



CERTIFIED ORGANIC

# B CORP IMPACT REPORT 2022-23

Certified



Corporation





# WELCOME TO STROUD BREWERY'S 2022-23 BCORP IMPACT REPORT

Combining beer with sustainability was virtually unheard of in the brewing industry when we opened the Brewery's doors back in 2006. We began by using only local and then organically produced ingredients to make our beer and, step by step, explored how we could reduce the brewery's impact upon the environment in every other area. We became the first UK brewery to be certified as both organic and a B Corporation.

Embedding sustainability into a business is a constant balancing act between maintaining a commercially viable operation whilst minimising its impact upon both the environment and people. Carbon emissions, biodiversity loss, ethical finance, social impact – these and more all contribute towards the ideal model of sustainability. But how does a business know that it's doing the right thing and be able to judge the full extent of its impact?

For us, the B Corporation certification process provides a mechanism for assessing both of these concerns. It's a holistic and evolving measure showing how well we're doing, the improvements we can make and how we can communicate this to our customers and stakeholders. It also takes account of what we continue to do as well as the new measures – the importance of the former can often be overlooked amongst the excitement of the new, 'shiny' features.

The most exciting part for us, however, is the whole sector's recognition of the importance of sustainability. This doesn't faze us in the slightest as we're not afraid of any competition resulting from other breweries promoting their green credentials: if the planet fails, we all fail so, frankly, it's a no-brainer.

Read our progress so far and see if you can join us on the journey to a greener world.



# HELLO!

We're particularly proud to present our progress and achievements for 2022-2023 as we've reached some significant milestones, leading to the start of exciting new chapters in our sustainability journey. The main cause for raising a glass in celebration is our latest carbon footprint which illustrates there is not much more we can do to reduce the brewery's impact – see the Resourcefulness Report on page 5. Although it shows our electricity consumption as only 22% less than the industry standard, in fact, 100% of our electricity is from renewable sources and a quarter of that is home-made from solar panels on the brewery's roof.

The challenge now is to compensate for emissions beyond our control, hence why our next, exciting, phase is to investigate 'insetting' – encouraging and helping our suppliers and farmers to reduce their own environmental impacts.

Supporting our farming community is one of our top sustainability priorities – farmers are in a position to contribute significant positive change for the environment, biodiversity and rural communities. Just look at wildlife, for example – the amount of insects, birds and plants on organic farms increases by up to 50% compared to non-organic. It's this which persuades us to use 100% organically produced ingredients to brew our award-winning beer.

The biggest proportion of our emissions comes from purchasing malted barley: by choosing malt that's been made from organically-grown barley malted in the traditional way, we reduce our indirect carbon dioxide emissions by 20%. This is because no artificially-made, chemical fertilisers or herbicides are used, and the soil is managed in a way that increases the amount of carbon dioxide it absorbs from the atmosphere. Add all this together, and the result is more wildlife surviving and thriving on the farm.

In rural areas, farming can be a vital piece in the jigsaw that comprises local community life. We've always been an active member of our local community – for which they thanked us during the pandemic by crowdfunding over £114,000 to help keep us afloat – so we understand that everyone within a community has a vital part to play in enriching it.

