

Ginposium 2024

The Gin Guild Sustainability Guide

Jim Long, Board Director
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SUSTAINABILITY

- A MASSIVE TOPIC!
- Some members are fully engaged and proactive
- Many members have asked for help, even those with developed ESG programmes

The Brief

BUILD A PLATFORM FOR SUSTAINABILITY

“The Guild will lead a project to help establish what would be best practice for a ‘gincentric’ sustainability strategy, taking in the latest thoughts from the global sustainability movement, including the UN Sustainable Development Goals, and benefiting from expertise within the Gin Guild membership internationally”

The Goal

To explore, understand and provide clarity on the ideal sustainability framework that a gin brand/distillery should aspire to and develop goals against. In particular, seek to aid members assess the sustainability of grain (or other) spirit and botanicals which are specific to the gin industry.

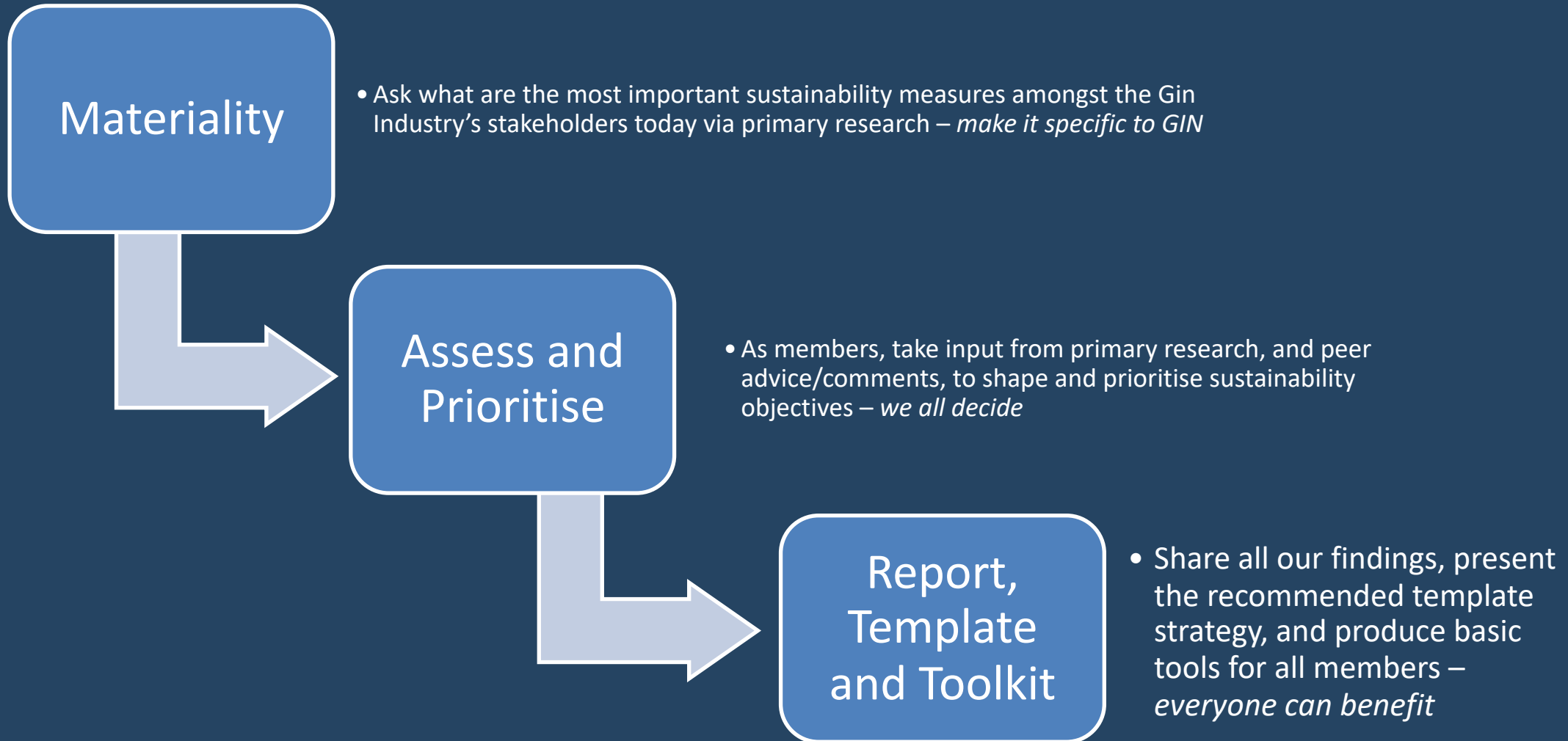
Additional Considerations

- Sustainability as an overall industry topic is blurry and industry approaches to measuring impact have historically had a one sizes fits all approach that doesn't serve more specialist sectors, like the Gin industry
- The sourcing of grain spirit, botanicals and other materials is a key area for exploration as much of the supply remains upstream, partly due to the historic traditions of gin 'rectifiers', and therefore more opaque and at one remove

What we can and can't do....

- We are not mandating actions
- We will not report to Government
- The guide seeks to provide help, from a credible researched position, to members internationally
- Brand Owners must take the lead

PROPOSED PROCESS



PROPOSED PROCESS



- Ask what are the most important sustainability measures amongst the Gin Industry's stakeholders today via primary research – *make it specific to GIN*



- As members, take input from primary research, and peer advice/comments, to shape and prioritise sustainability objectives – *we all decide*



