



# Innovations on the road to net zero





# ZeroCarbon

Net zero together at pace

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ADNAMS  
SOUTHWOLD

Everards  
of LEICESTERSHIRE

FULLER'S

GREENE KING  
BURY ST EDMUNDS

HALL & WOODHOUSE

BREWDOG

McMULLEN  
BREWING AND PUBS

MARSTON'S

Mitchells  
& Butlers

PIZZA EXPRESS

ROBINSONS  
1838 BREWERY

ST AUSTELL  
BREWERY 1841

Stonegate Group

wetherspoon

WADSWORTH  
BREWED IN WILLOUGHBY ST

WANTBREAD

YOUNG'S

THE LOWRY HOTEL  
LIVERPOOL

IHG HOTELS & RESORTS

tossed  
the healthier eating place

Bone Daddies  
pub & bar

AZZURRIGROUP

Boparan  
pub & bar

HONEST

We represent  
**35,000**  
Locations

McDonald's

MM  
RESTAURANTS

Nando's

DRAKE & MORGAN

RARE  
LOCAL RESTAURANTS

FRIDAYS

THE PIG'S HEAD  
PUB & EATING

The Restaurant  
Group plc

WHERE THE  
SARE

Smart Group

bluestone  
national park resort

the hummingbird cafe

GLENDOLA  
RESTAURANTS

REVOLUTION  
BARS GROUP PLC

pphe  
HOTEL GROUP

MOWGLI  
GREEN BOOZ

PUNCH  
PUBS & CO

STATE OF PLAY

IMPERIAL LONDON  
HOTELS

wsh

PAPA JOHN'S  
Better Ingredients. Better Pizza.

NIGHTCAP

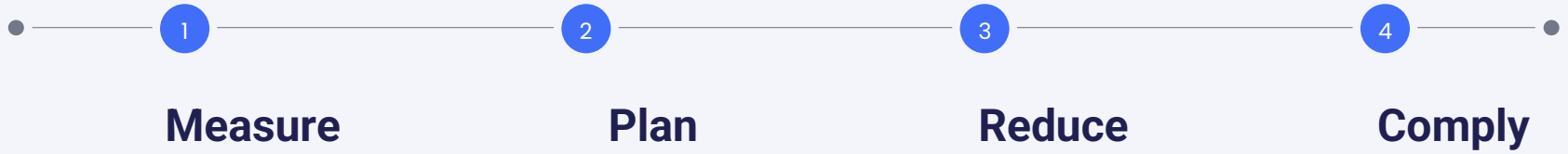
Rileys

BURGER KING

## **Net zero definition:**

**‘to completely negate  
carbon produced by radical  
reductions in emissions and  
absorbing what’s left’**

# Four steps to zero



1

2

3

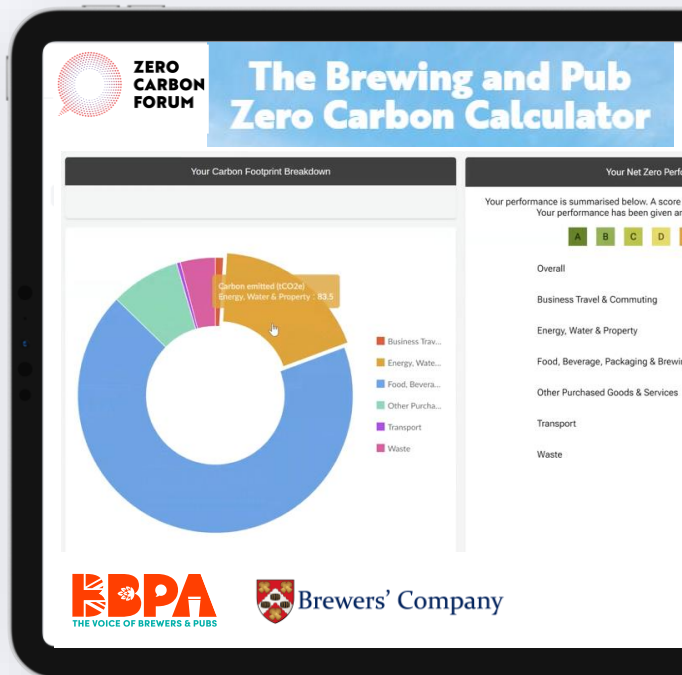
4

[zerocarbonforum.com/calculator-bbpa](https://zerocarbonforum.com/calculator-bbpa)



## Measure

- **Calculate** emissions from consumption
- **Identify** key areas for action
- **Communicate** your reduction progress



1

2

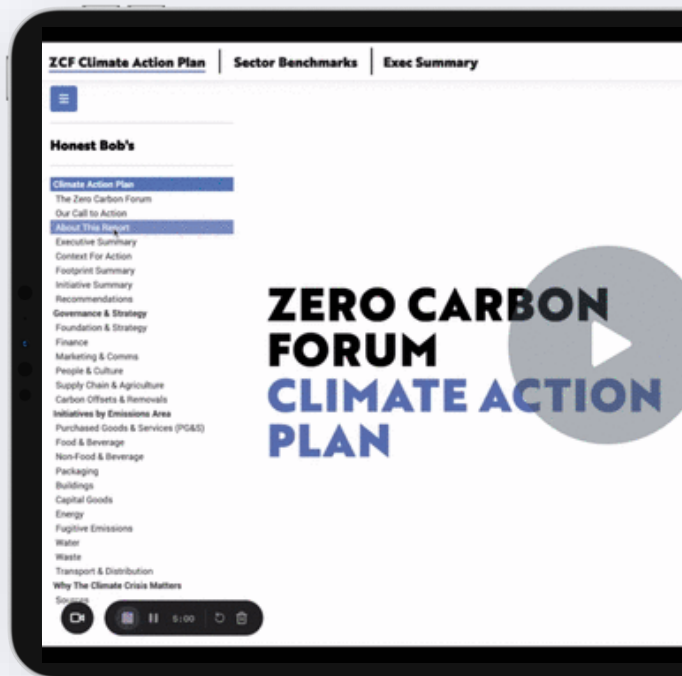
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4



# Plan

- **Design** 190+ actions across 9 areas
- **Prioritise** against business outcome
- **Track** live progress towards targets





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## Supply chain resilience

### **Collaboration / Compliance**

Forum + BBPA assessing Brewing risks

### **Top 3 Brewing risks**

Physical risks, water, energy

### **Supply traceability + security**

Regenerative practices increase resilience





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# Future Food: Meat



## Regenerative practices

Reducing carbon emissions of meat production



## Cultured meat

Utilising brewing process and animal cells



## 3D printed meat

Manufactured meat from lab grown cells

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# Energy: Operational waste



## Behavioural practices

£6,000 + 10t CO<sub>2</sub> per pub from energy waste



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# Energy: Efficient equipment



## Behavioural practices

£6,000 + 10t CO<sub>2</sub> per pub from energy waste



## All electric kitchens

£8,500 + 22t CO<sub>2</sub> per pub, 90% usage saving



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# Energy: Self-supply



## Behavioural practices

Overnight use, incorrect settings, on & unused



## All electric kitchens

90% reductions ; £8.5k saving a year per pub



## On site generation

15% of pub demand through self-supply



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# Energy: Breweries



## Heat pumps

Energy efficient replacing steam boilers



## Heat recovery

Recovering heat for reuse



## Zero emission refrigerants

Use of ammonia refrigerants



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# Climate stakeholders



## Affecting choice?

44% choose venue on sustainability



## Attracting talent

50% choose employer on sustainability practices



## Investors

Expectations increasing but inconsistent





# What's your **ZerøCarbon** plan?

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