

# MAKE EARTH GREAT AGAIN



SUSTAINABILITY REPORT #3

## BREWDOG'S PUNKED-UP-PLAN



# WE CAN'T GROW HOPS IN A DESERT



## ENSURING WE HAVE A PLANET TO BREW BEER ON.

IN 2021, THE IPCC – AN INTERGOVERNMENTAL BODY OF THE UNITED NATIONS – STATED THAT IT IS UNEQUIVOCAL THAT HUMAN INFLUENCE HAS WARMED THE ATMOSPHERE, OCEAN AND LAND.

IN ORDER TO AVOID CLIMATE CATASTROPHE, WE MUST LIMIT WARMING TO 1.5°C. WE ARE CURRENTLY ON TRACK TO INCREASE GLOBAL TEMPERATURES BY 2.7°C.

REDUCTION OF EMISSIONS MUST BE THE PRIORITY FOR NATIONS, CORPORATIONS AND INDIVIDUALS IF WE ARE TO ACHIEVE OUR TARGET.

BREWDOG IS ALL IN TO MAKE EARTH GREAT AGAIN. FAST.



DEAR BREWDOG

DEAR BREWDOG

## THE COMMITMENTS MADE AT COP26 FALL SHORT OF WHAT WE DESPERATELY NEEDED.

**WHAT DOES THAT MEAN FOR US?** It means we need to push even harder for change. To look on the positive side, the pressure for that change is growing faster than ever. 100,000 discontented people on the streets of Glasgow might have been the best thing to have come out of the COP.

"WILL THE ECOSYSTEM TIP FIRST OR WILL HUMANS WAKE UP AND INSIST ON THE HUGE SYSTEMIC CHANGES THAT ARE REQUIRED?"

**WHAT WE LEARNED IN NOVEMBER, IN CASE WE DIDN'T KNOW IT ALREADY, IS THAT LEADERSHIP ON CLIMATE AND ENVIRONMENT CAN'T ALL COME FROM OUR GOVERNMENTS.** Whilst we can't do without their help, it is clear that they simply aren't up to the job without people and businesses – that's us – pushing them really hard.

We now are in a flat out race between tipping points. Will the ecosystem tip first or will humans wake up and insist on the huge systemic changes that are required? I don't know, but we will all find out soon.

So please do not ever vote for a politician that does not properly and consistently push for action on the climate and wider environmental emergency. Whenever you can, please try to buy only from companies that are pushing hard in every way they can. Please make sure everyone you know understands that this is not a side issue. Given the situation, please even think about taking to the streets (in ways that show total respect for all). I don't say that lightly. **WE HAVE TO BRING ABOUT CHANGE.**

I'm proud to be supporting BrewDog in their efforts. There have been ups, downs, and stacks of learning. There are now plans in place and actions already underway to take 35% out of all emissions (including the supply chain, which by the way is essential for every company to include) over a period of just 4 years. That is steep carbon cutting and it is happening right now, not just a distant plan. And while they do that, we will plan the next round of deep carbon cuts. And at the same time they are funding and organising the careful restoration of land for multiple benefits. Removing twice as much carbon as they emit is just one of those. It doesn't stop there, because every company has a responsibility to push for change in every way they can. You'll read here about some of the ways BrewDog are engaging customers, drinkers and suppliers. And some of the best stuff is still just bubbling away as ideas.

**NOBODY'S PERFECT, BUT IF EVERY COMPANY TOOK IT ON LIKE THIS, WE'D GET THERE.**



"EVERY COMPANY HAS A RESPONSIBILITY TO PUSH FOR CHANGE IN EVERY WAY THEY CAN."

**PROFESSOR MIKE BERNERS-LEE**  
Lead Scientific Advisor  
BrewDog

OG BEER  
ANOTHER  
FOR A  
LD."



THE TIME IS NOW  
THE TIME IS NOW  
THE TIME IS NOW  
THE TIME IS NOW



WE ARE PRIORITISING REDUCING  
OUR EMISSIONS AND INCREASING  
OUR SUSTAINABILITY

TO MAKE EARTH GREAT AGAIN.  
FAST.

# BREWDOG

A NOTE FROM BREWDOG'S  
CAPTAIN

*Dear people  
of the world*

DESPITE A RECORD-BREAKING  
NUMBER OF DELEGATES ARRIVING IN  
GLASGOW FOR COP 26, AND AS THE  
WORLD WATCHED ON WITH HOPE,  
OUR LEADERS WERE ONCE AGAIN NOT  
CAPABLE OF TAKING THE REQUIRED  
STEPS TO SAVE OUR PLANET LEAVING  
THE CRUCIAL TARGET OF 1.5 DEGREES  
CELCIUS IN TATTERS.

