

# ENVIRONMENTAL SUSTAINABILITY ROADMAP TO 2030

Membership Brochure



ESR30

Environmental Sustainability  
Roadmap to 2030

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# A MESSAGE FROM THE CEO



One of the best parts of being at the Australian Beverages Council's (ABCL) helm is the embedded culture of responsibility, progressiveness and continuous improvement that permeates everything we do. It was in this spirit that the Board challenged the Drinks HQ Team to conceptualise and develop a transformative, whole-of-systems sustainability roadmap for the non-alcoholic beverages industry. The resulting program is truly ambitious, and one that I believe will deliver demonstrable change to our industry's environmental impact.

This is the first multi-decade initiative to be launched by the ABCL, inclusive for all members regardless of size. The Board of Directors and I look forward to witnessing the step change we believe ESR30 will deliver, providing a platform for the industry to stand above the parapet and showcase what we can achieve in a voluntary partnership.

A handwritten signature in dark ink, reading 'Geoff Parker'.

Geoff Parker  
CEO, Australian Beverages Council Limited



# ABOUT ESR30

**The Environmental Sustainability Roadmap to 2030 (ESR30) is a new initiative developed by the ABCL to assist members of all sizes measure their environmental impact, enact sustainable changes and communicate these wins to your consumers and customers.**

We have created a strategic framework built on two foundational pillars designed to reduce the environmental impact of the industry, its operations and its products. ESR30 will enable the ABCL to advocate for the industry and showcase quantifiable change across several sustainability focus areas.

ESR30 has been intentionally designed to support businesses of all sizes and will include access to reporting software, webinars, training, supplier discounts and grant support. This is a voluntary commitment made by each signatory to work towards meeting the targets both individually and collectively as an industry. Tangible data will support the ABCL advocacy work to showcase the industry's progress towards reducing our environmental footprint.

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# WHY SUSTAINABILITY, WHY NOW?

## The world is changing fast.

- Consumers are increasingly basing their purchase decisions on sustainability credentials
- Retailers and procurement teams are asking brands to submit their sustainability qualifications to obtain contracts
- Funders and financial institutions are increasingly asking for sustainability information to evaluate resiliency and risk
- Governments are beginning to change laws and rules to ensure a fast transition to net zero and the circular economy

It is ABCL's responsibility to ensure members of all sizes are equipped to handle these rapid changes in consumer, retail and government expectations. And so, we are embarking on a multi-year journey to help you do just that.

# WHY SIGN UP?

Whether you are taking the first step in your company's sustainability journey, are wanting to strengthen your strategy, showcase your commitment to your customers and consumers, or are already on the road to 2030 and want to be a part of collective action, there is a place for you in ESR30.

Beginning your sustainability journey? No worries! You can start by benchmarking and working on one or a few focus areas in the roadmap. Even improvement in one area will contribute to your brand's sustainability credentials!



# ENVIRONMENTAL SUSTAINABILITY ROADMAP COMMITMENTS

The ABCL Industry Targets address a business's scope 1 and 2 outputs in direct operations, in Australia. This typically includes in-house manufacturing, warehousing and distribution activities.

## EMISSIONS

- i. **25%** reduction in scope 1 and 2 operational GHG emissions\* by 2030
- ii. **Net zero** scope 1 and 2 operational GHG emissions\* by 2050

## WASTE

- i. Reduce overall waste to landfill from manufacturing operations by **50%** by 2035
- ii. **Zero** recyclable manufacturing waste to landfill by 2040 (with the exception of medical, hazardous, or any other waste which is legislated or regulated for specific disposal)

## WATER

- i. **10%** reduction in operational water footprint\*\* by 2030
- ii. **20%** reduction in operational water footprint by 2040

## PACKAGING

- i. **100%** of primary packaging to be reusable, recyclable or compostable by 2030
- ii. **100%** of secondary and tertiary packaging to be reusable, recyclable or compostable by 2035

## SUPPLY CHAIN

- i. **50%** of tier one suppliers provided with the ABCL's sustainable supply chain statement or equivalent by 2028
- ii. **Majority** of tier one suppliers provided the ABCL's sustainable supply chain statement or equivalent by 2030

\*As expressed in Carbon Dioxide equivalent (CO<sub>2</sub>e)

\*\*Operational water footprint is defined as the water used by a business for production or manufacturing purposes and for supporting activities.

It does not include the water in the finished beverage

\*\*\* If there is any legislation or regulation brought into effect in the program period which eclipses these targets, they will be adjusted to reflect the new operating environment

## PILLAR ONE

### TARGETS

Following an extensive research and consultation process with ABCL members, complementary industries, global beverage associations and best practice standards, the following targets have been assigned to five key focus areas. Each focus area has been assigned two milestones against which progress can be measured and reported.

Signatories to ESR30 will be required to periodically report against their selected focus areas for anonymisation and aggregation into an industry metric. For members who require it, the ABCL will host and provide support for a reporting software perfect for small and medium business. The reporting framework will be aligned to Global Reporting Initiative (GRI), an international independent standards organisation globally recognised as best practice.

## PILLAR TWO

### REFRESHINGLY SUSTAINABLE

This pillar is designed to showcase ESR30 participants and their collective efforts towards improving non-alcoholic beverage sustainability. The ABCL will showcase individual members as well as the collective action of the signatories towards the ESR30 goals.

Data gathered under pillar one will enable the ABCL to clearly articulate and communicate participants' tangible efforts towards the environmental targets. Most importantly, this pillar will support the ABCL in advocating for our industry amongst consumers and government with data driven insights.



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AGGREGATE



SHOWCASE



ADVOCATE

# PILLAR TWO WILL SUPPORT THIS STRATEGY THROUGH MULTI-CHANNEL ADVOCACY

- Publicly facing ESR30 progress reports
- Key milestone announcements
- Press releases and briefing notes
- Participant case studies
- Social media outreach
- Speaking engagements
- Media placements

# SIGNATORY BENEFITS

**Reporting Software:**

- Ability to produce publicly facing, data-backed reports
- Customised by the ABCL to be quick and easy for busy professionals
- Aligned to the Global Reporting Initiative (GRI) which provides ease of use for other reporting requirements
- Ability to measure and report on only ABCL targets or expand into other GRI metrics
- Carbon calculator attached to measure scope 1 and 2 emissions

**Education Resources:**

- Virtual courses delivered by industry experts covering the five program focus areas
- Learn actionable steps to make quantifiable sustainable change in your business

**Grant Support:**

- Grant register to easily find available opportunities in your area
- ABCL grant support to assist in submitting winning applications

**Supplier Access and Discounts:**

- Directory of ABCL partners who can help achieve sustainable change against the targets
- Special ESR30-associated discounts for members

**Additional ESR30 Benefits:**

- Dedicated member portal with events, resources, and announcements
- Monthly check-in meetings to meet with suppliers and answer questions
- Ability to use the ESR30 logo and collateral

These resources will support members in achieving the targets outlined in pillar one. Training offered by the ABCL will be delivered in partnership with select supply partners and industry experts. Training courses will be delivered virtually and will cover the five target categories, data collection and reporting software.

Should you have any questions please contact the ABCL team on [esr30@ausbev.org](mailto:esr30@ausbev.org)

The logo consists of the text "ESR30" in a bold, sans-serif font, followed by a circular icon containing three concentric circles.

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TO 2030 MEMBERSHIP BROCHURE