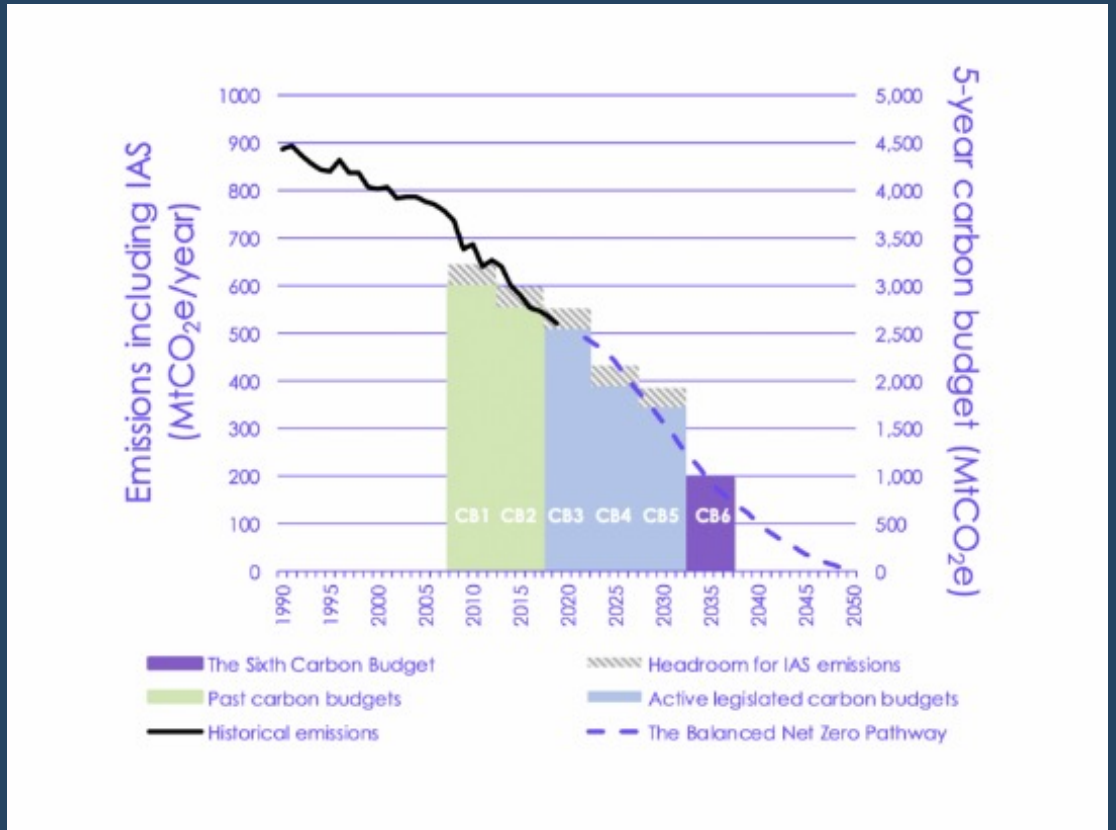
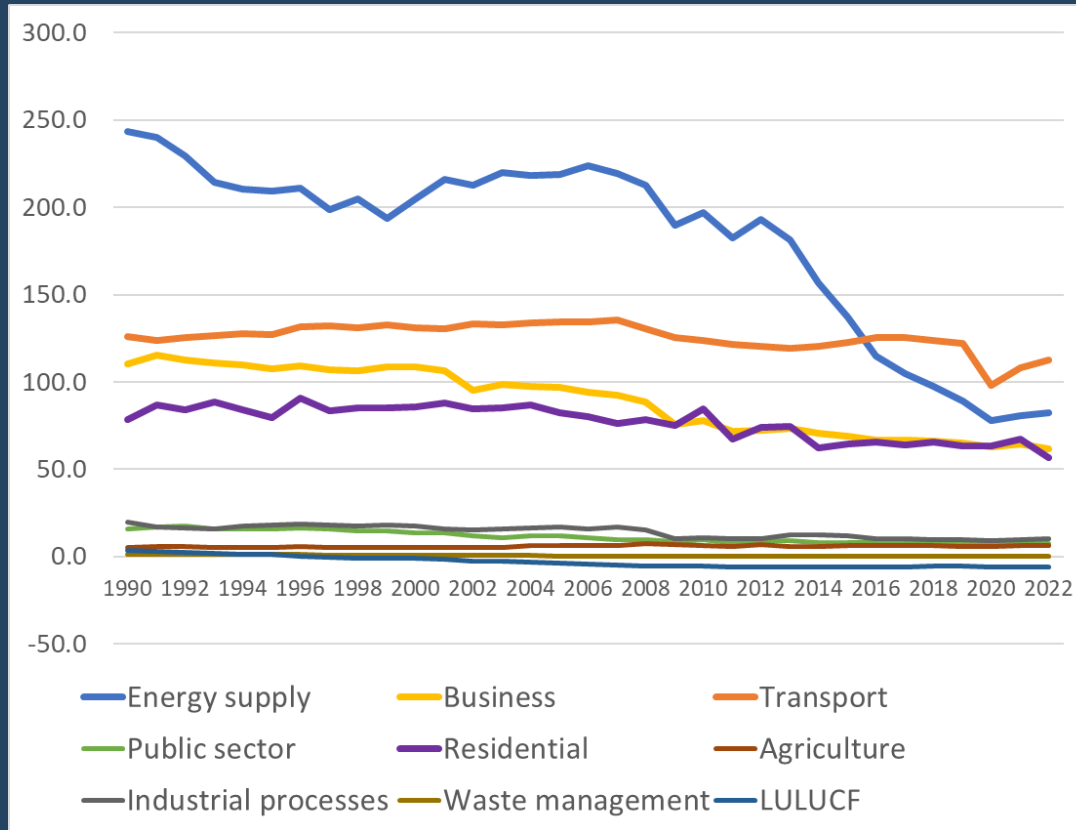
- Share all our findings, present the recommended template strategy, and produce basic tools for all members – *everyone can benefit*

- Consumer Survey
- Qualitative Interviews/ EQuestionnaire with key stakeholders, peers and experts
- Member survey