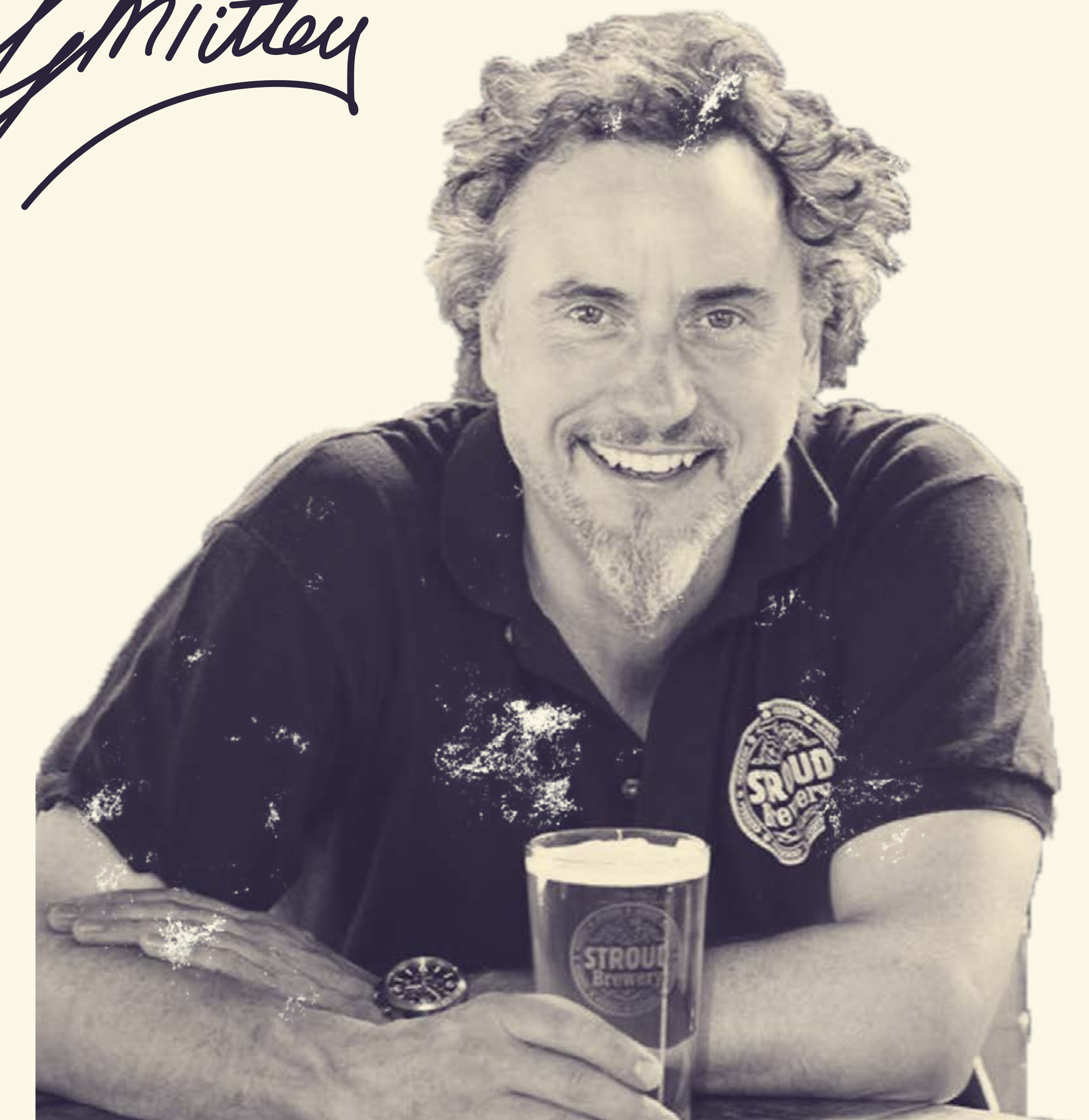
During 2023 and 2024, as the need to tackle the climate and biodiversity crises becomes more pressing, we'll be actively promoting the benefits of organic farming and supporting organic farmers through purchasing choices. We'd love to see 'for the planet' beer become widely available to pubs throughout the UK, and we'll champion organic beer in casks along with the cellarmanship required to maintain beer in the most sustainable way possible.

Working in partnership is the way of working we love best, so we'll embrace our sustainability journey during the coming couple of years with excitement and commitment. Will you join us?

Best wishes,

**Greg Pilley**

Founder & MD of Stroud Brewery,  
Director of Stroud Common Wealth,  
Founding member of Stroud Community  
Agriculture LTD





2022/23 SCORE

89.4

Threshold is 80  
to become a B Corp

FUTURE TARGET SCORE

136

AUGUST 2018 SCORE

87.9



Our Overall B Impact Score



80 Qualifies for B Corp Certification



Median Score for Ordinary Business (50.9)

15.5

### Governance Category

Governance evaluates a company's overall mission, engagement around its social/ environmental impact, ethics, and transparency.