It should also be noted that even with  
limiting temperature rise to 1.5 degrees the  
consequences would be very grim. The  
Intergovernmental Panel on Climate Change  
(IPCC) predicts 1.5 degrees will see extreme  
heatwaves, oceans rising, and the destruction of  
70 to 90 per cent of coral reefs. Yet we ended up  
with an agreement, where even if all governments  
meet their 2030 commitments, experts  
predict we will see 2.7 degrees of warming.

Time and time again our politicians have proven  
themselves incapable of addressing the  
gravest threat that humans have ever faced.

Once again, we remain very firmly of the view  
that if we are going to avert a climate disaster  
then it is going to be down to cutting edge  
businesses working hand in hand with the  
world's best scientists to lead that change.

How the public spend their money, and  
the companies they choose to support  
week in, week out will have a far bigger  
impact on our climate change battle than  
who they choose to vote for every 4 years.

With that in mind we have spent 2021  
doubling down financially on our sustainability  
commitments and have continued to make  
huge investments across our business  
to reduce our environmental impact and  
work has now started on the huge carbon  
removal project that is our Lost Forest.

**MAKING SURE THAT FUTURE  
GENERATIONS HAVE A PLANET  
TO BREW BEER ON IS OUR  
FOREMOST PRIORITY.**

HOLD FAST,


*James*

UNITED WE STAND FOR  
BETTER BEER

FIERCELY DEFIANT AND INDEPENDENT

FIERCELY DEFIANT AND INDEPENDENT





**WE'RE TARGETING A 35% CO<sub>2</sub>e REDUCTION\*  
BY 2023 COMPARED TO OUR 2019 BASELINE!**

**FOR EVERY BEER WE MAKE, WE ALSO  
REMOVE TWICE THE CO<sub>2</sub>e THAT WE EMIT!\*\***

\*CO<sub>2</sub>e, "carbon dioxide equivalent", covers all the greenhouse gases.

\*\*See final page for details regarding our carbon removal partners.



# OUR

# CARBON

By 'Our Carbon' we mean ALL the greenhouse gasses in both our operations and our supply chain. So that includes everything that is involved in creating our beer and getting it to our customers; ingredients, packaging, transport, and everything else that we do or buy.

# OUR

# PROBLEM



AT ELLON WE'VE BEEN DOING OUR BEST TO INCREASE THE AMOUNT OF BEER WE PRODUCE FOR YOU LOVELY FOLK, WHILST KEEPING OUR EMISSIONS AS LOW AS POSSIBLE.

CO<sub>2</sub>e

PER

BREWSKI

In 2019 we assessed all Scope 1, 2 and 3 emissions of our business and related this to our beer production. [This includes all direct emissions which occur at our breweries and bars, the emissions from the electricity we purchase, as well

as the emissions of our entire upstream and downstream supply chain.] We carried out an interim estimate in 2020 and will shortly be conducting our most detailed emissions assessment yet for the year 2021.

Our aim is to decrease the emissions per litre of beer as fast as we possibly can.

CO<sub>2</sub>e PER BREWSKI

113.4 kg  
CO<sub>2</sub>e /hL

2019

93.3 kg  
CO<sub>2</sub>e /hL

2020  
(ESTIMATE)

COMING FOR  
MEGA 4.0

2021

73.7 kg  
CO<sub>2</sub>e /hL

TARGET BY 2023

From 2019 to 2020 we reduced our CO<sub>2</sub>e per hL by 15%. Between 2020 and 2022 we aim to reduce our CO<sub>2</sub>e by a further 20% per hL of beer produced.

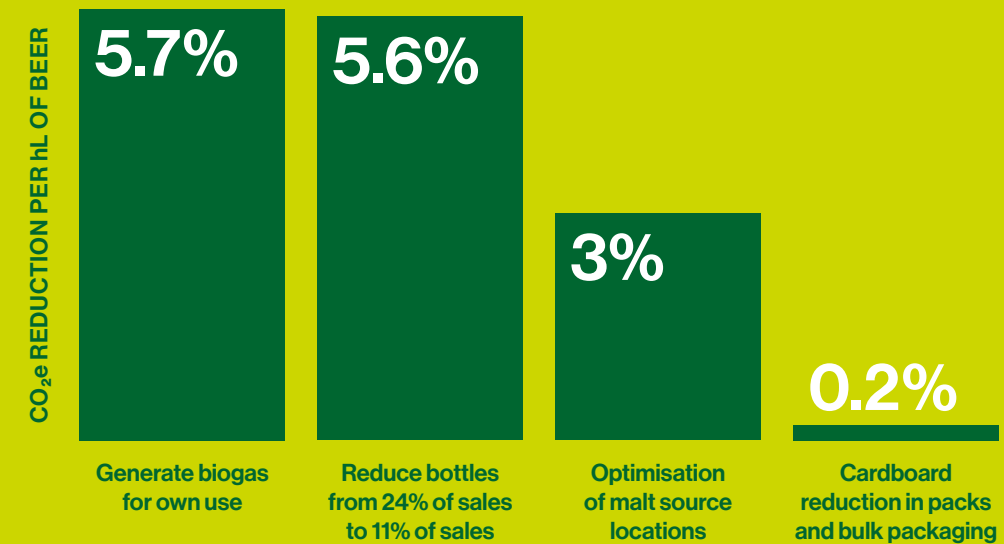
Read on to discover HOW we are reducing our carbon footprint.