- Facilitated member representative workshop/s
- Peer review

- Report
- Sustainability Strategy
- Templates and Toolkit
- PR/Ginposium

The UK is halfway there on greenhouse gases – with still lots to do



Climate change is already impacting company performance

Company	Date	Sales impact	Quote
Dr Martens (DOCS)	25/01/2024	Negative	"Impacted by abnormally warm weather conditions"
Halfords (HFD)	25/01/2024	Negative	"A combination of mild and wet weather"
Associated British Foods (ABF)	23/01/2024	Negative	"Primark trading [...] a slow start given the unseasonal warm weather"
Marston's (MARS)	18/01/2024	Neutral	"Resilient despite some adverse weather"
Sainsbury's (SBRY)	10/01/2024	Positive	"Unseasonably warm weather"
JD Sports (JD.)	04/01/2024	Negative	"Impacted by milder weather"
Superdry (SDRY)	19/12/2023	Negative	"The unseasonal weather through the early autumn..."
Dr Martens (DOCS)	30/11/2023	Negative	"We have also had to contend with warm weather in October"
Britvic (BVIC)	22/11/2023	Negative	"The weather in July and August was wet and windy this year"
Kingfisher (KGF)	22/11/2023	Negative	"The impact of unseasonably warm weather"
Sainsbury's (SBRY)	02/11/2023	Negative	"A result of poor summer weather and a warm early September"
Next (NXT)	01/11/2023	Negative	"In Autumn [...] warmer than average weather depresses sales"
Marston's (MARS)	11/10/2023	Negative	"The well-documented wetter weather over the July and August summer months"

The future is different to today

SOCIETY



TECHNOLOGY



CLIMATE



RESOURCES



Substance over marketing



BEER FOR YOUR GRANDCHILDREN



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MailOnline

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BrewDog reveals HALF of saplings planted for its million tree Lost Forest have died within their first year

- Brewery blames tough climate for the failure of 250,000 saplings to take root
- It bought the Kinrara estate to boost 'carbon negative' environment credentials
- Campaigner slams brewery's 'disastrous' attempt at 'greenwashing' its business

By JON BRADY
PUBLISHED: 17:20, 16 April 2024 | UPDATED: 17:58, 16 April 2024

30 shares 27 View comments

Controversial beer brand BrewDog's much-vaunted efforts to plant new trees in the Scottish Highlands have hit a snag after it emerged 250,000 of the saplings planted in a partly publicly funded project have already died.

The 'Lost Forest' on Kinrara estate in the Cairngorms has been a key part of the Scottish brewery's marketing campaign as it seeks to reinvent itself as a 'carbon negative' beer producer, a claim that has landed it in hot water with ad watchdogs.

But campaigners have obtained documents showing more swathes of the trees it has planted on the estate have already died - and that £690,000 of taxpayer cash has been put towards the company's environmental efforts to date.

BrewDog, which stands to receive £1.2million of grants in total for its forestry project, says that the trees were killed by an unseasonably hot summer as company boss James Watt moaned: 'Sustainability is hard.'

However, the failure to protect the trees has prompted environmentalists to call for the cash to be returned.

