Preserve Europe's Environment



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1) THE FIRST CLIMATE NEUTRAL CONTINENT BY 2050

Climate Law



Enshrines in binding legislation the EU's political commitment to be climate neutral by 2050

2030 Climate
Target Plan



At least 55% GHG emissions reduction compared to 1990 levels by 2030, as opposed to at least 40% currently



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2) ENSURE SUSTAINABLE INVESTMENT

EU Taxonomy: although primarily a tool for investors, expected to work as the basis to define what is green/sustainable



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3) PRESERVE EUROPE'S ENVIRONMENT

Circular Industry:

Circular Economy Action Plan



EU Chemicals Strategy for Sustainability

Industrial Strategy



Better use & protection of resources:

Zero Pollution Action Plan



Biodiversity Strategy



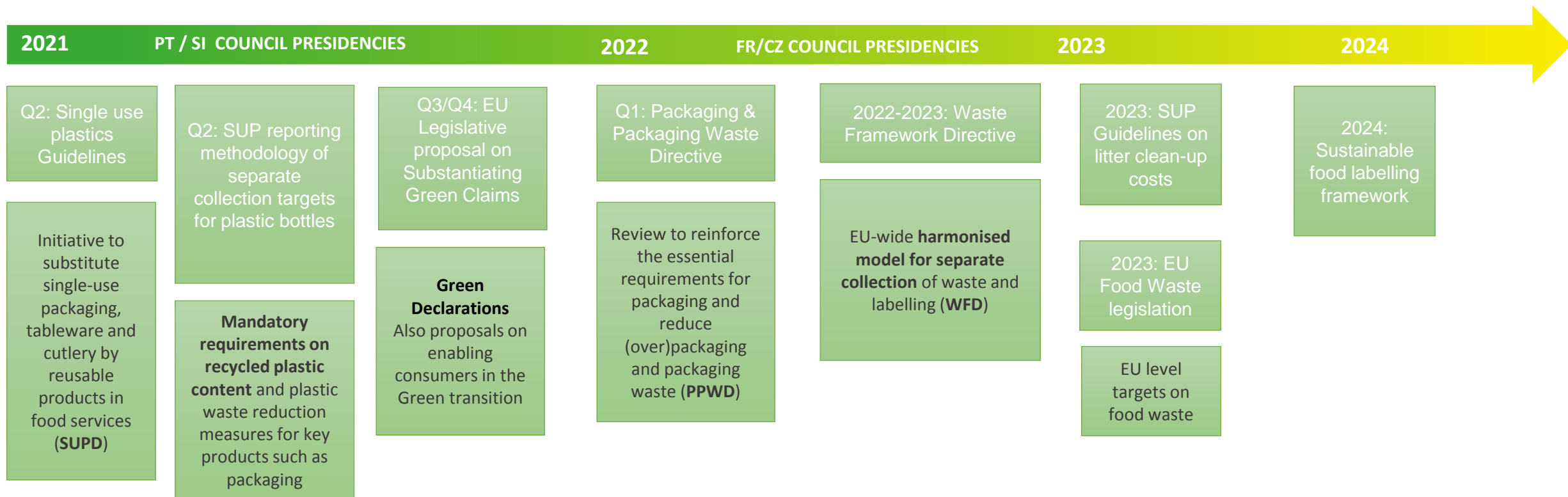
Farm to Fork Strategy



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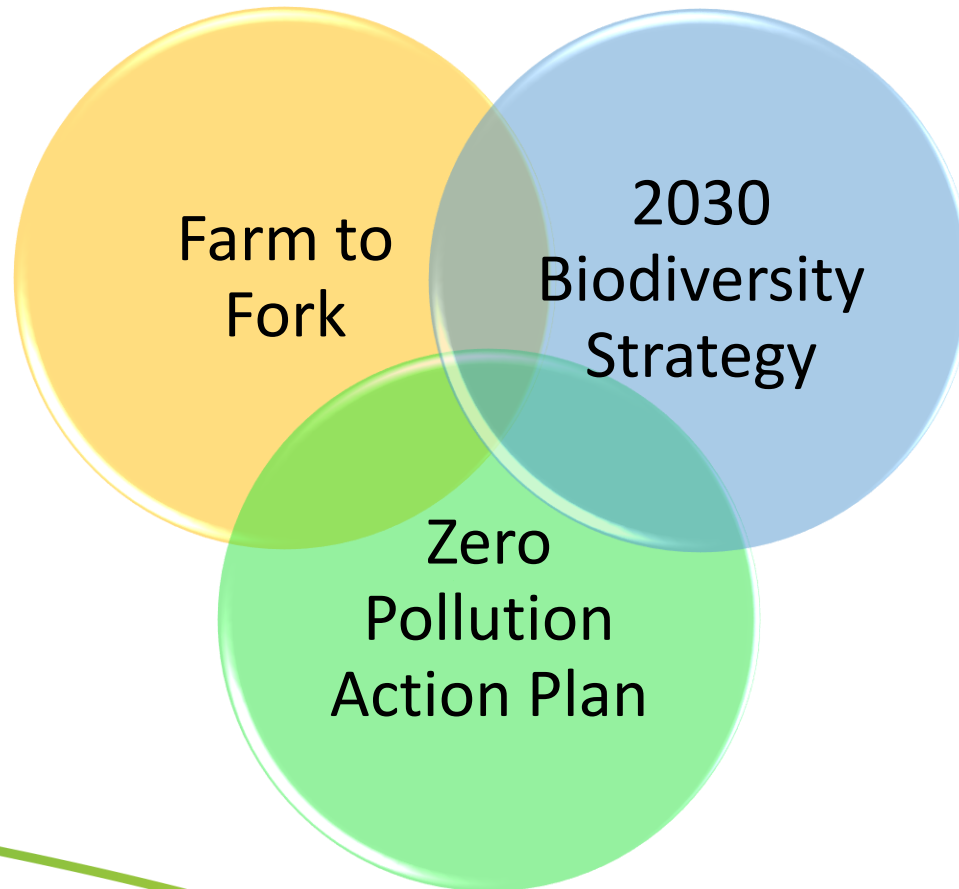
CIRCULAR INDUSTRY: CIRCULAR ECONOMY ACTION PLAN



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BETTER USE AND PROTECTION OF RESOURCES



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FRIDAY 4 JUNE 2021 – SUSTAINABILITY DAY AT THE BREWERS OF EUROPE FORUM

- | | |
|---------------|---|
| 09:30 – 10:45 | From policy to practice: Zero-Pollution Brewing
<i>In partnership with EU40 and the European Parliament Beer Club</i>
MEPs and Brewers debate |
| 11:30 – 12:30 | Measuring and further improving beer's footprint
PEF online tool – LIFE Brewery project – Renewable energy - Water |
| 13:30 – 14:30 | Beer packaging as a leader for circularity
European Commission, Packaging manufacturers and Brewers debate |
| 15:00 – 16:30 | Raising the bar: future of sustainable beer
<i>A collaboration with BBC StoryWorks</i>
Brewing CEOs, NGOs, beer experts and journalists discuss the future |



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THANK YOU!

WORKING
TOGETHER FOR
A SUSTAINABLE
FUTURE



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