# EMISSIONS REDUCTION PLAN

**DURING 2022 WE AIM TO REDUCE  
OUR TOTAL EMISSIONS PER hL OF  
BEER BY A FURTHER 20%!\***

## ESTIMATED FURTHER BREWERY CARBON SAVINGS FROM SELECTED ACTIONS



The bar chart displays some of our top carbon cutting activities that we are focusing on during 2022. The development of our own anaerobic digestion facility is estimated to reduce the CO<sub>2</sub>e per hL by the largest percentage 5.7%, with reducing our glass usage from our packaging.\*\*

**OPTIMISING THE  
LOCATION OF WHERE  
WE SOURCE OUR  
MALTED GRAINS  
REDUCES THE CO<sub>2</sub>e  
PER hL BY A  
FURTHER 3%.**

## #MARGINALGAINS

We will be seeking to electrify more of our deliveries. We will also be reducing our cardboard consumption to save an extra 0.2%. These are small reduction activities but they can easily be achieved. We are also looking at ways to cut our transport carbon by reducing mileage and increasing delivery efficiency. In our bars we are looking at various ways to cut the footprint of our food and increasing the energy efficiency.

As we keep making these incremental steps forward towards reducing our emissions, they'll total a significant improvement over the years.

**#onepercentbettereachday  
#bebetter #HWPO.**

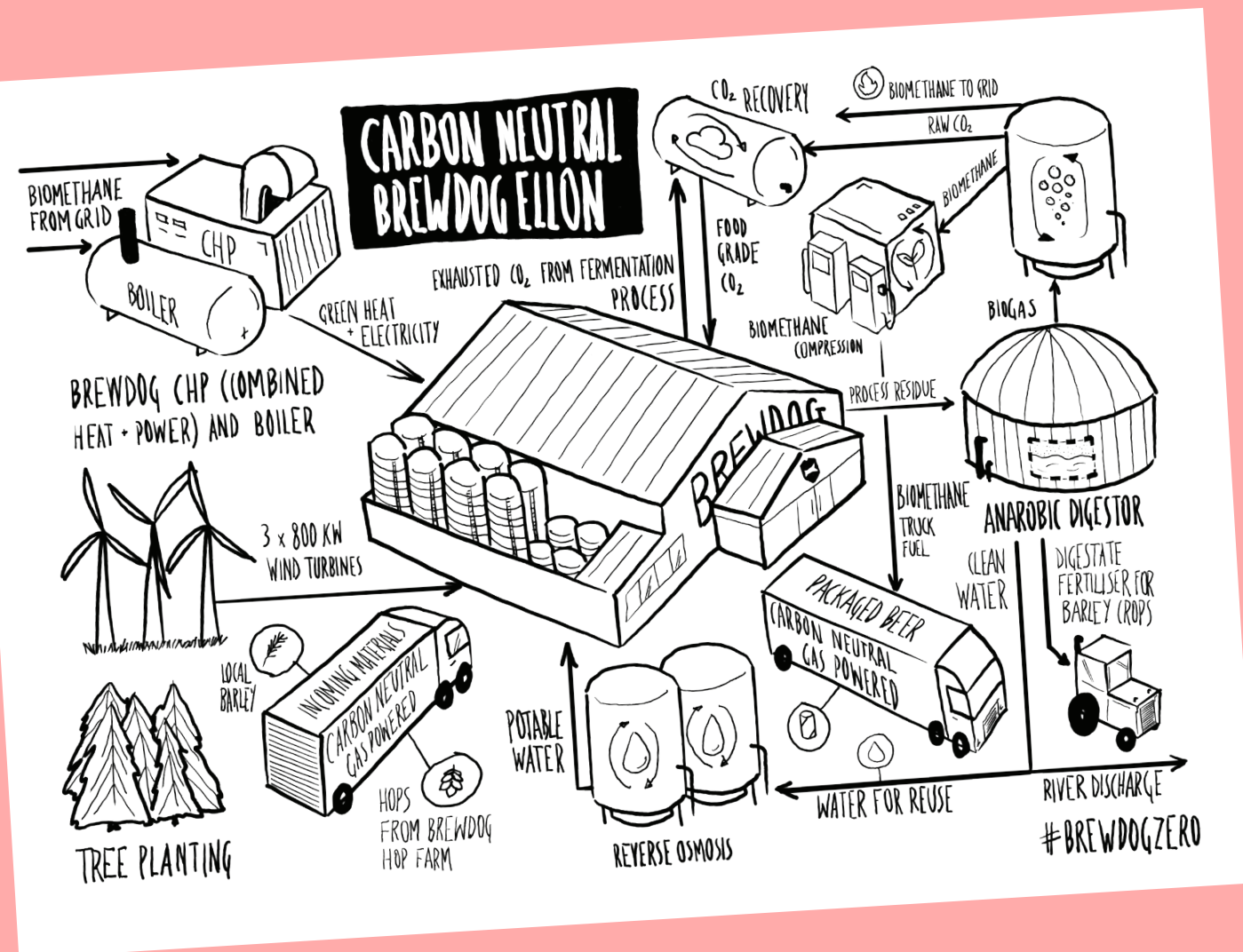
\*Compared to 2020 CO<sub>2</sub>e per hL estimate.

