

## Small Beer is a big help to the Horniman

The Horniman Museum and Gardens is set to benefit from a five-figure donation in a new partnership with Small Beer, which aims to reduce the Horniman's environmental impact.

The Bermondsey-based lower alcohol brewery has chosen its fellow south Londoner the Horniman as its charity partner for 2021-2. Small Beer's support is a result of their [1% For the Planet](#) membership, in which businesses commit to donating the equivalent of 1% of projected revenue to support environmental non-profit organisations.

Small Beer will provide a range of support, including sponsorship of the Horniman's Environment Champions Club, water-saving advice for the Aquarium, and support for events at the Forest Hill venue.

- The [Environment Champions Club](#) is a free virtual club aimed at children between six and 10 and their families, providing answers, inspiration, resources and activities for positive actions against climate breakdown. Small Beer staff will work with the Horniman on future development of the club, and to support its promotion to a wider audience.
- Small Beer will lend their industry-leading expertise in reducing water usage to the Horniman Aquarium team, to help minimise the amount of water used in the display tanks and research systems. Small Beer will also support the Aquarium to promote [Project Coral](#), a Horniman-led international research programme looking at sexual reproduction of corals.
- Small Beer will donate beer to selected Horniman events in 2022, details to be announced.
- The partnership is also planning for the spent grain from Small Beer's brewing process to be used as feed in the Horniman's Animal Walk.

Nick Merriman, Chief Executive of the Horniman Museum and Gardens, says: 'Small Beer's impressive sustainability credentials, and their commitment to supporting environmental causes, make them the ideal partner for the Horniman. We look forward to welcoming the Small Beer team members to the Horniman, and working with them on reducing our environmental impact and encouraging our visitors and stakeholders to do the same.'

Felix James, Co-founder at Small Beer, says: 'We've been big fans of the Horniman for many years, so when we became a 1% For the Planet member and had to choose a charity partner, we knew we wanted to look close to home to a community that had already given us so much. The Horniman is an impressive and much-loved organisation, which many of our team already enjoy visiting and we're looking forward to working on this partnership together. After all, big change starts small.'

The Horniman Environment Champions Club, as well as its commitment to minimising use of resources and reducing waste, are part of the Horniman's [Climate and Ecology Manifesto](#) pledges. The Horniman Museum and Gardens is a registered charity, no. 802725.

## Ends

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### Notes to Editors:

- [Small Beer](#) specialise in brewing classic beer styles below 2.8% ABV and are the world's first brewery dedicated to the sole production of lower alcohol beer. Their mission is to change the future of drinking culture forever by 'thinking big and drinking small'. They want to show an alternative to the all or nothing mindset of 'drinking' or 'not drinking' and believe that in a world already filled with everyday extremes, what's in your glass shouldn't be one of them. As London's first B Corp certified brewery and a 1% For the Planet member, Small Beer's South Bermondsey brewery is home to their one-of-a-kind brewing kit (specifically designed to brew below 2.8% ABV) not only pioneering what lower alcohol beer can taste like, but also how it can be brewed with our world in mind.
- **The Horniman Museum and Gardens** opened in 1901 as a gift to the people in perpetuity from tea trader and philanthropist Frederick John Horniman, to 'bring the world to Forest Hill'. Today the Horniman has a collection of 350,000 objects, specimens and artefacts from around the world. Its galleries include natural history, music and an acclaimed aquarium. A new World Gallery of anthropology opened in June 2018 and a new arts space, The Studio, opened in October 2018. Indoor exhibits link to the award-winning display gardens – from medicinal and dye gardens to an interactive sound garden, Butterfly House and an animal walk – set among 16 acres of beautiful, green space offering spectacular views across London. [horniman.ac.uk](http://horniman.ac.uk)
- **Coronavirus impact: Every month the Horniman was closed cost around £150,000 in lost income** from ticket sales, memberships, the shop and café. In recent years, the Horniman has increasingly relied on this vital income to help care for the Gardens, animals and Aquarium residents, to run events and to look after the collections. The support of returning visitors, our supporters and their generous donations are more needed than ever. [horniman.ac.uk/support-us/](http://horniman.ac.uk/support-us/)
- The **Horniman Museum and Gardens** is core-funded by the Department for Digital, Culture, Media and Sport (DCMS) and since 1990 has been governed by an independent charitable trust, registered charity no. 802725. The Horniman Museum and Gardens also receives funding from Arts Council England as one of its National Portfolio Organisations.
- On 29 July 2019 the **Horniman Museum and Gardens declared an ecological and climate emergency**, pledging to place carbon reduction and environmental issues at the heart of its work. The declaration – and the subsequent **Climate and Ecological Manifesto**, published in January 2020 – is a consolidation of existing work and a commitment to renewed ambitions to reduce the Horniman's environmental and pollution footprint, increase biodiversity, and inspire others to do

so. Find out more about the Horniman's manifesto commitments and progress so far at [horniman.ac.uk/climate](https://horniman.ac.uk/climate).