Foto: Neumarkter Lammsbräu

Case Study

Neumarkter Lammsbräu

Company & Country

Neumarkter Lammsbräu, Neumarkt, Germany

Start Up/SME, Employees

SME with 160 employees

Category of Industry

Beverage producers incl. brewery, malt house

Website Address

https://www.lammsbraeu.de/

CSR Strategy

- Überzeugung | Neumarkter Lammsbräu
- Nachhaltigkeitspreis | Neumarkter Lammsbräu
- Nachhaltigkeitsbericht | Neumarkter Lammsbräu

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CSR Ready
green, fair & competitive businesses

Neumarkter Lammsbräu Gebr. Ehrnsperger KG is an organic beverage producer with its own organic brewery and organic malt house from Neumarkt. 100% organic - 0% compromise: Under this motto, the organic pioneer is already pursuing ambitious sustainability goals in its 7th generation.

Benefits of CSR

- Market leader in the organic beer sector and second largest producer of organic lemonades in Germany
- Cost saving through
  - Efficient use of resources, water management and avoidance of waste and debris
  - Reduction of sick leave and staff turnover
- Widespread recognition (three awards in 2020 alone)
- Media attention through the awarding of the Neumarkter Lammsbräu Prize for Sustainability to individuals who promote the culture of sustainability through their commitment
- High customer and stakeholder satisfaction through participation

Foto: Neumarkter Lammsbräu

"Our vision of a world fit for grandchildren with 100% organic."

Corporate mission Neumarkter Lammsbräu

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

The corporate mission statement comprehensively shows which values guide the company's actions. Neumarkter Lammsbräu pursues numerous efforts in the area of CSR. In order to systematize these and define key points, a materiality analysis was carried out over three years. 15 essential topics were identified through repeated surveys and consultations with those involved in the process and end consumers.

In line with 5 of the 17 Sustainable Development Goals (SDGs) of the United Nations, the company defines essential core issues for strategic action. Some of these are listed below as examples:

- Water conservation & availability: through resource conservation and smart water management
- Saving energy and fuel by sourcing regional raw materials
- Electricity consumption of the brewery comes from 100 % renewable sources
- Preservation of biodiversity & soil fertility: promotion of biodiversity at the company site (planting of native species, nesting aids on the premises)
- Employee satisfaction through participation and communication: regular surveys and strategic solution finding for "hot spot" issues associated with dissatisfaction; employee magazine "Lamms-Welt"; workshops for efficient organization of meetings for managers; action days such as "Chameleon Day", where employees can get an insight into other company departments
- Conversion of the vehicle fleet to 100% natural gas-powered trucks and expansion of electromobility
- Increasing product transparency through "mapping" and country-risk analyses along the supply networks of selected organic lemonade raw materials
- Company-wide CO2 avoidance and reduction in accordance with a near-zero strategy; support of compensation projects for unavoidable residual emissions (e.g., Clean Drinking Water Project in Cambodia, regional reforestation projects in Bavaria)

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