\*\* 5.6% saving assumes that output in kegs returns to the same volume (hL) pre-pandemic.



FOR OUR OPERATIONAL EMISSIONS

# 24 MONTHS TO ZERO



AT BREWDOG WE HAVE SOME INCREDIBLY AMBITIOUS PLANS TO REDUCE OUR EMISSIONS AND UTILITIES AS MUCH AS POSSIBLE.

## WE AIM TO HAVE ZERO OPERATIONAL EMISSIONS BY 2023!

Our vision includes sourcing direct renewable electricity from wind turbines, building our own AD plant to provide green gas, food grade CO<sub>2</sub> and recycled water, a biogas CHP station to provide further green heat and electricity as well as having a fleet of electric and green gas powered vehicles.

## BREWDOG'S CARBON REDUCTION PLAN INCLUDES



### AD PLANT

With our AD plant, we will be leading the European Brewery industry in waste management. We are currently in the process of completing Phase 1.



### CO<sub>2</sub> RECOVERY

During the fermentation process within the beer brewing cycle, CO<sub>2</sub> is directly produced. We're installing a carbon capture facility to capture the CO<sub>2</sub> produced, so we can feed this back into our delicious beer.



### ELECTRIC TRUCK

We deliver our beer directly to our London customers in the UK's first electric 19-tonne vehicle. The electric truck has 100 miles of range and DOUBLE the peak torque of a Bugatti Chiron!



### DIRECT WIND POWER

We're working with a local farmer to gain a direct wire from his wind turbine to our brewery in Ellon to reduce our Scope 2 emissions.



# THE AD PLANT

ANAEROBIC DIGESTION (AD) IS A SERIES OF BIOLOGICAL PROCESSES IN WHICH MICROORGANISMS BREAK DOWN BIODEGRADABLE MATERIAL (IN OUR CASE, OUR ORGANIC PROCESS RESIDUES) IN THE ABSENCE OF OXYGEN. THE MAIN PRODUCTS ARE BIOGAS, WHICH WE WILL BE PROCESSING INTO GREEN GAS (BIOMETHANE), TRANSPORTATION FUELS, PLUS CLEAN WATER AND CROP NUTRIENTS.



We are currently using world leading AD technology to process our organic process liquors. With our on-site AD plant, we are leading the European brewery industry in co-product management. We are currently in the process of completing Phase 1, which will initiate the replacement of natural gas with biomethane in the brewery.

## PHASE 1

Building the first of two AD tanks, plus aerobic water treatment and planting the ecological system. Green gas (biogas) will be ready to be utilised in the Ellon brewery from February 2022. Phase 1 will see 400m³ of feedstock being treated per day, with green gas output increasing to 250m³ per hour.

## PHASE 2

The installation of the second AD tank and carbon capture system. In Phase 2, the aim is to increase capacity to treat 800m³ of feedstock per day and produce 500 m³ of green gas per hour and replace all imported carbon dioxide with recycled gas from our co-products, within the next 2 – 3 years.

# ELECTRIC TRUCK



OUR ELECTRIC TRUCK, DELIVERING BEERS ACROSS LONDON, IS THE WORLD'S FIRST OF ITS KIND. AND WE RECKON IT BOASTS ENOUGH FACTS TO KEEP CAPTAIN SLOW HAPPY!

1. The battery on our electric vehicle has 225 kWh capacity. This provides 100-mile range in central London! In comparison, this capacity could provide enough power to run the average home for 22 days.
2. The vehicle will charge typically in 5 hours at 40 kWh between shifts.
3. Our vehicle, which would normally be restricted to carry a maximum of 18,000 kgs is allowed an extra 1,000 kgs due to being zero emission.
4. The electric truck has over double the peak torque as a Bugatti Chiron, 3,400 Nm! This is also 1,250 Nm of torque greater than our standard tractor units which are able to pull 44,000 kgs!
5. Our vehicle also has a temperature controlled body. The fridge is also powered electrically and can chill the whole load to frozen temperatures while remaining very quiet and emission free.

OUR TRUCK REDUCES TRANSPORT EMISSIONS BY OVER 500 kg CO<sub>2</sub>e PER WEEK!

