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



**Opportunities**  
Partnerships, Stakeholder Engagement and Research  
Thecasesolutions.com

- 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 2017/2020?
- What goals aren't we meeting? Why?
- What are the risks? How are we reacting?
- Stakeholder voices and feedback
- Who are we measured by?



**Opportunities**  
Global Reporting Initiative  
Thecasesolutions.com

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



**Community:**

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

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**Environment**

- Zero Waste
- Reuse, Recycling, Compost
- Solar Energy
- Fuel Cells
- Energy Tracking
- Water waste treatment
- Packaging


**Economic Growth**

- Mills River, NC
- Restaurant, Concert Venue, Shop
- Save money by resource reduction



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

**Thank you**



## Sierra Nevada Brewing Co.: End of Incentives

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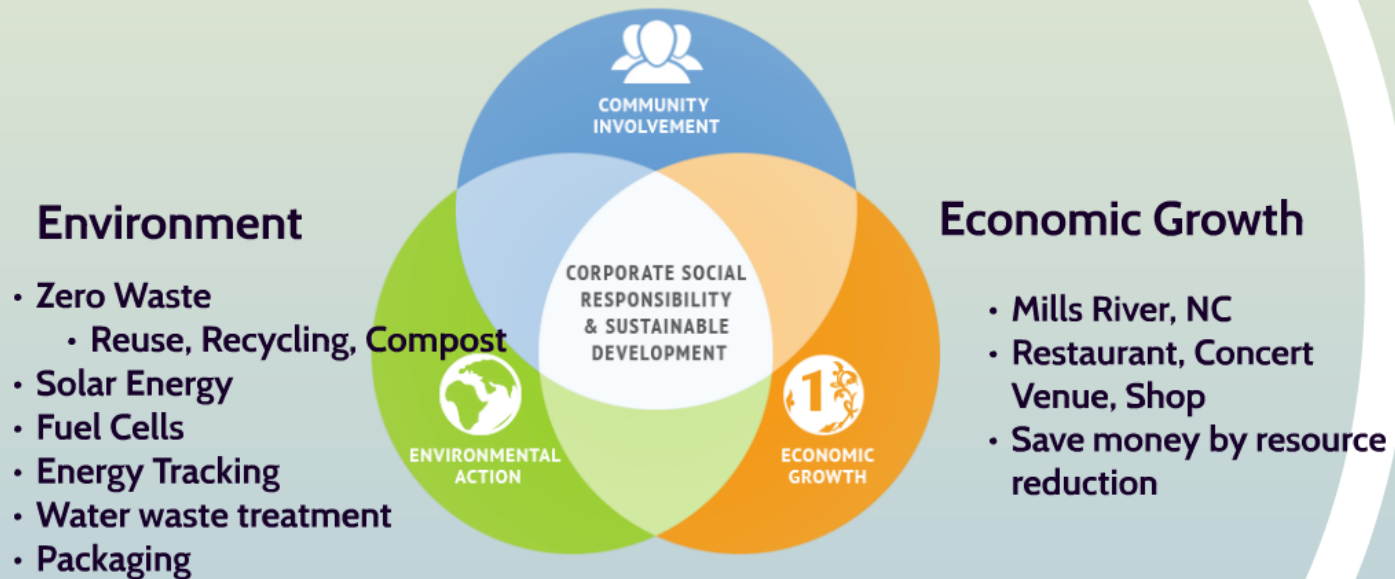


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# Sustainability Goals

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### 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
<b>Promote Zero Waste Action</b>	<ul style="list-style-type: none"> <li>• Labor Intensive</li> <li>• Requires capital and R&amp;D investments</li> <li>• Increased waste or demand of product increases</li> </ul>	<ul style="list-style-type: none"> <li>• Implement zero projects</li> <li>• Process Improvements</li> <li>• Efficiency in production</li> <li>• Increase environmental health</li> <li>• Encourage Performance</li> <li>• Encourage carbon footprint and areas for improvement</li> </ul>
<b>Increase Risk Free Emissions</b>	<ul style="list-style-type: none"> <li>• Cost of research and effective energy efficient operations</li> <li>• Demand for advanced staff to lead this evolution</li> </ul>	<ul style="list-style-type: none"> <li>• Saving money by reducing cost of utilities and resources</li> <li>• Increased profit margins can be reinvested in employee benefits</li> <li>• Industry leader</li> </ul>
<b>Lead In Teams to Reduce Change</b>	<ul style="list-style-type: none"> <li>• Employee require individual feedback</li> <li>• Ongoing education is educating employees and community</li> <li>• Learning and opportunity awareness</li> <li>• Demand for more advanced and quality operations</li> </ul>	<ul style="list-style-type: none"> <li>• Provide education to naturally enhance and stabilizes</li> <li>• Industry leadership</li> <li>• Increased positive health outcomes to employees</li> </ul>

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## *Sustainability Goals in action....*

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

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# Opportunities

Partnerships, Stakeholder Engagement  
and Research

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### Package Reduction

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# How can we be BETTER

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- What goals aren't we meeting? Why?
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