Jess Smith and the Design Firm
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
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

Global Reporting Initiative™

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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....

<table>
<thead>
<tr>
<th>Associated Challenges</th>
<th>Associated Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promote Zero Waste Action</strong></td>
<td>» Implement new projects</td>
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<tr>
<td>» Labor intensive</td>
<td>» Promotes innovation</td>
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<tr>
<td>» Requires capital and PPE investments</td>
<td>» Efficiency in production</td>
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<tr>
<td>» Increased waste as demand of product increases</td>
<td>» Improve environmental health</td>
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<td></td>
<td>» Encourages Partnerships</td>
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<td></td>
<td>» Emphasize carbon footprint and areas for improvement</td>
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<td><strong>Increase Work Space Efficiencies</strong></td>
<td>» Saving money by reducing cost of utilities and resources</td>
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<tr>
<td>» Cost of research into effective &amp; energy efficient operation</td>
<td>» Increased Profit margins can be redirected to employee benefits</td>
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<tr>
<td>» Demand for educated staff to lead this evolution</td>
<td>» Industry leader</td>
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<tr>
<td><strong>Lead by Example to Inspire Change</strong></td>
<td>» Promote Education to community, employees and stakeholders</td>
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<tr>
<td>» Requires ongoing stakeholder inclusion</td>
<td>» Industry leadership</td>
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<tr>
<td>» Ongoing investment in educating employees and community</td>
<td>» Increased positive health outcomes to employees</td>
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<tr>
<td>» Marketing and community awareness</td>
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<tr>
<td>» Demand to have effective and quality operations</td>
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</tbody>
</table>
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?