



INTRODUCTION

The Bierkeller has been delivering an authentic Bavarian experience for thousands of customers across the UK for over a decade.

With almost 200 staff across six locations, Be Ethical was invited to engage the teams in ESG.

CHALLENGE

To scope out how the business will authentically approach ESG.

To engage the workforce to have their say on that approach.

Creating broader accountability and better reporting to evidence its ESG impact.

SOLUTION

All Bierkeller employees were invited to participate in ESG awareness training through group and online sessions. Staff also completed a feedback survey to help the business understand current perceptions and behaviours and to gather volunteers to take developments forward.

Final findings were presented to the leadership team with a competitor analysis and external ESG audit.

RESULTS

- 28% of the business took part
- 58% volunteered to become an ESG Champion
- 87% take green travel to work
- 19% volunteer on average 46hrs a month
- 17% have donated £10k+ in the last 12 mths

OUTCOMES

The business will now take this current ESG position and use the key findings from staff feedback, competitor analysis and wider industry practices to move its ESG activities and commitments forward.



"ESG was never going to be a tick-box exercise for us. Engaging our workforce in creating a plan that felt authentic and purpose-driven was important to me and my leadership team.

Being introduced to Heather and Caroline was the first step in understanding our current ESG position and identifying the areas our teams felt passionately about.

Now that we know the areas we can improve on and, more importantly, support the already great contributions our teams are making in our communities, we can create a roadmap to achieve a much more cohesive response.

Attracting and retaining more great talent that aligns to our ESG goals as a business."



Steve Thick, Director
Stein Time Management Limited



EMPLOYEE FEEDBACK ON TRAINING

"Interesting to listen to, well spoken and **new information** for the company and me to take on board"

"Gained **new knowledge**"

"It's a step in the **right direction**"

"I **enjoyed the detail** and how I can make changes"

"**Learnt a lot** about issues I hardly thought about"

"**Widened my understanding** of ESG"