



# SUSTAINABILITY COMPASS

## 2022-2023

Corporate Social Responsibility



# CONTENTS

Our mission.....	03
Sustainable development goals.....	04
Our 4 pillars.....	05
People.....	06
Society.....	10
Environment.....	15
Product.....	20



# “ OUR MISSION

**Here at Haacht Brewery, we are very conscious that everything we do has a significant impact on our customers, suppliers, employees, society and the planet.**

For decades, Corporate Social Responsibility has played a key role in our business operations. Haacht Brewery is far more than a family-run business that brews first-class drinks. Our aim is to make progress in all the areas that make up our brewery's ecosystem.

Our sustainability outlook is based on four equally significant pillars:

**PEOPLE  
SOCIETY  
ENVIRONMENT  
PRODUCT**

We stimulate growth and continuously improve our business processes to maintain our performance in the long term. We are conscious of our earth's finite carrying capacity and are respectful of the world of today and tomorrow.

**Baudouin van der Kelen**  
CEO, Haacht Brewery





# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 
<b>6</b> CLEAN WATER AND SANITATION 	<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 
<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	 <b>THE GLOBAL GOALS</b> For Sustainable Development			<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE AND JUSTICE STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 

# OUR COMPASS?

**The United Nations' seventeen Sustainable Development Goals (SDGs) serve as the compass for all sustainability activities at Haacht Brewery.**

These SDGs have formed the basis for several projects. They convert our sustainability outlook into practical actions based on four pillars: people, society, environment and product.

## The SDGs have three main goals

1. Establishing common ground and a framework for societal topics formulated in practical terms, with clear objectives and a 2030 horizon.
2. Internal and external awareness-raising and contributing to strategy implementation, with corporate sustainability in mind.
3. Offering a framework for monitoring and reporting on progress, both internally and externally.

PEOPLE



SOCIETY



ENVIRONMENT



PRODUCT





# PEOPLE 8





# PEOPLE-ORIENTED STAFF POLICY

**Our people are our greatest assets, and that insight is the basis of our people-oriented staff policy. Mental balance, physical health and job satisfaction play key roles in this policy. As a company, Haacht Brewery strives to create a healthy working environment and establish and encourage constructive dialogue between its employees and the brewery.**

We believe that corporate social responsibility goes far beyond our sustainability agenda and purely environmental aspects. The sectoral collective labour agreement on Workable Work forms the basis of Haacht Brewery's initiatives to guarantee its employees' well-being.



## **Training and coaching help us make the difference**

We monitor our employees' resilience, carry out ergonomics scans, provide support and coaching and have an annual training plan. We also organise external training outside our brewery.

For example, we offer several traineeships and supervise traineeships and theses for students at KU Leuven and HoGent, coach marketing students at UCLL and actively support the hotel management course at VIVES.



# RAPSI SURVEY

The 2022 'Risk Analysis for PSychosocial aspects', or 'RAPSi survey' for short, enquired into the well-being of our employees at work. This study was conducted in the context of the legislation on psychosocial workload, and in partnership with our external service for health and safety at work.

During this survey, aspects such as stress, pressure of work and aggression were discussed, as well as positive points such as satisfaction, social support and participation.

For our staff, this was a unique opportunity to express their opinions and expectations or talk about work-related problems. Taking the survey was a way for them to participate actively in the company's welfare policy and to provide a clear, accurate picture of their situation at work.

The results of this study have been processed externally and help us with the further development of our action plan for psychosocial well-being.



# PROMOTING A HEALTHY LIFESTYLE

We encourage our employees to adopt and promote a healthy lifestyle as part of the “**healthy@haacht**” campaign. This involves various initiatives: for example, we provide healthy snacks, develop an annual **#gowiththevelo** campaign, and hold workshops on stress detection and mental well-being.

# WELLFIE

An online survey investigated the mental and physical well-being of our staff in the context of the Collective Labour Agreement for Workable Work. The results of this survey, referred to as a 'Wellfie scan', gave us a better insight into how our staff generally feel. Based on these findings, we drew up an action plan for 2022-2024, with five main principles:

1. Commitment to our employees' mental resilience and physical health, with attention to workplace ergonomics and risk prevention.
2. Investment in employee engagement and a growing community spirit.
3. Development, promotion, and embedding of a learning culture by raising our employees' awareness of the opportunities for professional and personal growth, with a coherent training portfolio and a renewed evaluation process.
4. Stimulation of leadership and promotion and dissemination of a unifying communication style.
5. Reinforcement of employer branding to retain competent employees and attract new talent.







