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# Jess Smith and the Design Firm

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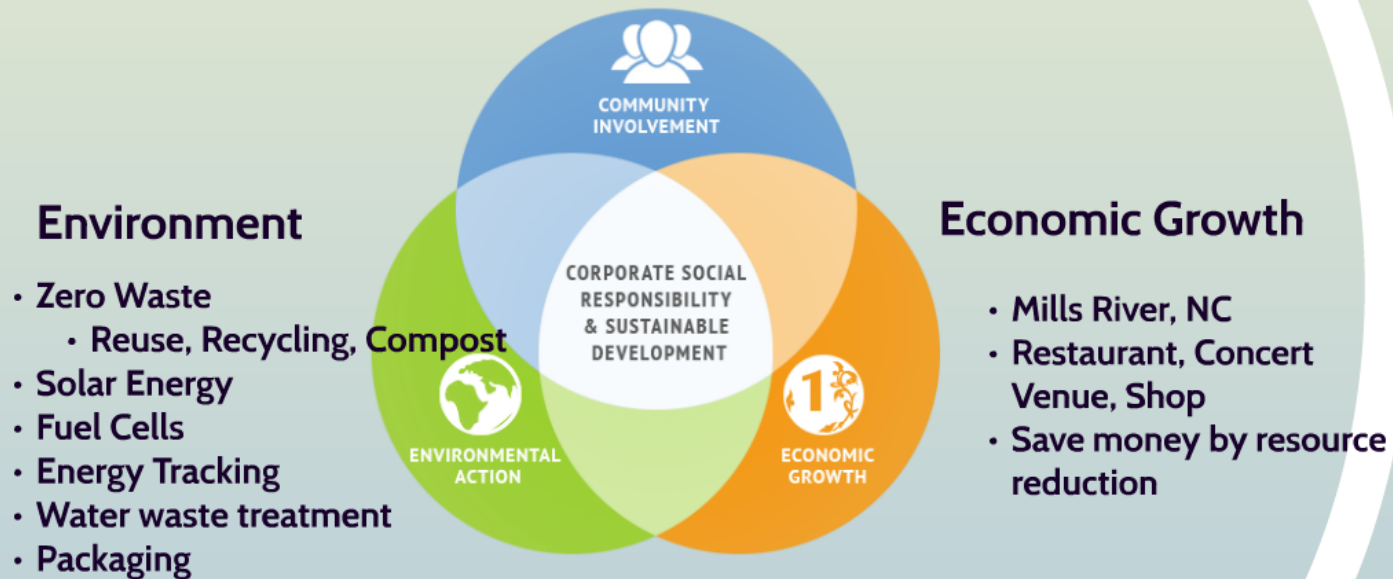


# Jess Smith and the Design Firm

## 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"><li>+ Labor Intensive</li><li>+ Requires capital and R&amp;D investments</li><li>+ Increased waste as demand of product increases</li></ul>	<ul style="list-style-type: none"><li>+ Deployment new projects</li><li>+ Process innovation</li><li>+ Efficiency in production</li><li>+ Increase environmental health</li><li>+ Enhance Reputation</li><li>+ Exploitation carbon footprint and areas for improvement</li></ul>
Increase Work Space Efficiency	<ul style="list-style-type: none"><li>+ Cost of research into effective &amp; 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>
Lead by Example to Drive Change	<ul style="list-style-type: none"><li>+ Employee require substantial training</li><li>+ Original business is advancing employee and community</li><li>+ Developing and executing awareness</li><li>+ Demand for more effective and quality operations</li></ul>	<ul style="list-style-type: none"><li>+ Promote Education to community, employees and stakeholders</li><li>+ Increase 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

- 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?