17.3

### Workers Category

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

23.1

### Community Category

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

31.2

### Environment Category

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

2.1

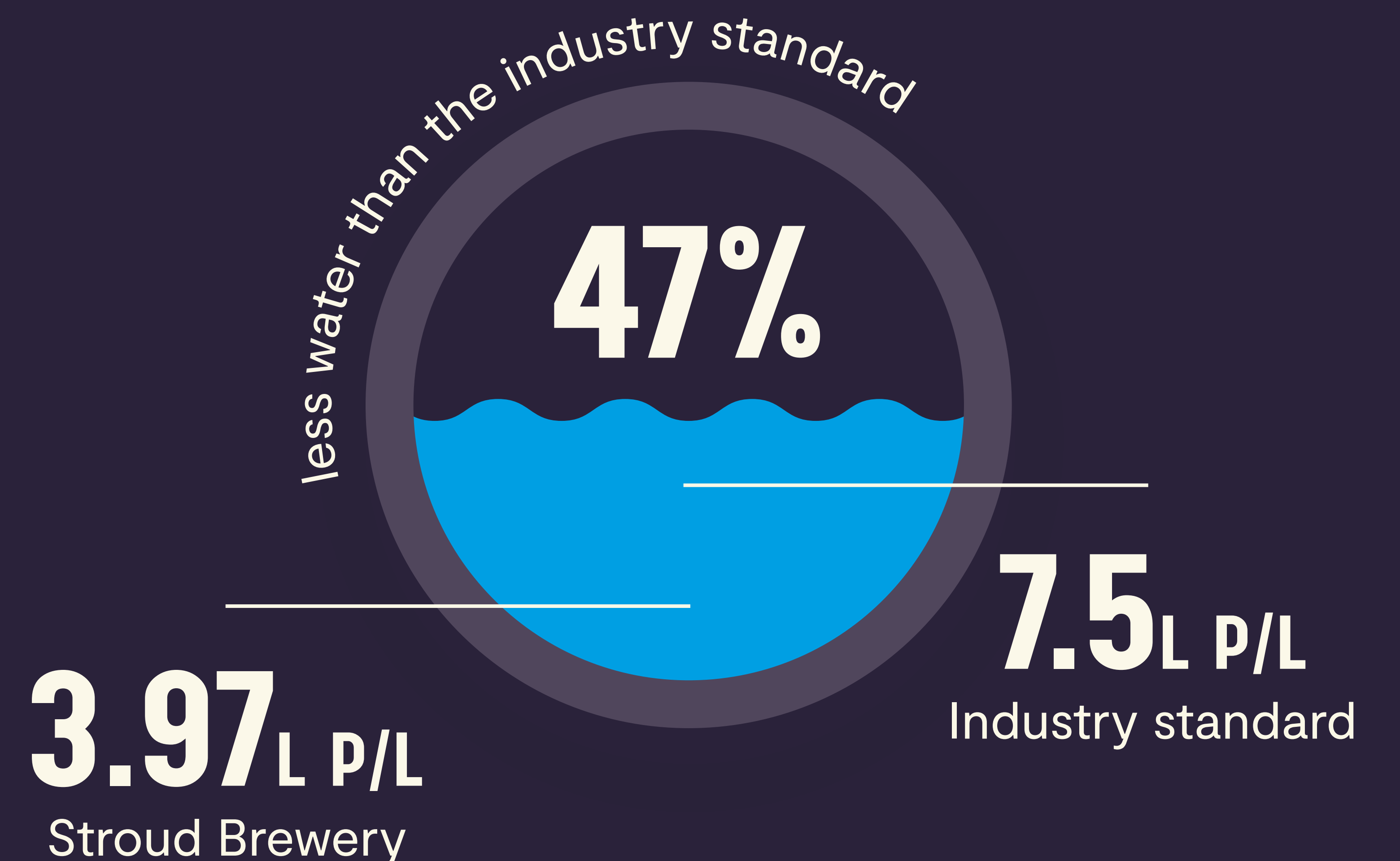
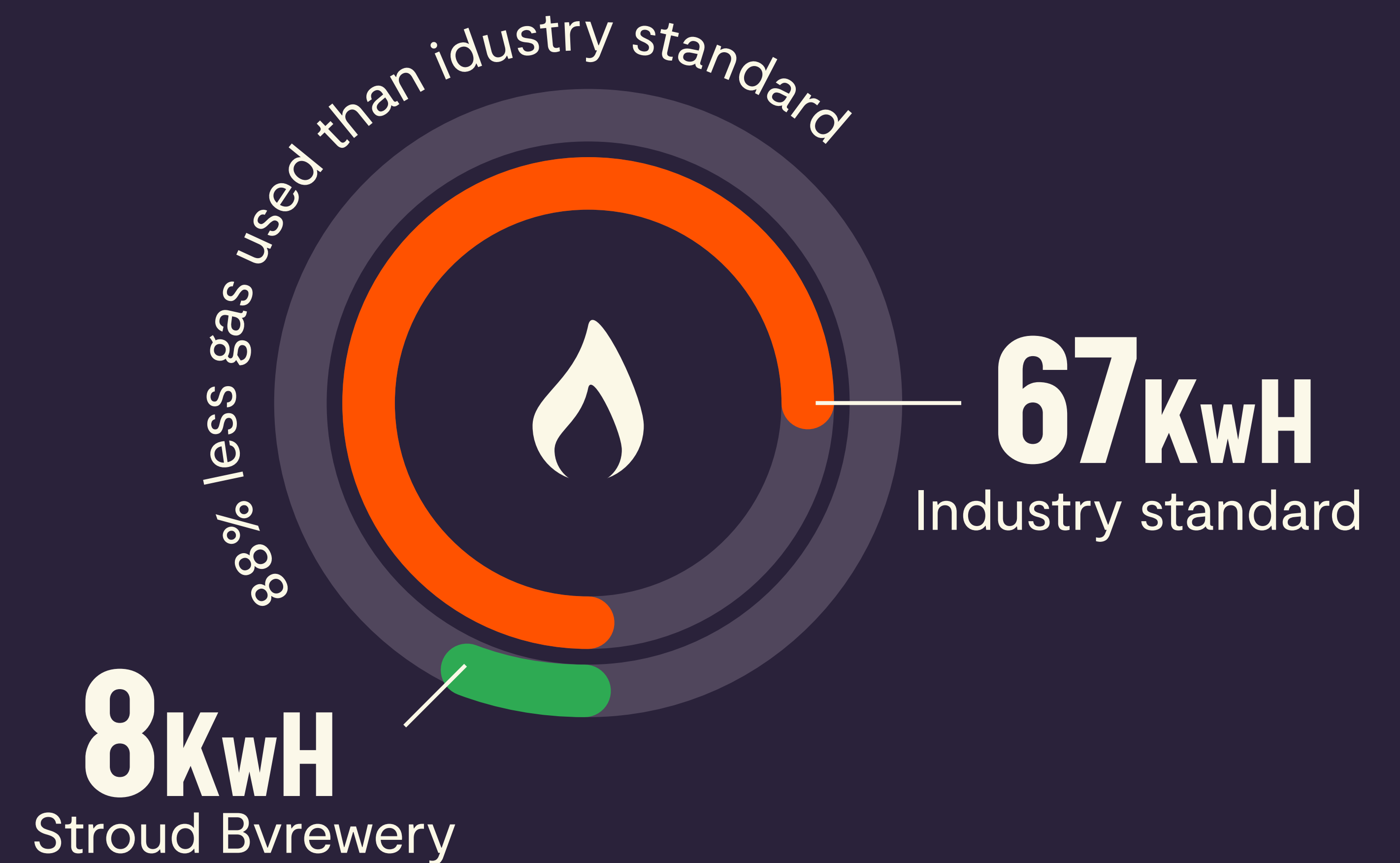
### Customers Category