In 2023, we will continue our intensive partnership with social enterprise companies, to include at least **400 days worked** per year.



## CONSCIOUS EMPLOYEES

Using water and energy sparingly is second nature to our 380 employees.

We have launched an awareness-raising campaign, supported by the promotional materials of mooimakers.be, to put an end to litter on our site.

Alongside our many social accomplishments in the brewery

over the past few decades, we have also been focusing on our employees' mobility for several years. By providing numerous incentives, a larger bike shed, and doubling the charging stations for e-bikes, we have successfully motivated one in four of our employees to use a bike for their daily commute.



Since 2017, we have participated in Studio Brussel's annual "Warmste Week" benefit event under the header "Haacht brews for life". Our employees raise a considerable amount of money for charity every year through the internal sale of gadgets and gift sets.





# SOCIETY



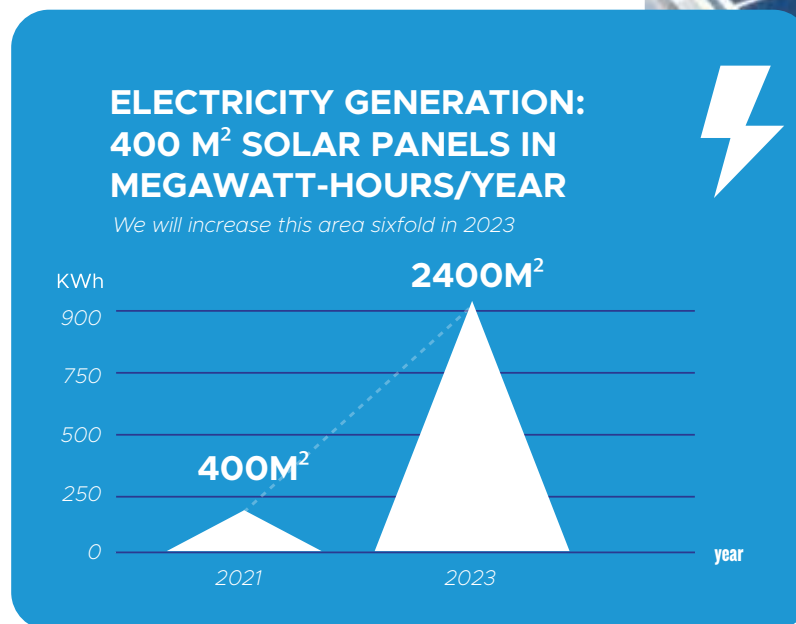
BRASS

ERIE DE HAECHT

# WORKING TOGETHER AND CONNECTING

**The social context within which we market our beers, waters, soft drinks and wines has undergone significant changes over time. Awareness of corporate social responsibility has increased considerably in recent years, as has our brewery's commitment to the society it belongs to.**

This commitment includes considerable efforts to be as sustainable as possible in our use of water, packaging and energy.







## A SELECTION OF OUR INITIATIVES

- We sent several pallets of drinking water to Ukraine.
- We housed two Ukrainian families who had fled the war in their country in a vacant building for a year. Haacht town council lauded us as a 'Sustainable Hero' for doing so.
- We support the food banks, organisations for the very poorest in society and Mothers for Mothers by donating products.
- Second-hand furniture from our hospitality businesses gets a second or third lease of life through second-hand stores.
- We donate outdated sensors and other materials to schools for educational purposes.
- We conduct research into the alternative processing of draff, which is also used as animal feed.
- In addition, we support research into the cultivation of Belgian hop varieties.





# STRUCTURAL SUPPORT FOR SOCIAL PROJECTS

For many years, we have been supporting Kom Op Tegen Kanker (Combat Cancer), the Warmste Week, and recently also Stichting Stop Darmkanker (Stop Bowel Cancer Foundation).

We have decided to set up a SUPER 8 Foundation.

Finally, we work with social enterprises for specific assignments.

Collaboration with

# 4<sup>th</sup>

World organisations





# SUSTAINABLE WATER USE

**Consuming less water and reusing water better are ongoing attention points. As a food company, we ensure that we take a responsible and economical approach to water use.**

Our own groundwater extraction facility and biological water treatment plant mean that we have been able to use the water we need for the production of our beers and soft drinks sparingly for decades. Numerous water meters constantly monitor consumption in the production departments. Whenever the slightest anomaly occurs, we look for the cause and deal with it.