# CARBON CAPTURE AND RE PURPOSE

## MALTING

BARLEY IS GERMINATED. IT IS SOAKED IN WATER UNTIL IT FORMS A ROOT. ENZYMES – MOLECULES THAT SPEED UP REACTIONS – ARE FORMED AND START TO BREAK DOWN SUGARS AND PROTEINS IN THE BARLEY.

## KILNING

THE BARLEY IS DRIED TO STOP GERMINATION. INCREASING THE TEMPERATURE AT THIS STAGE CAN LEAD TO CARAMEL AND BITTER NOTES IN BEER.

## MILLING

THE GRAIN IS GROUND INTO FINER PIECES TO EXPOSE MORE OF THE GRAIN'S SURFACE TO THE MOLECULES THAT WILL BE INVOLVED IN THE CHEMICAL REACTIONS THAT OCCUR IN THE BREWING PROCESS.

## MASHING

HOT WATER IS ADDED TO THE GRAIN. HIGH TEMPERATURES ALLOW THE ENZYMES TO FACILITATE CHEMICAL REACTIONS TO CONVERT COMPLEX SUGARS, SUCH AS STARCH, INTO SIMPLE SUGARS. AT THE END OF THIS PROCESS, A MALTY LIQUID CALLED WORT IS PRODUCED, WHICH IS THEN SEPARATED FROM THE GRAIN.

## BOILING PROCESS

HOPS ARE THE FLOWER OF THE HOPS PLANT, HUMULUS LUPULUS. HOPS ADD FLAVOUR AND THE AROMA TO BEER, AS WELL AS BITTERNESS THAT PEOPLE LOVE OR HATE. THE BITTERNESS IS DUE TO A COMPOUND CALLED ALPHA ACID. THE WORT IS BROUGHT TO A BOIL AND THE HOPS ARE ADDED. DIFFERENT STRAINS OF HOPS CAN ADD DIFFERENT FLAVOUR PROFILES TO BEER, SUCH AS CITRUS OR PINE.



## FERMENTATION

YEAST, A SINGLE-CELL ORGANISM OFTEN USED TO MAKE BREAD, IS ADDED TO THE WORT. THE YEAST EAT UP THE SUGAR, WITH THE HELP OF THE ENZYMES THAT WERE ACTIVATED IN PREVIOUS STEPS, AND RELEASE CARBON DIOXIDE AND ETHANOL. THIS PROCESS CAN TAKE BETWEEN 2- 10 WEEKS DEPENDING ON THE TYPE OF BEER BEING MADE.

AT BREWDOG, WE WILL BE CAPTURING THE CARBON DIOXIDE WE PRODUCE FROM FERMENTATION (AND OUR AD PLANT) TO CARBONATE OUR BEER.

## PACKAGING

THE BEER IS CANNED OR KEGGED FOR US ALL TO ENJOY.



# LOST

A MASSIVE THANK YOU TO  
OUR EQUITY PUNK INVESTORS  
WHO ENABLED THE PURCHASE  
OF THE LOST FOREST IN 2021.

**THANK YOU!**

# 9,308

ACRES

(THAT'S NEARLY 15 SQUARE MILES)



# FOREST

Close to Aviemore this incredibly beautiful landscape borders the Cairngorms National Park in the Scottish highlands just west of Aviemore which locals call Kinrara.

We have partnered with employee-owned Scottish Woodlands to plan and deliver on our 5-year peatland restoration and woodland creation programme.

The peatland restoration and woodland creation is occurring at a staggering scale, and is being supported

via NatureScot's Peatland ACTION Fund, and Scottish Forestry's Grant Scheme. Restoration of degraded peatlands is a key priority for the UK Government's Sixth Carbon Budget for the UK's path to Net Zero.



# FOREST FUTURE

THESE ARE JUST THE START OF OUR PLANS TO OPTIMISE THE OPPORTUNITIES FOR NATURE, CLIMATE AND PEOPLE BUT THERE IS MUCH MORE WORK TO BE DONE. WE WANT THE LOST FOREST TO ENABLE PEOPLE TO RECONNECT WITH NATURE AND BY DOING SO BECOME FAR MORE COGNISANT OF THE IMPACT THAT WE, AS HUMANS, ARE HAVING ON OUR PLANET.

