



Measuring and further improving beer's footprint

June 2021

**DECK &
DONOHUE**
— *Bières de sens* —

HOLISTIC APPROACH REQUIRED

ENVIRONMENTAL + SOCIAL

PRIORITIZE

Avoid cynicism

Can't hide behind "craft".



HOLISTIC APPROACH REQUIRED

EVERYONE INVOLVED

Individual brewery initiatives

Non industry-specific standards

Industry standards and commitments





DEVELOPING SUSTAINABLE SUPPLY CHAINS

ORGANIC & BEYOND

not just an organic lineup to complement the portfolio

LOCAL & FAIR SOURCING

local beer, hops from the other side of the world?
what share of value should go to ingredient growers?

LOCAL DISTRIBUTION

accepting limits to growth / licensing vs. transport?

BREWING

ENVIRONMENTAL FOOTPRINT

Water, energy, CO₂

Waste treatment (spent grain / waste water treatment)

SOCIAL FOOTPRINT

Wages, work conditions, value(s) sharing

CONSUMING

ALCOHOL & ADDICTION

0.0% trend, but shouldn't we go easy on 9%+ beers too?
what can we do against alcohol addiction?

RECYCLING

promote recycling and reuse





DECK & DONOHUE

THE FIRST BREWERY "A MISSION"

Our legally binding purpose:

We want to have a positive social and environmental impact by promoting responsible and sustainable sourcing, brewing and consumption practices

Our mission: Create inspiring taste experiences

OUR MISSION REPORT

[Link to our mission report \(french only sorry!\)](#)

REACH OUT!

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