**As a brewery, we are investigating the technological capacity to reuse 65% of our wastewater and process water. That may result in a water saving of 20 to 50%.**



**By the end of 2024,  
all our toilet facilities will  
flush with rainwater.**







**ENVIRONMENT**





# WE ONLY HAVE ONE PLANET

As the brewers of a wide range of beverages, we naturally use the raw materials and energy sources that the planet provides. We always consider whether we are taking enough care of our planet and ecosystem during our production processes. The decisions we make range from the choice of packaging materials to the methods of packaging, processing, cleaning, production, transport, and recycling.



We have signed the Green Deal for our sector with eight other brewers. The objectives of this Green Deal have been the benchmark of our business operations for many years.

We have replaced old fuel oil boilers by natural gas boilers and are now reusing purified water for cleaning operations.

Moreover, we prefer to work with local carriers to reduce mileage and emissions.

We have also renewed our Energy Policy Agreement (EnergieBeleidsOvereenkomst - EBO) with the Flemish government. From 2023 onwards, we will use the ClimateCamp software platform to map our CO<sub>2</sub> footprint fully and transparently.



We investigate where we can use even **more electric bicycles** for our Hospitality Service Team in the central cities of Ghent, Ostend and Bruges.

We now have **16 charging stations** for e-bikes installed at our Boortmeerbeek site.



## Green Deal Brewers

This Green Deal aims to launch practical initiatives within the brewing sector to use water more sustainably. This is possible by using less water or limiting groundwater use from strata in poor condition.

While water is one of the principal ingredients of beer, it is also a key resource for brewing beer. This includes cleaning, rinsing, steam production and so on.



### Why should a brewery participate in this Green Deal?

The Green Deal creates a learning network with other breweries, stimulates interaction with the government, and helps to resolve any bottlenecks collectively.



### In recent years, our investments have included

- use of frequency converters
- insulation of production lines
- recycling compressed air heat for CO<sub>2</sub> evaporation
- investment in new compressed air compressors with energy-efficient dryers
- investment in an energy-efficient centrifuge to clarify beer for filtration
- replacing the lighting in offices and warehouses with LED lights and motion detectors





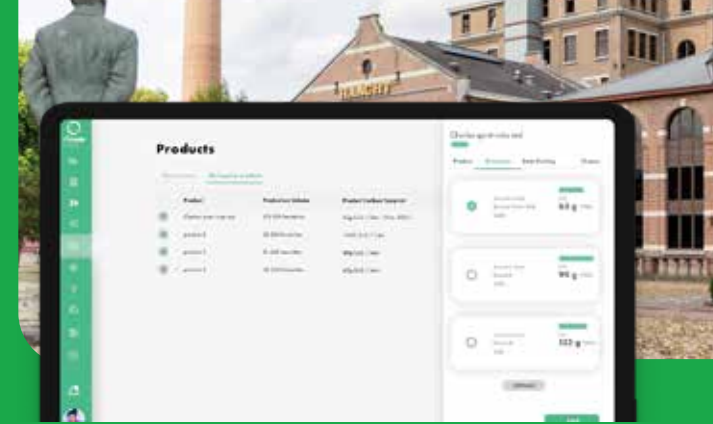
# A NEW ENERGY POLICY AGREEMENT

By renewing our participation in the Energy Policy Agreement (EBO) with the Flemish government, we are taking further steps to increase our energy efficiency.

By reducing CO<sub>2</sub> emissions and reducing our energy costs, we are actively contributing to achieving the Flemish CO<sub>2</sub> and energy efficiency targets.

Besides drawing up an energy plan, joining the Energy Policy Agreement also involves designing a climate plan.

The action plan for this EBO will be ready by April 2023 and will further develop several measures proposed in the 2023-2026 energy plan.



## ClimateCamp

This innovative and user-friendly software platform is mainly aimed at the food and beverage industry and breweries in particular. The platform makes it easy to chart a company's own CO<sub>2</sub> footprint and even that of the entire supply chain.

ClimateCamp enables companies to calculate emissions more accurately, based on current data and insights into suppliers' CO<sub>2</sub> reduction efforts. Furthermore, it provides insight into the goals set by suppliers, streamlines organisations' approach to emission reduction and automates legal reporting.

In doing so, the software platform offers a response to the stricter regulations for the reporting of greenhouse gas emissions in the supply chain.



# ACTION PLAN FOR 2023-2025

## Farming for climate

From 2022, we will ask the top 20% of our suppliers, accounting for more than 80% of purchased goods, to complete sustainability questionnaires for our supplier assessments. In this way, we can persuade these suppliers to deliver sustainable products or services.



