

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

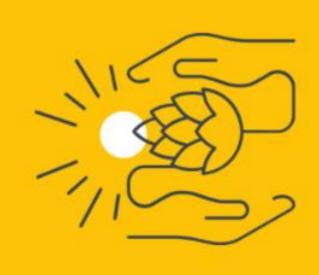
Locally rooted, globally relevant: working together for a sustainable future.



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.

- Beer Product Environmental Footprinting first food category with online tool
- 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





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

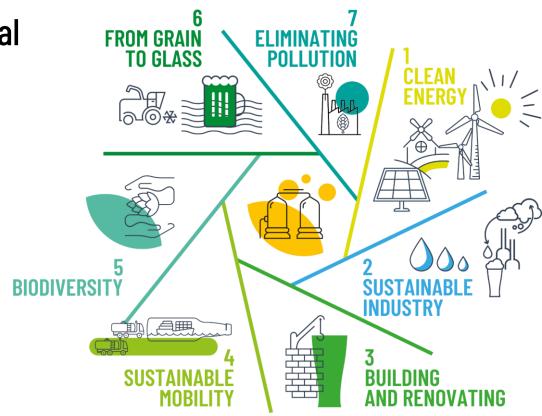




THE BREWERS OF EUROPE

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







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



#EUGreenWeek2021 PARTNER EVENT



2) ENSURE SUSTAINABLE INVESTMENT

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







3) PRESERVE EUROPE'S ENVIRONMENT

Circular Industry:

Circular Economy Action Plan



Industrial Strategy



EU Chemicals Strategy



Better use & protection of resources:

Zero Pollution Action Plan



Biodiversity Strategy







THE BREWERS OF EUROPE

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CIRCULAR INDUSTRY: CIRCULAR ECONOMY ACTION PLAN

2021

PT / SI COUNCIL PRESIDENCIES

FR/CZ COUNCIL PRESIDENCIES

2023

2024

Q2: Single use plastics
Guidelines

Initiative to substitute single-use packaging, tableware and cutlery by reusable products in food services (SUPD) Q2: SUP reporting methodology of separate collection targets for plastic bottles

Mandatory
requirements on
recycled plastic
content and plastic
waste reduction
measures for key
products such as
packaging

Q3/Q4: EU Legislative proposal on Substantiating Green Claims

Green Declarations

Also proposals on enabling consumers in the Green transition Q1: Packaging & Packaging Waste Directive

2022

Review to reinforce the essential requirements for packaging and reduce (over)packaging and packaging waste (PPWD) 2022-2023: Waste Framework Directive

EU-wide harmonised model for separate collection of waste and labelling (WFD) Guidelines on litter clean-up costs

Sustainable food labelling framework

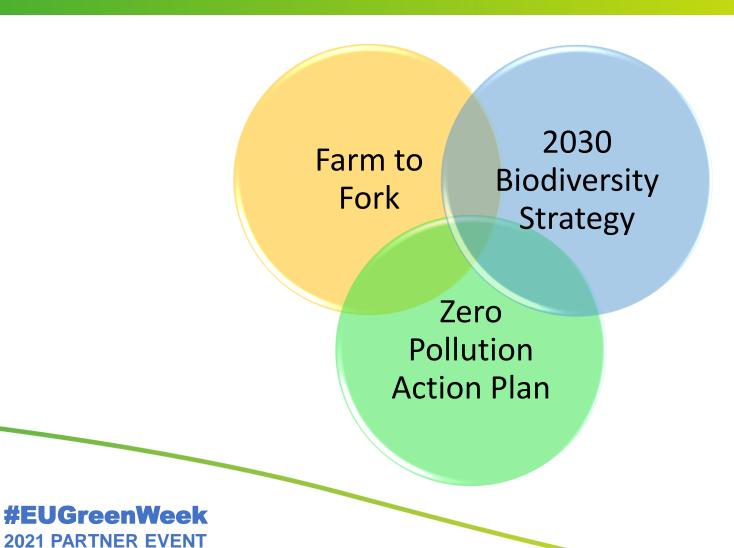
2023: EU Food Waste legislation

EU level targets on food waste



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BETTER USE AND PROTECTION OF RESOURCES





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

09:30 – 10:45	From policy to practice: Zero-Pollution Brewing In partnership with EU40 and the European Parliament Beer Club 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 A collaboration with BBC StoryWorks Brewing CEOs, NGOs, beer experts and journalists discuss the future



THANK YOU!

