



Sustainability Business Program's

Case Study

4Pines

A sustainability movement is brewing in the Northern Beaches

Minimising environmental and social impact has always been at the forefront of 4 Pines' business model, where significant reductions have been made through numerous waste minimisation efforts.



4 Pines is an Australian brewing company which began in Manly. Established in 2008, the company have expanded their range of beers to a core range of eight as well as developing one-off small batch brews. The original brew pub in Manly is still in operation, with venues now also in Brookvale, Newport, and Surry Hills. 4 Pines' beers are now shipped throughout Australia.



Issue

Developing a business which connected with the community and focused on environmental sustainability stemmed from the very ideation of 4 Pines Brewing Company. As the company's beer production increased and export expanded past the local market, this resulted in the product being transported across the country. Keira Murphy, former Sustainability Policy & Planning Manager notes that:

"...Brewing beer takes a toll on the environment. We have to take responsibility for that and always ask ourselves, "How can we do better here?"

Rising production meant an increase in the amount of waste generation and this problem was tackled by 4Pines head on.



Program Development

4 Pines are committed to serving the people and environment around two key programs:

Save The Pines and **1 For the Community**. These programs have operated as platforms to involve the company's employees and wider community to increase the awareness of sustainability. Specifically, the **Save the Pines** program incorporates sustainability driven goals through partnerships within the community.

Additionally, 4 Pines became B Corp Certified in 2017, which has led to the following:

- The business meets the highest standard of social and environmental performance, public transparency and legal accountability to balance profit and purpose.
- One of B Corps Best for the World for Environment in 2018 and 2019.
- 4 Pines are constantly considering their environmental impact and developing and implementing actions to reduce this.



Targets

Each year, 4 Pines set environmental reduction targets. For 2019, their target is to **reduce waste going to landfill by 33%** and have a **100% upcycling rate of brewery by-products**. To reach these targets, 4 Pines consistently works to develop ideas which push past the norm. This takes place both in house and externally with other individuals and companies. The outcome includes creative strategies in which they can reduce, reuse, and recycle. Some of the programs that have stemmed from this are outlined below.

1

Action Carbon Positive Brew

Australia currently send in excess of three million tonnes of edible food to landfill each year. Together with Edge Environment, a sustainability consultancy, the “The Upcycle Ale” was developed, which utilises excess bread and has a smaller carbon footprint than conventionally brewed beer. This was achieved by:

- Forming a partnership with local business, Brasserie Bread, to utilise their surplus bread for the production of beer.
- Forming a partnership with local business, Provance Flour and Malt, who supply flour to Brasserie Bread and malt to 4 Pines.
- Purchasing carbon credits to offset the productions emissions.

Outcome

As a result of the efforts of the many local businesses involved in development of the Upcycle Ale, the beer:

- has **zero greenhouse gas emissions**, making it 4 Pines' first **carbon neutral beer**
- is **sourced from local materials**
- **minimises waste** production.

2

Action 4 Pines + Ocean Friendly

Surfrider Foundation Australia is a registered NFP who aim to protect Australian beaches through conservation, activism, research, and education. 4 Pines have entered into a collaboration with Surfrider Foundation to reduce unnecessary waste.

Outcome

Through their collaboration with the Surfrider Foundation, 4 Pines now:

- Work with suppliers to find **alternatives to polystyrene**.
- **Ban plastic straws** and source paper straws.
- **Provide reusable dinnerware** and non-plastic utensils when needed.
- Provide water taps so the use of **plastic water bottles are eliminated** and
- **Do not provide plastic bags** for take away orders.

3

Action Bag One O' These

4 Pines upcycle the malt bags left over from the brewing process into reusable carry bags. This was achieved through creating a partnership with Macleay Options, a not-for profit (NFP) community-based organisation.

Outcome

4 Pines have been able to **divert waste to land fill** and also **support a local NFP**.

4

Action Beer Bones

Through discussions with a regular at the Manly Brew Pub, a use for spent grain (residual barley malt produced from the brewing process) was found. Craft Beer Bones was created, which is a company that **recycles the grain from 4 Pines** into dog bones.

Outcome

This partnership resulted in:

- A reduction of waste being sent to landfill.
- The creation of another sustainable business in the Northern Beaches area.



Future Plans

It is through the ability to develop specific actions that 4 Pines have created a culture which supports the push for environmental and social excellence. In turn, the commitment to search for alternative methods and the development of creative solutions will continue to allow 4 Pines to enhance their sustainability and further minimise waste production going forward.

If you have a project you'd like to showcase and share, or you'd like to join Council's Sustainability Business Network get in touch with Council's **Sustainability Officer**.

The infographic is divided into three horizontal sections. The top section features the 4 Pines Brewing Company logo on the left, which is a circular emblem with 'HANDCRAFTED BEER' at the top, '4 PINES BREWING COMPANY' in the center, and 'BREWED NATURALLY' at the bottom. To its right is the text 'IS A' followed by the B Corp logo (a large 'B' inside a circle) and 'Corporation™'. Further right is a block of text: '4 PINES IS A PART OF A COMMUNITY OF MORE THAN 2,300 COMPANIES ACROSS 130 INDUSTRIES & 50 COUNTRIES WITH 1 UNIFYING GOAL: REDEFINING SUCCESS IN BUSINESS. WE MEET COMPREHENSIVE & TRANSPARENT LEGAL & PERFORMANCE STANDARDS THAT PROVE THAT WE USE BUSINESS AS A FORCE FOR GOOD.' The middle section shows two rows of beer bottles on the left. To their right is the text: '4 Pines is 1 of 16 B Corp Certified Breweries around the world. And we're the 1st B Corp Certified Brewery to become part of the AB InBev family.' To the right of this text is a cartoon illustration of a person with long hair and glasses, wearing a white t-shirt and dark pants, holding a beer bottle in their left hand and a red ribbon with a '1st' medal in their right hand. The bottom section features a cartoon illustration of a person with long hair and a beard, wearing a white t-shirt and dark pants, holding a beer bottle in their right hand. To their right is the text: 'SAVE THE PINES IS OUR COMMITMENT TO OUR B CORP CERTIFICATION & ENVIRONMENTAL & SOCIAL RESPONSIBILITY.' Below this text is a small illustration of a pine tree.

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SAVE THE PINES IS OUR COMMITMENT TO OUR B CORP CERTIFICATION & ENVIRONMENTAL & SOCIAL RESPONSIBILITY.

It's all about where we are, who we're with and how much we love our world. It's about measuring success in the smiles on our faces, the taste of our beer and how well we can treat our planet so that the fun we have today is still on offer when we're old and grey.



northern
beaches
council