Policy
Local involvement
Why

All our breweries, malt houses and offices have an impact on the environment and local stakeholders, both in a negative and positive sense. Negative impacts may include land use, noise pollution, water abstraction and air and water pollution. Positive impacts can concern employment and the personal development (education) of employees, creating prosperity and caring for the welfare of their families and contributing to the economic development, infrastructure and culture of local communities.

Ultimately we, as Swinkels Family Brewers, wish to minimise our negative impact as far as possible and increase our positive impact. The goal here being the improvement of the welfare of local communities and nature in the long term.

How

Our stakeholder analysis helps us to determine who our main local stakeholders are as well as their interests and needs. On the basis of this analysis, local projects are determined for each production site that contribute to the interests and needs of local stakeholders. These projects must not be in conflict with Swinkels Family Brewers’ circularity and CSR policy and must contribute to Swinkels Family Brewers’ long-term value creation.

Every year the projects will be evaluated per location and adjusted where necessary. The results of the most impactful local projects will be published in the Swinkels Family Brewers annual report.

What

From 2020 onwards, each branch will have a programme of local projects that are in line with the circularity and CSR policy of Swinkels Family Brewers and that contribute to the long-term value creation of Swinkels Family Brewers.