## EXTENSIVE SURVEYS

TAKING OUR RESPONSIBILITIES SERIOUSLY WITH THE BENEFIT OF SCOTTISH WOODLAND'S EXPERIENCE IN RURAL DEVELOPMENT AND SUSTAINABLE LAND USE WE HAVE UNDERTAKEN EXTENSIVE ENVIRONMENTAL AND ECOLOGICAL SURVEYS AND WORKED WITH KEY STAKEHOLDERS SUCH AS THE CAIRNGORMS NATIONAL PARK AND MONADHLIATH DEER MANAGEMENT GROUP, TO DEVELOP OUR PLANS. THE SMALL WORLD TEAM ALSO SET US THE CHALLENGE OF DEVELOPING HOLISTIC NATURE-BASED SOLUTIONS FOR RESILIENT ECO-SYSTEMS AND COMMUNITIES. THIS MEANS SUPPORTING A HEALTHY RIVER BASIN CATCHMENT; SUPPORTING AND RESTORING NATURE FOR BIO-DIVERSITY NET GAIN; PROTECTING ENDANGERED SPECIES AND FRAGILE HABITATS; AND MAINTAINING A POSITIVE RELATIONSHIP BETWEEN PEOPLE AND THE LANDSCAPE; AS WELL AS MITIGATING THE IMPACT OF AIR POLLUTION.

## TALKING TO PEOPLE

MAKING SURE OUR PLANS SUPPORT CLIMATE ADAPTATION AND MITIGATION, WHILST BEING SENSITIVE TO THE NEEDS OF THE LOCAL AREA, COMMUNITY, AND SPECIAL LANDSCAPE DESIGNATIONS IS ALWAYS A CHALLENGE, SO CONSULTATION PROCESSES HAVE TAKEN TIME. WITH THE LOCAL COMMUNITY AND A RANGE OF STATUTORY AND NON-STATUTORY ORGANISATIONS ON OUR BEHALF IN PREPARING AND SUBMITTING APPLICATIONS FOR PROJECT APPROVALS UNDER THE PEATLAND ACTION AND FORESTRY GRANT SCHEME.

## 2 PHASES OF WOODLAND CREATION

WE ARE ALSO PLANNING INITIALLY FOR TWO PHASES OF WOODLAND CREATION SEEING THE LOST FOREST COME INTO REALITY, BASED ON THE PRINCIPLE OF 'RIGHT TREE, RIGHT PLACE'. SUBJECT TO APPROVAL OF OUR IMMINENT APPLICATION TO THE FORESTRY GRANT SCHEME WE AIM TO PLANT OVER 1.1 MILLION NATIVE TREES TO CREATE A BIO-DIVERSE BROADLEAF WOODLAND AND ECOSYSTEM ACROSS 760 HA.



## 4 PHASES OF PEATLAND RESTORATION

WE ARE PLANNING FOR FOUR PHASES OF PEATLAND RESTORATION. THESE CONTRIBUTE TO A WIDER PROGRAMME OF WORK FOR THE WHOLE MONADHLIATH PROJECT AREA IDENTIFIED BY NATURESCOT PEATLAND ACTION. PEATLANDS ARE THE LARGEST NATURAL TERRESTRIAL CARBON STORE, ALSO IMPORTANT FOR WATER REGULATION AND BIODIVERSITY. OUR PEATLANDS ARE DEGRADED AND ACTIVELY ERODING, LARGELY DUE TO DRAINAGE AND LAND MANAGEMENT PRACTICES OVER THE LAST HALF-CENTURY. BY RESTORING THESE, WE ENVISAGE BEING ABLE TO AVOID OVER 200,000 T CO<sub>2</sub>e GREENHOUSE GAS EMISSIONS BEING RELEASED INTO THE ATMOSPHERE (PEATLAND PENDING ISSUANCE UNITS IN TOTAL OVER 100-YEAR PERIOD) AND INCREASE SOIL CARBON STOCKS.



TIMESCALE  
(INDICATIVE)

APR 2021 —  
MAR 2022

APR 2022 —  
MAR 2023

APR 2023 —  
MAR 2024

APR 2024 —  
MAR 2025

PEATLAND  
RESTORATION

PHASE 1

PHASE 2

PHASE 3

PHASE 4

WOODLAND  
CREATION

PHASE 2

PHASE 3

Our projects will be registered on the UK Land Carbon Registry.



# BREWDOG ON TOUR

COLUMBUS, OHIO •

COLUMBREWED  
MBUS-OHIO-  
USA\*DRIVEN  
BY-PASSION  
AND-UNITED  
BY-BREWDOG

**WE'RE NOT JUST CONCENTRATING  
ON OUR UK CARBON!**

## HYPER LOCAL EXPERIMENTAL BREWING

**42**

### ACRE PLOT

Out in Columbus Ohio, USA, we have our American brewery located on a beautiful 42-acre plot.

**2,500  
TREES**

We've planted 700 trees, with a plan to plant 2500. Tipping our hat (or lifting our kilts) to the Lost Forest back in Scotland.

**1.5**

### ACRE HOP FARM

Our brewery has its own hop farm! 1.5 Acres of locally grown hops planted with the Ohio hop growers guild. 2021 was the first harvest and the hops are to be used for crafty experiments.

### SOLAR POWERED

In March 2022 we are installing a solar PV solution to power our entire brewery.

### CARBON CAPTURE

Currently we are investigating the feasibility of installing a CO<sub>2</sub> capture facility and heat recapture system to help reduce our scope 1 and 2 emissions.

