



## SWA Pledge for environment

---



**The Scotch Whisky Association**  
**United Kingdom**  
**2009 > 2020**  
**#C02Emissions #EnergyEfficiency**  
**#Packaging #WaterUse**



### Objective

In 2009, SWA launched the Scotch Whisky Industry Environmental Strategy with tough targets and detailed commitments to stakeholders.

The aim is to place a strong environmental performance at the heart of industry decision making and to drive further change in the way producers act, invest and secure supplies. The Strategy was revised in 2016 with specific targets for 2020.

### Description

Scotch Whisky makes a vital contribution to the Scottish economy – adding around £5 billion each year to the UK economy and supporting 40,000 jobs in Scotland.

The Scotch Whisky industry is committed to continuing the sustainable production of its products. Scotch Whisky is a natural product closely tied to its environment and rural communities across Scotland. Environmental sustainability is therefore one of the industry's and Association's top priorities. Building on our original 2009 sector environmental strategy, the industry refreshed its ambitious and wide-reaching Environmental Strategy in September 2016. The strategy displays a real commitment from members to lessening the environmental footprint of the sector and confirms the industry aims to move beyond compliance to deliver sustainability.

Specific targets for 2020:

- Source 20% of primary energy from non-fossil fuels.
- Improve energy efficiency by 7.6%.
- Reduce by 10% the average unit weight of packaging material.
- Improve distilling water efficiency by 10%.
- No general waste from Scotch Whisky operations to landfill.
- 40% of product packaging to be from recycled materials.
- All packaging will be reusable or recyclable.

The Environmental Strategy is already moving the majority of SWA members in a beyond compliance direction. Building on these ambitions, SWA is proud to be the first Sector Plan to be launched by the Environmental Regulator (SEPA). The plan which was published in October 2018 sets out how the sector will work collaboratively with SEPA to support their One Planet Prosperity ambitions ([link](#)).

## Partners

SWA members and wider supply chain  
 Scottish Environment Protection Agency (SEPA)  
 Environmental NGOs  
 Government bodies and agencies

## Results

The full 2020 Scotch Whisky Environmental Strategy report can be accessed [here](#)  
**2020 targets (and 2009-2018 progress)**

- **Source 20% of primary energy from non-fossil fuels:** 28% of primary energy use is now from non-fossil fuel sources. This has contributed to a 34% reduction in greenhouse gas emissions.
- **Improve energy efficiency by 7.6%:** Energy efficiency has improved by 9.2% since 2008. The industry has achieved its target 2 years early.
- **Improve distilling water efficiency by 10%:** Water efficiency has improved by 22% since the 2012 base year.
- **Reduce average unit weight of packaging materials by 10%:** Packaging weight has increased by 2.6% since 2012. The main driver is continued consumer demand for premium products.
- **No general waste from Scotch Whisky operations will go to landfill:** Landfill waste is now down to just 1% over the last decade.
- **All packaging will be reusable or recyclable:** Reusable or recyclable packaging now sits at 94%.
- **40% of product packaging to be from recycled materials:** The recycled content of our product packaging is 37%. Glass has the biggest impact on this target.

## Measurement & evaluation

Annual reports & Cases Studies have been drafted over the years to describe the actions undertaken by the Scotch whisky distillers to meet the 2020 targets and beyond.

Topics included in these reports includes packaging, renewable energy, utilization of our by-products as well as catchment management.

Read details [here](#).

## Website

<https://www.scotch-whisky.org.uk/insights/sustainability/>

## Downloads

## Videos

SWA video.mp4

## Photo gallery



## Documents

[final\\_2018\\_environmental\\_strategy\\_report.pdf](#) (pdf - 1.17 Mo)