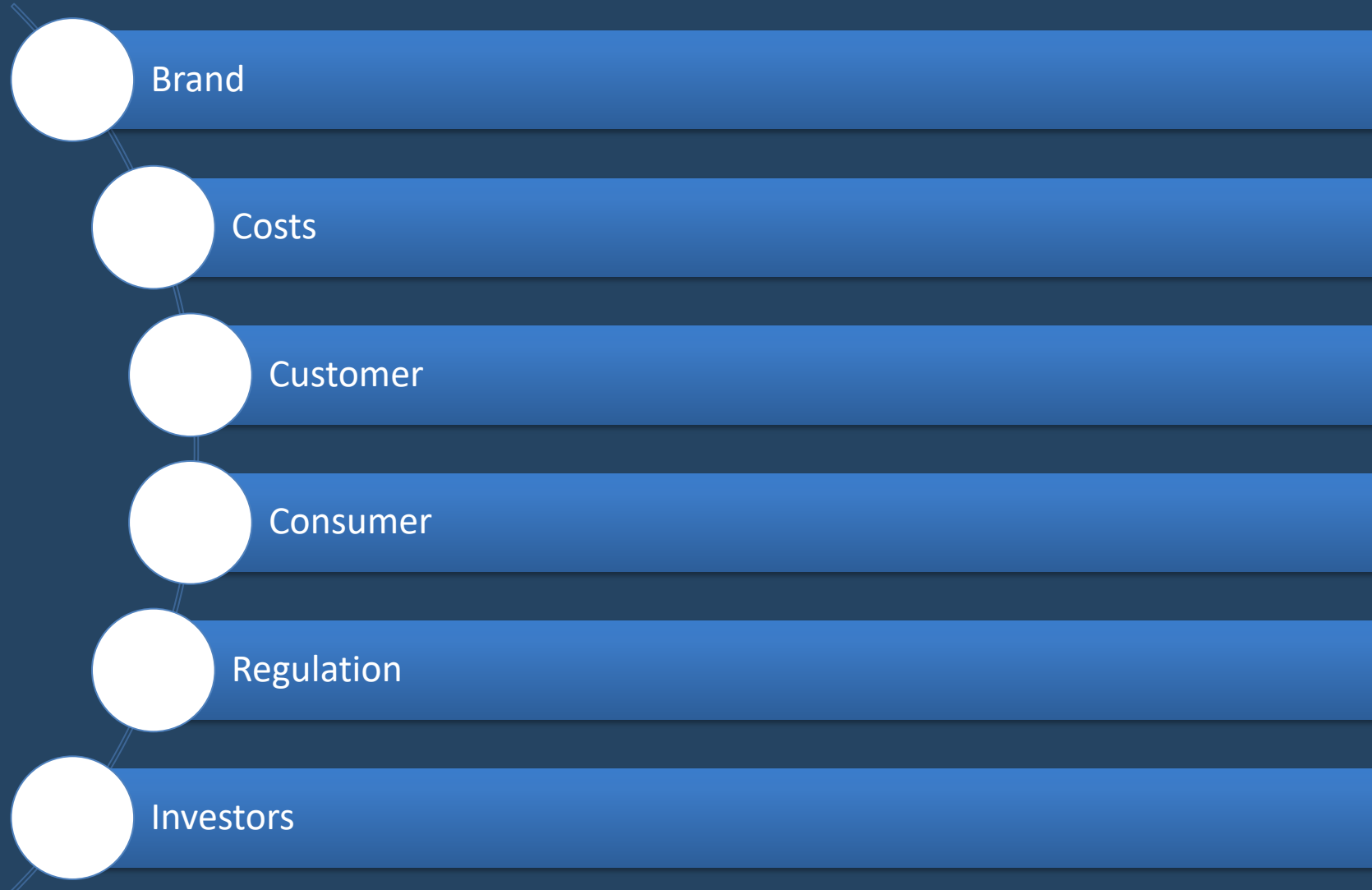
MailOnline

TOP STORIES

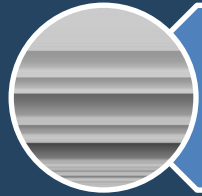
Dramatic new videos show roads transformed into raging rivers in Spanish holiday hotspots hit by freak storms - as 43C heatwave roasts Greece and wildfires hit



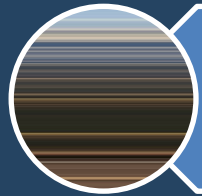
Sustainability is key for our industry



You told us that our industry has made progress, but could do much more



Most have some form of strategy



Strong performance on social issues



Water, waste & sustainable sourcing are three priorities



Only 4 in 10 say climate is well addressed

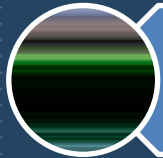


While retailers and consumers are also looking to us

Retailers



See net zero and climate action as a key priority for suppliers



Glass is important, especially for carbon

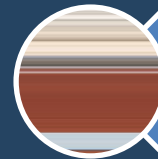


See social issues as something for regulation



Water, supply chain shocks matter – but mainly because of price

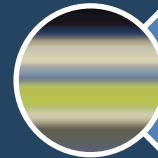
Consumers



Care about the environmental and social performance of their brands



But are poorly informed, and taste is more important



Labels are the place where they'll look



Say addressing packaging and social issues are of most importance to them

Materiality Matrix



Guide Content



Why's this topic important?

Measuring and reporting environmental impact, optimise resource use, demonstrate against internal targets and their industry

Starting out...