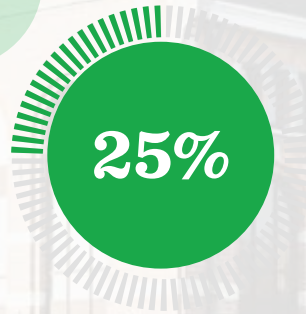
## Reuse of treated wastewater

Reuse of 20% of effluent for cleaning by the end of 2024.



## Involving the environmental coordinator in investments

For every investment over €25.000, the environmental coordinator provides a written recommendation to prevent the purchase of equipment that causes pollution.



## Fleet electrification

25% by 2025



## Installing additional solar panels

Minimum 2000m<sup>2</sup> by the end of 2023



## Reuse of rainwater

By the end of 2024, all our toilet facilities flush with rainwater.



## Green energy

From 2023







**PRODUCT**



# SUSTAINABLE PRODUCTS FOR CONSCIOUS CONSUMERS

**As a brewer, we produce not just beers and wines but also a broad range of waters, soft drinks and coffees. That makes us unique in the sector. When it comes to product development, we seek to expand our portfolio with everyone's health and well-being in mind.**

We understand the value of healthy beverages and a healthy product range and pay attention to the number of calories, sugar and alcohol content. This vision is the basis for our strategy for the future.

We will launch our first gluten-free, organic pilsner in the spring of 2022.

We also support our local economy and employment and prefer to buy locally. That is how we keep carbon emissions down.



## 100% recycled, PEFC or FSC certified cardboard

For years, we have been using 100% recycled, PEFC or FSC certified cardboard for our cardboard packaging. These European eco-labels certify that the cardboard originates from wood from sustainably managed forests.

The paper and cardboard used at the brewery are collected separately and transported to a paper factory. All unwanted materials such as lacquer, staples, varnish, glue residues, plastic and rope are removed. The paper pulp is then dewatered, pressed, and dried.

This way, our used paper and cardboard are turned into new packaging cardboard.





# COMPREHENSIVE WASTE POLICY

We have been separating our waste flows for years. Our strict waste sorting policy involves having as many as 22 waste containers for different types of waste on our premises.

The by-products from the production process, such as dregs and yeast, are sent as fodder to local farmers or compound feed manufacturers.

We transport the water treatment sludge to fermentation or composting plants. This sludge used to be spread directly onto farmland in the area. Thanks to this transition, we no longer need to add lime, which saves about 500 tons of lime per year.

Haacht Brewery also subscribes to the Packaging Prevention Plan by the food industry organisation Fevia. This prevention plan combines various packaging measures that are planned over three years.

Finally, having joined Fost Plus and Valipac, we have to selectively collect and recycle the domestic and industrial packaging that we put on the market.



## Sustainable cups for any event

We strive to become the first brewery to switch from plastic cups to paper cups without any plastic residues. We also offer tritan alternatives. The main focus of our export policy is on the Belgian, Dutch and French markets rather than the other side of the world. With these sales close to home, we reduce our carbon emissions and keep our ecological footprint within certain limits.



# OUR PACKAGING POLICY

As a brewery for the hospitality sector, Haacht Brewery mainly uses stainless-steel kegs and HDPE crates for transporting beer and soft drinks. The volume of the kegs varies from 15 to 50 litres, with 30 litres being the standard.

The main advantage of stainless-steel kegs is that they have a long service life of 30 years and more. About every ten years, we overhaul our stainless-steel kegs.



Besides kegs, Haacht Brewery uses crates to transport returnable bottles. The plastic crates are becoming lighter, more robust, and more sustainable, in keeping with market trends. Any crates damaged during transport or discoloured by exposure to UV light for too long are recycled into crushed material. This crushed material is then reused in the production of new crates.

The average service life of reusable glass bottles is between five and ten years. Careful adjustment of the machines helps us keep the



consumption of water and detergent for bottle rinsing to an absolute minimum.

In contrast, disposable packaging is only used once and then reprocessed. This increases transport costs to sorting and recycling centres. What's more, single-use packaging adds to the waste mountain, consumes a lot of raw materials, and often ends up as litter in nature.

## Beverages in bottles with a deposit

More than ninety percent of the products Haacht Brewery offers are conditioned in returnable bottles and barrels.



Wash-off labels are standard at Haacht Brewery. Even the small percentage of single-use packaging we use wash-off labels, so that no problems will occur if these bottles are returned anyway.





**Haacht Brewery**

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