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

# OUR CARBON FOOTPRINT

Our carbon footprint report was the biggest success story this year, providing many reasons to be cheerful and to raise a glass. It revealed that our brewery's environmental performance is well ahead of the industry standard, and there remains only a small amount we can do to further reduce carbon emissions:

- ◇ Our total emissions for beer production in the brewery for the year 21-22 was 160.59tCO<sub>2</sub>e.
- ◇ We packaged 373,030 litres of beer that year.
- ◇ This means we produced 0.43kg CO<sub>2</sub> e/ litre of beer.
- ◇ carbon dioxide consumption is 88% below the industry standard: ours is 0.7 KG p/hl compared to 5.2
- ◇ our gas consumption is 88% at 8 KwH p/hl compared to 67 KwH p/hl for the brewing sector standard
- ◇ at an efficiency rate of 83.2%, our brewhouse efficiency is 5% worse than the brewing industry standard of 88%. We're already working with our malt suppliers to investigate how to improve this
- ◇ we use 47% less water than the industry standard: we use 3.97l p/l compared to the industry average of 7.5l p/l
- ◇ our electricity consumption is 22% more compared to the industry average, but as all of our electricity is generated by renewable sources, the environmental impact is minimal.





## SOLAR PANELS

Solar panels were installed on the brewery's roof and immediately began supplying 25% of our electricity needs. Added to the renewable energy supplied by Ecotricity, our local green energy company, this means 100% of our electricity is renewably-generated



## ORGANIC HOP TRIALS

Stroud Brewery has been co-ordinating the Innovative Farmers' Hop Trial Project, developing new hop varieties which'll be resilient to some of the effects of climate change. It reached the end of the 3-year study period – see page 9 for the full details.

## GREENHOUSE GASES

Greenhouse gases are all the gases, as well as carbon dioxide, which contribute towards climate change. Our greenhouse gas footprint rose by 1% during 2022 because we were brewing more beer to meet increased demand, plus we welcomed more customers to our taproom and hosted more events. This is a conundrum... how do we grow as a business whilst reigning in our environmental impact?! A better indicator is to look at our carbon intensity – simply put, this is a measure of carbon dioxide and other greenhouse gases released for a unit of activity, such as generating a product. Our carbon intensity decreased by 17% from 153 tCO<sub>2</sub>e (amount equivalent to tonnes of carbon dioxide) to 127 tCO<sub>2</sub>e

## THE BEST INGREDIENTS

We continued to use organic malt as this has the biggest impact on the sustainability impact of producing beer. Reduced fertiliser use, enhanced carbon sequestration by the soil and increased biodiversity lead to 20% less carbon dioxide emissions compared to non-organic.



## SOURCING LOCAL

We continued to source 80% of our materials and resources from within the UK

70% of our customers still live locally to the Brewery, reducing CO<sub>2</sub> emissions and enabling us to support our local community

60% of our suppliers continue to be located within a 50-mile radius of the Brewery, reducing CO<sub>2</sub> emissions and supporting the local economy



# FOR THE PLANET

## FIGHT FOR ECOCIDE LAWS

Stroud Brewery is a signatory of the Stop Ecocide Business & Finance Open Letter to governments calling for the law of Ecocide to be introduced, and has joined the Earth Protectors scheme. Stop Ecocide began in Stroud and is now a global campaign which we will continue to support



## KEEPING IT LOCAL

We'll continue to source 60% of our supply needs from local companies to reduce transport miles, and help them to improve their own sustainability credentials

We'll actively supporting projects regenerating wildlife in Stroud District, such as helping with the new canal development adjacent to the Brewery

## CLEAN UP THE SUPPLY CHAIN

The supply chain of any business contributes a significant amount towards its carbon footprint. We'll start working with the farmers in our own supply chain to identify practices that are best for locking away carbon dioxide and support regenerative agriculture.

## ORGANIC - NATURE FRIENDLY FARMING

We have a dream: 'for-the-planet beer' available pubs throughout the UK. Together with the Soil Association, we are co-ordinating an Organic September 2024 campaign encouraging pubs to serve organic cask beer. We'll be collaborating with fellow organic breweries to raise the profile and benefits of organic brewing and beers. We'll also promote the skills and cellarmanship required to maintain quality beers in the most sustainable way possible.



We're dedicated to making organic beer. We've been certified with the Soil Association since 2008!



## TAP ROOM

We'll focus on our taproom - there are already greener features present such as using rainwater harvested from the roof to flush the toilets, using 100% renewably-generated electricity and using organic ingredients for much of the food served by the kitchen. There is still more to do and we will be working with the taproom's staff to capture their ideas and enthusiasm

## A CLEANER BREW

Working with our malt suppliers, we'll be exploring how to improve our brewing efficiency (how well the malt converts into sugar during fermentation).





# THE INNOVATIVE FARMERS' HOP TRIAL

Hops are a vital ingredient in beer-making. Without hops it's safe to say there'd be no beer. However, the increased day and night temperatures resulting from climate change could threaten future hop harvests because these high temperatures will:

- inhibit the growth of hop plants
- increase the prevalence of pests and diseases
- reduce harvests
- and, in extreme heat, stop growth altogether.