Assign responsibility to a competent employee within your organisation to implement compliance with measurement and reporting of selected data. This competent employee should be supported by various team members across the organisation in different parts of the organisation (if possible).

The competent person should, in partnership with other board members and senior management, identify what data the organisation currently collects and any gaps. The gaps could be identified by identifying the reporting requirements for your organisation. This could be done using the [SBTi](#) free service.

Identify key stakeholders within your organisation who have a vested interest in the outcomes of your business and clearly define the purpose and scope of the reporting will undertake.

Your organisation, led by a competent person, should undertake a review/baseline of carbon emissions, energy consumption, water consumption and waste generation.

Based on the information provided from the review or baseline, reduction targets should be set to reduce consumption, generation and associated emissions. This could be aligned or certified by SBTi to give additional credibility to the targets.

The organisation, and an assigned responsible person, should publish data collected and progress made against targets set in your organisation's annual reporting cycles.

Provide carbon information collected to the upstream (and downstream when relevant) supply chain by providing requested information. This could be facilitated through frameworks such as [Manufacture 2030](#).

Contents

The Gin Guild
Sustainability Guide



- i. Introduction
- ii. Material issues for the gin sector
- iii. How to use this document

Section 1 - Key environmental issues

- 1.1. Energy, Transport and Carbon
- 1.2. Water
- 1.3. Waste
- 1.4. Packaging
- 1.5. Nature and biodiversity
- 1.6. Resilience for weather extremes

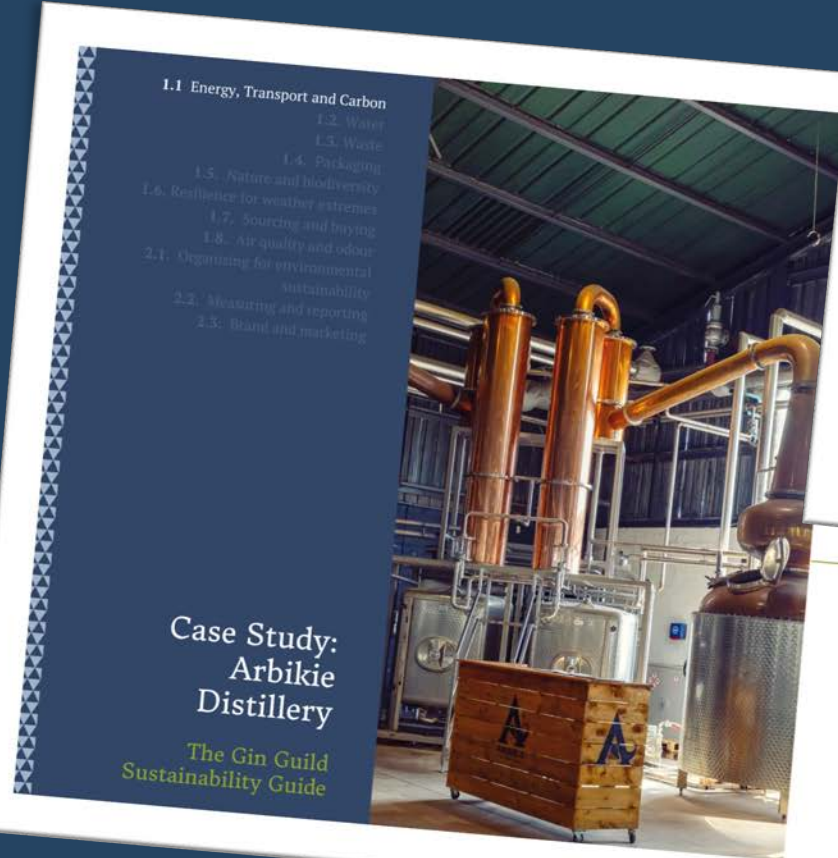
Section 2 - Key Social and Governance Issues

- 2.1. Sourcing and Buying
- 2.2. Measuring and reporting
- 2.3. Governance and skills
- 2.4. Brand and marketing
- 2.5. Responsible Business

