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Pivots and Incentives at LevelUp

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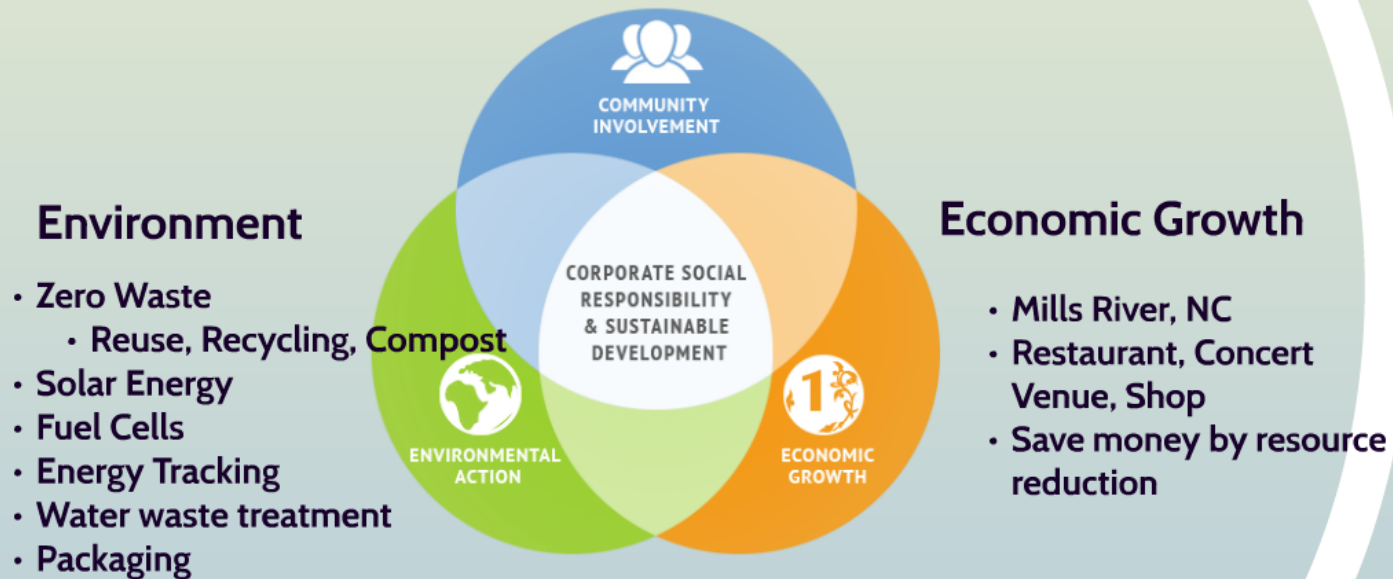


Pivots and Incentives at LevelUp

Community:

- Education
- Green Machine
- Farm with your Brewer
- HOP
- Events, Sponsorship and Facilitation

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...recognizing the impacts associated with operations and making a conscious effort to reduce them

Sustainability Goals

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- Promote Zero Waste Action
- Increase Work Space Efficiencies
- Lead by Example to Inspire Change



Actions



- Making Biodiesel
- Composting
- Monitoring Energy Consumption
- Research Alternative Fuels
- Improve Recycling Collection
- New Sustainability Measures in NC
- Education: Employees, Peers and Consumers

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Opportunities



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- Core indicators and KPI's to evaluate and track sustainability
- Identify Risk and Opportunities
- Set benchmarking and goal setting
- Improve Management systems

Sustainability Goals in action....

| | Associated Challenges | Associated Opportunities |
|---------------------------------|---|---|
| Promote Zero Waste action | <ul style="list-style-type: none">+ Labor Intensive+ Requires capital and F&E investments+ Increased waste as demand of product increases | <ul style="list-style-type: none">+ Deployed new projects+ Process innovation+ Efficiency in production+ Increase environmental health+ Enhance Performance+ Explores carbon footprint and areas for improvement |
| Increase Work Space Efficiency | <ul style="list-style-type: none">+ Cost of research into effective & energy efficient operations+ Demand for advanced staff to lead this evolution | <ul style="list-style-type: none">+ Saving money by reducing cost of utilities and resources+ Increased profit margins can be reinvested in employee benefits+ Industry leader |
| Lead by Example to Drive Change | <ul style="list-style-type: none">+ Employee requires substantial training+ Original business is advancing employee and community+ Learning and responsibility awareness+ Demand for more effective and quality operations | <ul style="list-style-type: none">+ Promote Education to community, employees and stakeholders+ Industry leadership+ Increased positive health outcomes to employees |

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Sustainability Goals in action....

| | Associated Challenges | Associated Opportunities |
|-----------------------------------|---|--|
| Promote Zero Waste Action | <ul style="list-style-type: none"> » Labor intensive » Requires capital and PPE investments » Increased waste as demand of product increases | <ul style="list-style-type: none"> » Implement new projects » Promotes innovation » Efficiency in production » Improve environmental health » Encourages Partnerships » Emphasize carbon footprint and areas for improvement |
| Increase Work Space Efficiencies | <ul style="list-style-type: none"> » Cost of research into effective & energy efficient operation » Demand for educated staff to lead this evolution | <ul style="list-style-type: none"> » Saving money by reducing cost of utilities and resources » Increased Profit margins can be redirected to employee benefits » Industry leader |
| Lead by Example to Inspire Change | <ul style="list-style-type: none"> » Requires ongoing stakeholder inclusion » Ongoing investment in educating employees and community » Marketing and community awareness » Demand to have effective and quality operations | <ul style="list-style-type: none"> » Promote Education to community, employees and stakeholders » Industry leadership » Increased positive health outcomes to employees |

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Opportunities

Partnerships, Stakeholder Engagement
and Research

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Package Reduction

- Sustainable Forestry Initiative
- Consumer education: recycling bottle tops

Production of Canned Products

- Research and partnerships
- Consumer engagement



How can we be **BETTER**

Industry leaders are transparent

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- What are our goals for 2015? 2020?
- What goals aren't we meeting? Why?
- What are the risks? How are we reacting?
- Stakeholder voices and feedback
- Who are we monitored by?