A dire prospect for all beer lovers, let alone all the businesses involved with its production.

For the past 3 years, an on-farm research project, coordinated by Stroud Brewery, has been trying to head this problem off at the pass. It's been trialling new hops to select varieties which can cope with more extreme and unpredictable climatic conditions (such as higher temperatures, drought, and increased humidity) and also have greater tolerance to pests & diseases, meaning they can be grown organically. As access to chemical treatments is decreasing (cost, legislation etc), even non-organic farmers will benefit in the future from

having more tolerant, organic varieties available.

Sourcing UK grown hops, especially organically grown ones, is becoming more of a challenge. In the heyday of hops in 1865, there were 77,000 acres of UK hops grown. Now it's around 1,000, with about fifty growers, just 25 varieties, and now only 2 commercial organic hop farmers.

This Innovative Farmers' hop trials project has brought together all members of the beer production chain – from the hop breeders and farmers, to the brewers and merchants. Different hop varieties have been grown on two farms – one in Worcestershire and one in East Sussex – to study their suitability. Stroud Brewery tested one, Harlequin, for its beer-making qualities and the resulting Oaty Ale received a big thumbs up from customers and attendees at the Oxford Real Farming Conference.

This year was the project's final one and efforts are underway to find further funding. Developing a new variety of hop can take many years of trial and error. We'll be conducting trial brews of six new varieties in 2024.





# SPREADING THE WORD

As the symptoms of the climate and ecological crises increase in intensity, we believe it's more urgent than ever for the whole pub and brewing sector to embrace sustainability. The bonus is that it can be a win-win all round by giving pubs a marketing advantage, increasing energy efficiency and decreasing energy use, improving staff morale and attracting job seekers.

We're striving to make these benefits known to the wider pub sector through awareness-raising campaigns and helping pubs and breweries adopt greener practices.

Helping our competitors may seem strange but as we produce high quality, great-tasting beer that our customers love, we're not afraid of competition – the future of the planet is what matters to us.

## SUCCESS STORIES DURING 2022-23

Here are some of the things we've done this year to promote the green message:

- ◇ Organic September – as usual, we supported the Soil Association's annual, national campaign and promoted the positive benefits of using organic ingredients to customers and our wider community. We also ran a 'taproom takeover', serving beers from other organic breweries to help to grow the market for organic beers.
- ◇ Our MD and founder, Greg Pilley, was a speaker at the Oxford Real Farming Conference discussing sustainability and brewing. He also invited attendees to taste and review our first beer brewed using hops grown to be climate change resistant
- ◇ Greg is also a member of the Society of Independent Brewers Association's (SIBA) Sustainability Panel. SIBA's sustainability strategy sets out plans for helping independent breweries to meet the ambitious Net Zero targets set by the Government.
- ◇ We're one of Visit Gloucestershire's Sustainability Champions. These are businesses helping others to become more environmentally-friendly and discover ways to embed it in the county's visitor economy.
- ◇ We continue to discuss the benefits of organic beer within our industry and offer our advice.

## WHAT WE'LL DO DURING 2023-24:

- ◇ include more sustainability-themed events in our busy events programme
- ◇ develop our 'Sustainability in Pubs: Getting Started' guide and investigate how we can broaden its appeal
- ◇ try to win more awards for our sustainability/Better Business work as this will spotlight what we do and hopefully inspire others to follow our lead
- ◇ continue to demonstrate that high quality beers and sustainability can go hand-in-hand
- ◇ identify ways to focus our customers' attention onto what we're doing and measure our social impact within the local community
- ◇ work with our new social media manager to look at how we thread our sustainability stories through our social channels in an eye-catching way



# SUSTAINABILITY IN PUBS GUIDE

When you have over 17 years' experience of investigating sustainability options and implementing solutions, what do you do with it? Share it, of course.

That's the premise behind our 'Sustainability in Pubs: Getting Started' guide, a free information pack offering our 10 top tips for how pubs can begin to reduce their environmental impact. From looking at their energy supplier to getting customers involved, these are smaller-scale, straightforward actions geared specifically for publicans with no previous knowledge of this topic.

We know how daunting it can seem when starting out, especially when juggling all the demands involved with running a small business. We've designed this guide especially for this audience to make embarking on this journey as easy, and satisfying, as possible.