Appendix

- A. Materiality Matrix
- B. Research Findings
- C. Additional Resources

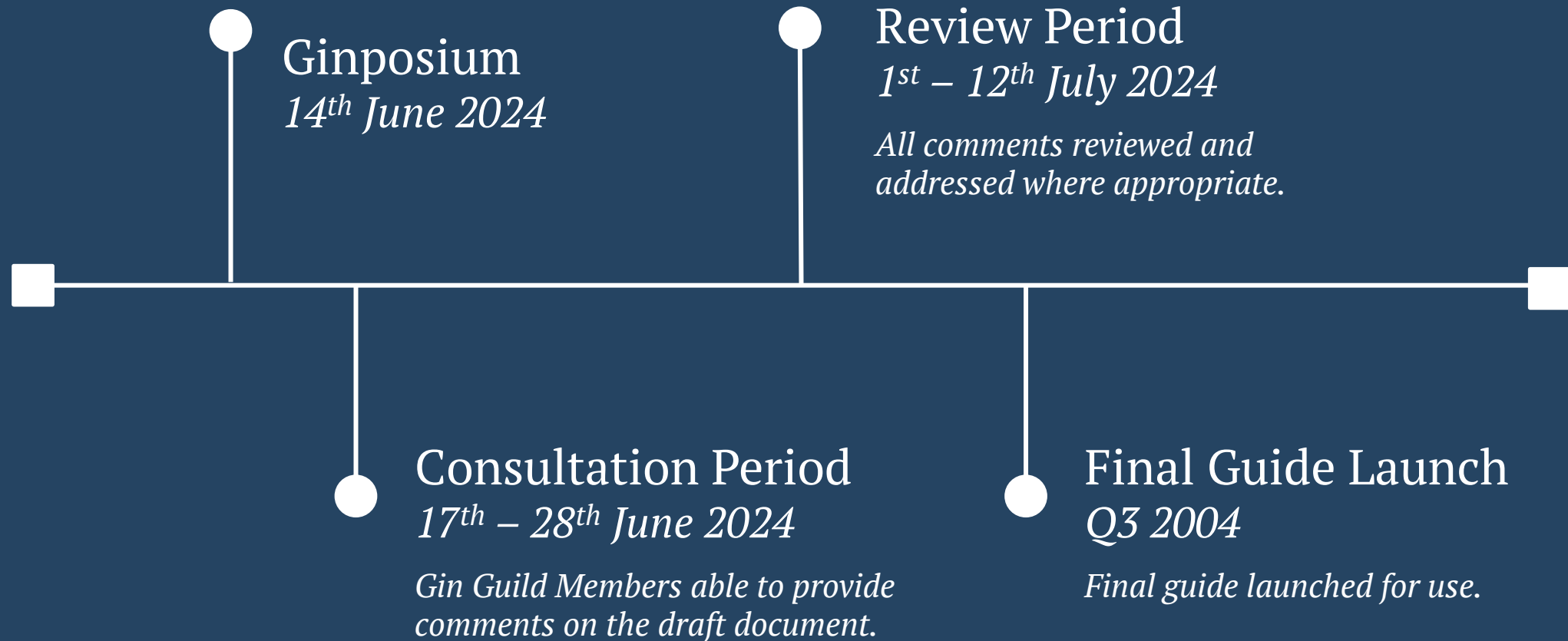
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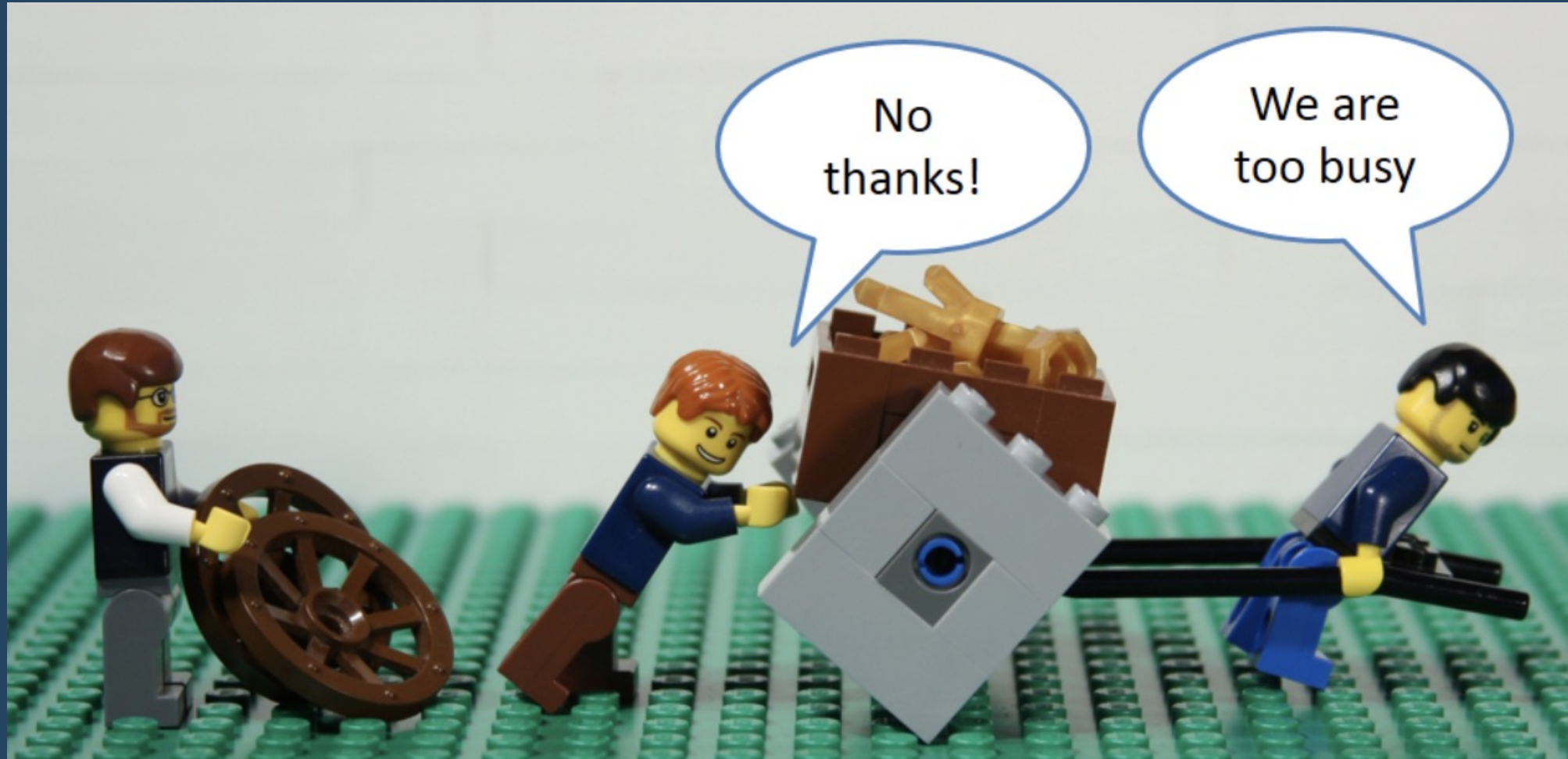
Outcomes / Benefits

- A clean energy supply for distillation, resulting in greater energy security and cost savings. Arbikie will save over 4kgCO₂e per litre of alcohol produced.
- A crucial output will be investigating the replicability of this solution to other distilleries and industries, assessing the business case and technical barriers.
- The Green Hydrogen Project will be showcased to private investors and developers. Finance will be sought to expand the production facility and create a regional green hub, serving businesses across Angus and beyond.

Launch Process



Strive for Perfection?



“Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.”

Key Material Impact Identified



Packaging



Waste Management



Responsible Business



Energy Consumption



Water Stewardship



Human Rights



Employee Wellbeing



Responsible Sourcing
& Production



Local Communities

Sustainability
doesn't have to
be a whole job,

but it should
be someone's
job,

and a bit of
everyone's.



We're good at meeting challenges!

