

SUSTAINABILITY IN PUBS



**Our mission is to make
outstanding organic beer
& bring people together
to inspire positive change**

www.stroudbrewery.co.uk

Getting Started

The demand for green is growing – more and more consumers are looking to use their purchasing power to support businesses making the effort to be kinder to the planet. In a recent survey, 74% of participants said they actively choose to buy from businesses they can see are being greener. As well as attracting new customers and enhancing your reputation, embracing sustainability could help to reduce your running costs like energy bills.

We understand that it can seem daunting to know where to start, so we've produced this guide outlining some simpler steps to help you on the way.

Being sustainable and organic has been at the core of Stroud Brewery since it opened its doors in 2006. We were the first brewery in the UK to be both organic and B Corporation certified. The latter is only awarded to businesses meeting tough standards for reducing their impact on the planet. If we can do it, we're confident that you can, too, which is why we're sharing our experience. Our goal has always been to drive positive change both for the environment and the communities we serve.

CHANGE IS BREWING

Stroud Brewery's Top Ten Sustainability Tips For Beginners:



1] Establish Your Priorities

Decide which sustainability issue really grabs your attention and concentrate on that to begin with. This will make the research and implementation much more enjoyable, and when you've successfully introduced ways to tackle it, you'll feel really good about it.

2] Work With Your Team

Canvas ideas from your staff (if you have them) – all of them, even your cleaner. Most people want to be greener at home and work and will have suggestions. It's also much more fun to do this as a team. List the easiest ideas and work your way through these 'low hanging fruit' options.

3] Ask Your Customers

We bet they'll be happy to help you become greener as they'll enjoy drinking in a pub which is being more responsible. They may have found ways to be more sustainable themselves. Perhaps put a Suggestions Box on the bar, or ask on your social media channels? Could you offer a discount on food or drink for people whose ideas you use? Not only will this encourage ideas, you'll get some more custom.



4] Reduce Waste

List all the things you think you could recycle. You're probably already recycling some of them, so go to [Gloucestershire County Council's Waste Wizard](#) website to find out how you can recycle some of the others.

Could you reduce the amount of packaging you use? Perhaps your customers could bring their own containers for take-aways? Is using re-useable crockery and cutlery for outside functions feasible?

5] Energy Efficiency: 1

Replacing all your light bulbs with LED bulbs is one of the simplest and most effective ways to reduce energy. Obviously, it does cost money up front but it'll reduce the building's energy use by up to 80%.

6] Energy Efficiency: 2

Have you stuck draft excluders around all door frames? Identify places where there are draughts and see if there's a way to prevent them.

7] Switch To A Renewable Energy Supplier

This is an easy thing to do and greatly reduces the amount of carbon dioxide you're responsible for releasing into the atmosphere. But choose a company that's investing its profits back into new renewable energy schemes.

8] Look At Your Suppliers

Are there any out there who are already making what you need in an organic and/or more environmentally-friendlier way? For example, Stroud Brewery's beer is certified organic and in casks, so having such a beer on tap would represent your sustainability commitments. Want to know why cask beer has a lower impact on the environment? Here's the explanation:

[Cask Beer - The Greener Option - Stroud Brewery](#)



**AS A BUSINESS, WE HAVE DECLARED A
"CLIMATE EMERGENCY" AND WE HAVE A COMMITMENT TO NET ZERO**

9] Support a local **environmental** charity

It'll be doing fantastic things to help the environment but probably on a shoestring! Support doesn't have to be money, could you offer them some skills or volunteer some time?

10] **Celebrate** what you achieve

Keep a record of what you're doing and your progress – this will help everyone feel proud of what's been done and motivate them to do more. It'll also show customers that you're genuine about being responsible towards the planet.



If you want to carry on being more **sustainable...**



Investigate the FSB's **Small Business Sustainability Hub** which contains lots of resources and advice.

We hope this helps. If you've any feedback [positive or negative] about this guide, please do let us know.

If you're stuck and need some advice, Stroud Brewery's founder and MD, Greg Pilley will be happy to chat.

Contact us:

- through our chat box on the website: **www.stroudbrewery.co.uk**
- email - **beer@stroudbrewery.co.uk**
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