BRISBANE

BR  
EWE  
D  
IN BRISBAN  
E-AUSTRALIA.  
RIVEN BY PASSIO  
N AND UNITED B  
Y B  
REWD  
OG

**WE ARE FOSSIL FUEL  
FREE & PLASTIC FREE**

**60%**

### SOLAR-PANELLED BREWERY ROOF

Producing 16 MWh of energy per month.

For any electricity we pull from the grid (when we can't use solar), we're supplied with AGL's "Carbon Neutral" energy option.

**100%**

### PLASTIC FREE

We utilise cans as much as possible, pack in cardboard boxes, and use steel returnable kegs.

## BREWING WITH THAT M.E.G.A EFFICIENCY

**99%**

### BOTTLE REUSE

'Every bottle helps' is an initiative by the German government to ensure no glass goes to landfill and is always collected and reused.

**30**

### ROUNDS OF USE

All containers filled have a deposit and must be given back. A bottle will do 30 rounds.

**95%**

### CAN RECYCLING RATE

95% of our BrewDog cans make it to recycling to become cans again.

### ELECTRICITY

- All electricity we purchase is from renewable sources.
- We're currently investigating the opportunity to install solar panels on our roof.

### GAS

- We now receive all our gas from renewable sources from the 1st June 2021.

### ELECTRIC VEHICLES

- All vehicles in our sales fleet will become fully electric within the next 12 months.

In Berlin we take sustainability very seriously. Throughout our entire supply chain we ensure planet before profit. Take a look at our experimental beer using raspberries that would have otherwise gone to waste.

BERLIN

BREWED-IN-BERLIN

DRIVEN-BY-PASSION

UNITED-BY-BREWDOG



# BREWDOOG'S INITIATIVES

SOME OF THE MOST RECENT EXAMPLES OF HOW WE PLACE  
PLANET, PEOPLE AND POSITIVITY ABOVE PROFIT.

## RETAIL ECO BOARD

OUR IN HOUSE TEAM OF ECO  
WARRIORS HELPING US PUSH  
SUSTAINABILITY EVERYDAY  
ACROSS OUR SITES.

### WHAT THEY'VE BEEN UP TO?

#### REDUCING OUR SCOPE 2 EMISSIONS

SWITCHING OUR  
BARS TO SMART  
METERS

#### REDUCING OUR SCOPE 3 EMISSIONS

SORTING AND  
REDUCING  
OUR WASTE

FOOD AND  
BEERS ON TOO  
GOOD TO GO

PURCHASING  
ECO FRIENDLY  
CONSUMABLES

INTRODUCTION OF  
GLASS CRUSHERS  
ON SITE TO REDUCE  
GLASS COLLECTIONS





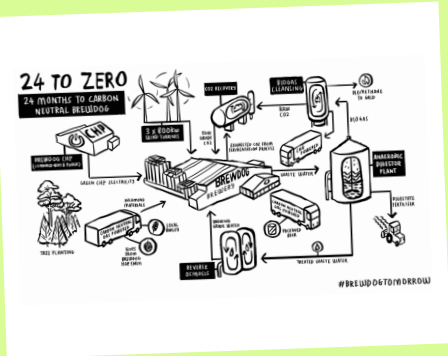
WE WANT TO WORK WITH KEY BAR & PUB PARTNERS TO HELP THEM REDUCE THEIR EMISSIONS AND INCREASE THE POSITIVE IMPACT WE HAVE ON OUR PLANET. PLANET FIRST LOCALS IS OUR PLANET (NOT PROFIT) FIRST INCENTIVE TO WORK WITH BREWDOG.



To qualify as a key partner, you just need to stock our core product range. Once stocked, you'll qualify for the planet first local scheme.

Planet first locals is a scheme, which will help our hospitality customers understand their Scope 1, 2 and 3 emissions and put in place a robust carbon reduction plan to cut their emissions.

We have created the planet first locals pledge. For all our small business customers who take this pledge, we will remove their remaining calculated carbon emissions from the atmosphere.



STEP 1

CALCULATE YOUR CARBON FOOTPRINT WITH SUPPORT FROM SMALL WORLD CONSULTING, WE WILL ESTIMATE YOUR SCOPE 1, 2 AND 3 FOOTPRINT.

STEP 2

CARBON REDUCTION ROADMAP. TAKE THE PLANET FIRST LOCALS PLEDGE TO REDUCE EMISSIONS IN LINE WITH THE 1.5°C PARIS TARGET.

STEP 3

BREWDOG REMOVES YOUR REMAINING CARBON FOOTPRINT THROUGH THE PURCHASE AND RETIREMENT OF HIGH QUALITY CARBON REMOVAL BASED CARBON.

