



## Overview

The Brew, a flexible coworking provider established in 2012, is known for its innovative and community-focused spaces that cater to a diverse range of businesses and entrepreneurs across London.

With a commitment to sustainability at its core, The Brew has worked to create workspaces that foster collaboration, productivity, and environmental responsibility.

## Success Story

### The Brew: Creating a culture of sustainability in coworking



## Client Background

Location: London, UK

Industry: Flexible Coworking Provider

Established: 2012

Business Size: Small

<https://thebrew.co.uk/>

## The Opportunity

The Brew recognised an urgent need to enhance sustainability within their coworking spaces, driven by employee motivation and a strong desire to protect the environment.

As a coworking provider focused on fostering community and innovation, aligning with eco-friendly practices was a natural extension of their mission. With growing interest in green credentials among clients and employees, The Brew saw an opportunity to differentiate themselves by embracing renewable energy and sustainability initiatives.



"Sustainability is a core part of our approach, and showcasing our green credentials has helped us connect with like-minded clients and employees."

## The Solution

The Brew partnered with SmartestEnergy Business, a trusted renewable energy supplier, ensuring a seamless transition to sustainability.

They also implemented waste reduction and highlighted green credentials, such as a renewable commitment certificate and net zero badge, across reports, updates, and online platforms, reinforcing their leadership in sustainability.

"If you're thinking about adopting greener practices, our advice is simple: start as soon as you can—it's worth it."

## The Outcome

The Brew's sustainability efforts have attracted green-conscious clients and fostered a workplace culture that values environmental responsibility. These eco-friendly practices have strengthened their reputation and loyalty within the community.

Their experience shows sustainable practices are achievable and bring tangible benefits. Looking ahead, they aim to achieve zero waste across all locations, reflecting their commitment to innovation and a greener future in coworking.



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