'Sustainability in Pubs: Getting Started' guide is available to download for free from our website, and we'll be developing an active promotional campaign so it reaches as many publicans as possible.





# GOVERNANCE

We've always aimed to not only practise what we preach but to lead from the front. In our early days, we stuck to doing what we thought was right for the environment even though mixing business with sustainability was virtually unheard of back then (and, to be honest, was generally seen as weird).

We've been delighted to see turnover increase since we became a B Corporation: increasing from £946,242 in 2018 to £2,047,521 in 2023, and we believe the accreditation has played a significant role in this. Our continued support of the local community and promoting our sustainability credentials are also contributing factors for building customer loyalty and a positive brand reputation.

YEAR	TURNOVER
2018	£946,000
2019	£944,000
2020	1,400,000
2021	£952,000
2022	£1,700,000
2023	£2,050,000

WELCOME JADE!



## SUCCESS STORIES DURING 2022-23:

- ◇ We were delighted to welcome Jade Bashford onto our Board of Directors, increasing female representation on the board of directors.
- ◇ Although we can't force employees to invest their pension in any particular way, we continue to promote NEST ethical fund which is an option within our current scheme
- ◇ We were thrilled to win the Gloucestershire Inclusive Employers Award for the special support we give young people, people from challenging backgrounds or those who had difficult starts in life to get back into work
- ◇ We became registered as Disability Confident
- ◇ We introduced flexible working practises - allowing some flexibility in the start and finish times of the working day
- ◇ Started offering a free lunch to all staff working >6 hours a day

Jade has a smallholding in Stroud and keeps bees. She's also worked for several years with homeless people, people with mental health problems and as a teacher. She loves to be outdoors cycling or walking, to play Bach in a Baroque group, to sing in choirs and to chat to the neighbours.



“Since Stroud Brewery became a B Corp in 2018, I have observed a focused commitment to environmental initiatives and a stronger alignment of our business practices with our values. The B Corp certification has helped shape our business by reinforcing our dedication to sustainability, community engagement, and transparency. As a director, I have witnessed a positive shift in our board meetings, where we now prioritise the well-being of our employees, the environment, and the local community alongside our financial goals. This holistic approach has not only strengthened our brand but also fostered a sense of pride and purpose among our team members.”

Adam Starkey, Director



# WORKERS

We're delighted to be one of the major employers in Stroud, and are particularly proud that half of our staff and managers are women and that we're well known as a place where young people begin their journey into the working world. Nearly half of our staff are under 24 years old and we make a special effort to provide them with a positive work experience and help them begin developing their future career skills.

As our fantastic work team is our biggest asset, we looked during this year at how we could recognise and value our staff's hard work and commitment.



## SUCCESS STORIES DURING 2022-23:

- ◇ We continued our commitment to paying the real Living Wage, increased the lowest salaries by 10% and uplifted other salaries resulting in an overall 7.75% increase in the salary overhead
- ◇ A new focus on internal promotions enabled us to develop our in-house talent
- ◇ We broadened our continuous professional development (CPD) provision to help existing staff build upon their work skills. A staff member completed their apprenticeship in Business Administration, one of the brewing team passed the Institute of Brewing & Distilling Diploma module 1 with distinction, and others completed forklift truck training, portable appliance testing (PAT), and personal licence training (licenced to sell alcohol)

## WHAT WE'LL DO DURING 2023-24:

- ◇ Just because we're a B Corp doesn't mean we don't have long-term growth goals. The (fun) challenge is to see how we can do that without negatively impacting the environment. Our focus is on the cask and keg trade as these forms of beer storage produce 50% less carbon dioxide compared to other forms of packaging. We aim to increase the amount of cask and keg delivered directly to customers within the region, and further afield through national wholesale distribution.
- ◇ Start conducting regular staff satisfaction surveys
- ◇ Increase work experience opportunities Include social & environmental goals into all workers' objectives, and introduce B Corps into new staff's induction
- ◇ Formalise an employee volunteering scheme – all permanent and 24+ hour contracted staff will get 2 days/year to volunteer with a charity of their choice. This adds up to an in-kind contribution of £4,842
- ◇ Set more formal social and environmental KPIs for the Board to review regularly.