OFFICIALLY A CERTIFIED B CORP



CERTIFIED B CORPORATIONS ARE BUSINESSES THAT MEET THE HIGHEST STANDARDS OF VERIFIED SOCIAL AND ENVIRONMENTAL PERFORMANCE, PUBLIC TRANSPARENCY, AND LEGAL ACCOUNTABILITY TO BALANCE PROFIT AND PURPOSE. B CORPS ARE ACCELERATING A GLOBAL CULTURE SHIFT TO REDEFINE SUCCESS IN BUSINESS AND BUILD A MORE INCLUSIVE AND SUSTAINABLE ECONOMY.



# THE EDEN REFORESTATION PROJECT

# 1 MILLION TREES

WE'RE SUPPORTING THE EDEN REFORESTATION PROJECT BY FUNDING THE PLANTING OF 1,000,000 TREES THROUGH OUR PROMOTIONS:

Eden Reforestation Projects is a nonprofit organization based in California, USA that works in developing countries to reduce extreme poverty and restore healthy forests. The organization employs thousands of local villagers and provides them with the employment, education,

and tools necessary to plant, grow, and protect millions of trees each year. Eden currently plants over 12,000,000 trees each month and achieved a milestone of planting 333 million trees in June 2020, with an aim to plant a minimum of 500 million trees each year by 2025.



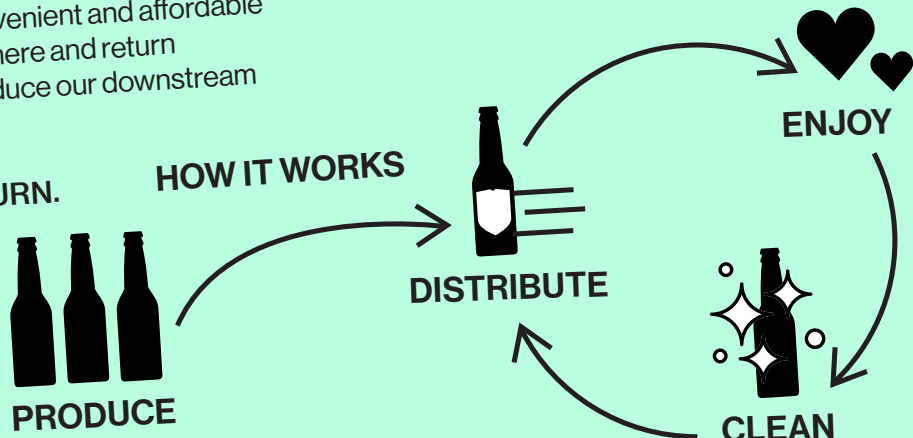
**PROMOTIONS INCLUDE:**  
**LOST LAGER GIVEAWAY** (1 tree per 4 pack)  
**ALD IPA** (1 tree per case)  
**UNITED PLANET** (1 tree per 4 pack)  
**BUY ONE GET ONE TREE**  
(for every headliner redeemed)



FROM SEPTEMBER 2021 LOOP HAS BEEN TRIALLED IN 10 MAJOR TESCO STORES ACROSS THE UK, WITH BREWDOG AS AN OFFICIAL PARTNER.

Loop is a global platform for reuse where any manufacturer can create reusable products and any retailer can make reuse easy, convenient and affordable allowing consumers to buy anywhere and return anywhere. LOOP is helping us reduce our downstream waste by reusing our glass.

**PURCHASE – DRINK – RETURN.**  
**SIMPLE. EFFECTIVE.**



# OUR INTERIM REMOVALS.



TO DOUBLE REMOVE ALL OUR CARBON UNTIL WE START PLANTING OUR LOST FOREST AND RESTORING OUR PEATLANDS, WE WILL WORK WITH PARTNERS. ALL OF THE PARTNERS AND PROJECTS HAVE THE HIGHEST STANDARD OF ACCREDITATION AND HAVE BEEN ADDITIONALLY VETTED BY THE TEAM AT SMALL WORLD CONSULTING FOR THEIR WIDER ENVIRONMENTAL AND HUMAN BENEFITS.

These are the carbon removal partners we are working with until the Lost Forest starts sequestering carbon:

PARTNER	PROJECT TYPE	REGISTRY	HOST COUNTRY
The Woodland Trust	Woodland	Woodland Carbon Code	UK
Carbon Neutral	Biodiversity	Gold Standard	Australia
Ribble Rivers Trust	Forestry / Landscapes	Woodland Carbon Code	UK
Nature Conservancy of Canada	Forestry / Landscapes	CGB Standards, Verified Carbon Standard	Canada

All of our removal initiatives are beneficial to biodiversity and local communities and are additional, certified, and verifiable.

## INTERIM REMOVAL PARTNERS

From 22 August 2020 we will remove twice as much carbon from the air each year as we emit. We want to have a positive impact on our planet and want to go beyond carbon neutrality. Every time someone buys a BrewDog beer, the world gets less carbon.







FOR A BETTER BEER. FOR A BETTER PLANET. POWERED BY THE

FOR  
US ALL