NEW BELGIUM
BREWING COMPANY
EMPLOYEE ENGAGEMENT & SUSTAINABILITY

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COLORADO INDUSTRIAL
ENVIRONMENTAL CHALLENGE
2010

ENERGY PHILOSOPHY

Purchased Green Power
On-Site Power Generation
Energy Conservation
Peak Demand + Total kWh

What gets measured, gets managed.

355 COWORKERS
5.5% TURNOVER

Rec's & Offsets

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A smart grid delivers electricity from suppliers to consumers using digital technology to save energy, reduce cost and increase reliability.

BIO-GAS from Water Treatment

- 637,000 kWh/yr
- 14% of total ELECTRICITY

Solar array on Packaging Hall

- Largest privately owned array in Colorado
- 200 kW
- 263,790 kWh/yr
- 3% of total ELECTRICITY

Glycol lines running under loading dock to melt snow
ANNUAL SAVINGS:
- $280,000 dollars for the cost of dividers
- 150 tons of divider material (paperboard)
- Eliminating one of the leading causes of downtime during 12 pack production in packaging
Executive-Level Support

- Core Values & Beliefs
- Strategic Priorities
- Sustainability Management System (SMS)

The Purpose of an SMS

- Resource for Strategic Planning & Operations
- Focus
- Framework
- Metrics

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Companies addressing Sustainability

Companies involving coworkers in Sustainability

Brighter Planet, 2009
High Involvement Culture

- Ownership Mentality
- Employees are your #1 asset
- Employees Entry Level to Executive Level are encouraged to participate in the business of doing business.

High Involvement Culture for Sustainability

- EDUCATION
- SOLICIT PARTICIPATION
- GREEN TEAM
- FRONT OF MIND

SOLICIT PARTICPATION