# COMMUNITY

The brewery exists thanks to our fantastic, far-sighted community who not only provided the investment to get us started and then came to our rescue during the pandemic with a crowdfunding appeal, but continue to support us weekly by drinking and eating in our taproom and buying our beer.

To show our heartfelt gratitude, we aim to help Stroud in any way we can to ensure it's a thriving community meeting people's needs and is a place that young people consider their home.



## SUCCESS STORIES DURING 2022-23:

- ◇ A thriving local economy is vital to provide residents with security and a reason to stay, so we have committed to using local companies as much as possible. In 2022-23, 60% of our suppliers were within a 50-mile radius of Stroud, and 80% of the materials and resources we used were sourced from within the UK. It's frustrating that we can only buy 30% of our organic hops from UK growers, having to buy the rest from New Zealand, America and Europe. We're hoping the Innovative Farmers' Hop Trial research project we co-ordinate (see p.9 for details) will develop new strains of easier-to-grow, climate change-resistant organic hops that'll persuade more UK farmers to grow hops
- ◇ 70% of our customers live locally which we believe is our reward for supporting our local community and for what we do
- ◇ We continued our special relationship with Ruskin Mill College, a Stroud-based educational charity creating life and work skill opportunities for young people with autism and other learning difficulties. Every year, we provide a work placement for one or more of their students, as well as for pupils from Stroud's local secondary schools.
- ◇ We donated 8.25% of our net profit to local good causes, and maintained our role as a Business Friend of Stroud Valleys Project, a small, hard-working charity empowering local communities to create a healthier environment for both humans and wildlife

- ◇ Our 'Cheers to Stroud' campaign ran for the first time, aiming to thank the local community who've supported us over the years. Special publicity campaigns highlighted the pubs and brewing heritage of the town; asked for nominations of people who deserve a free meal in our taproom as a thank you for a good deed; and highlighted local places ideal for family days out during the summer holidays.

## WHAT WE'LL DO DURING 2023-24:

- ◇ Commit to having at least 75% of our clients or customers as local and independent
- ◇ Talk to local community organisations to see if there's a particular way that the brewery could support local community network
- ◇ Continue to support local businesses, charities and community projects.



# STROUD VALLEYS PROJECT



‘Think global, act local’ is the foundation underpinning all this charity’s work and, since 1988, it’s connected people of all ages, abilities and backgrounds to the environment and wildlife around them. As a dynamic, grassroots organisation, it embeds itself amongst communities throughout the Stroud district, supporting and training residents to learn about and nurture their local environment. In particular, it eases a path into the natural world for people from disadvantaged backgrounds and those who are experiencing challenges in their lives.

These are the reasons why Stroud Brewery is proud to support its work through being one of the charity’s Company Friends for more than 10 years.

## HERE’S A SAMPLE OF STROUD VALLEYS PROJECT’S WORK:

- ◇ Benches and picnic tables nestle amongst 500 trees, a wildflower meadow, and a pond, encouraging visitors to sit-a-while to enjoy the wildlife and views of this former landfill, canal-side site that’s been transformed by the charity’s volunteers
- ◇ The Garden Guardians campaign provides the advice and knowledge gardeners need to make a garden irresistible to wildlife. Planting pollinator patches, building a bug house, and leaving an untidy corner are just a few of the many ideas promoted by the campaign
- ◇ A community allotment now offers fresh veg and the hum of bees rather than the rank grass and discarded litter which were previously abundant. It’s a place where volunteers meet, make new friends, learn new skills, get fresh air and literally enjoy the fruits of their labour!

- ◇ Sounds of sawing and hammering emanating from the Creative Shed are thanks to busy volunteers recycling unwanted wood into bat, swift and bird boxes, hedgehog homes and sparrow terraces.

## DURING 2022, THIS CHARITY:


- ◇ Planted 8,000 trees across the Stroud district
- ◇ Ran more than 45 events allowing over 700 people to experience and learn about the wonder of nature
- ◇ Clocked up 10,250 hours of volunteers carrying out practical conservation work to nurture the district’s environment
- ◇ Transformed 57 acres of greenspace across the district into havens for wildlife and people
- ◇ Improved the well-being of its volunteers: 94% said their mental health was boosted by being involved in its projects.







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