



Policy Circularity



Royal
Swinkels
family
brewers



Why

The current global economic model is leading to resource depletion and climate change. Swinkels Family Brewers wants to make a contribution to stop this negative development from happening. In addition, we wish to pass on an even more beautiful family business to the next generation. In our opinion, this can only be achieved through circular entrepreneurship. For us this means that (raw) materials, energy and water must not be wasted and must retain their value.



How

From 2019 onwards, circularity forms part of the Swinkels Family Brewers' strategy and represents the focus of our CSR policy. We have developed our own method to steer towards and measure circularity: the Swinkels Circularity Index. This method is based on externally acknowledged (certification) standards and guidelines for circularity, such as those of the Ellen MacArthur Foundation and WBCSD. Our circularity method allows various departments, from Procurement to Production and Logistics, to contribute to our circular ambition. In this way we wish to roll out circularity throughout the organisation.

Our circularity methodology is based on three core processes:

- **Circular purchasing**
- **Circular production**
- **High-quality reuse**

Within these three core processes the focus is on different themes (see model below) which we work on using targeted plans and objectives. Where innovations of both products and processes are concerned, we assess whether these contribute to improving Swinkels Family Brewers' circular entrepreneurship.

What

We are continuously working on our circular entrepreneurship and have set ourselves the following goals:

- For all the themes mentioned in the model, we have a programme that contributes to the improvement of our circularity score.
- By the end of 2023, our business operations will be 62% circular.
- Our method for calculating circularity will be published and verified externally.

Swinkels Circularity Index

Circular purchasing

Circular production

High-quality reuse

