



Sustainability to Drive Competitive Advantage

Map to Success

Association of Americas Conference

Direct Experience + Indirect Experience + Business Value Overlay



Direct Experience



Global Understanding of Beverage Industry



Better Business, Better World

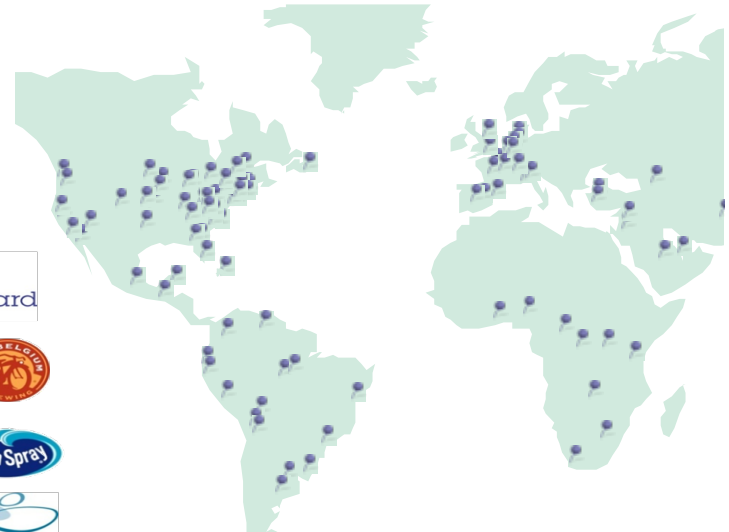
Unity
defined?



Sustainability



Global Beverage Companies Define Sustainability that Drives Competitive Advantage



Beverage Industry Environmental Roundtable

How to Maximize Business Value?

Revenue

Cost

Risk

Image

Profitability

Revenue - Costs



THE BEST STRATEGY TO CREATE THIS VALUE:
Approaches based on Maturity



ASSOCIATION - ZERO WASTE APPROACH
Efficiency through Operational Practice

Energy Usage, GHG Reduction, Efficiency and Load Management Manual

Brewers Association Solid Waste Reduction Manual

BEST PRACTICES IN BUILDING BEST PRACTICES
Guidelines & Tools Fit for Craft Brewers

Brewers Association Forum

18-0606

Brewers Association Forum Sponsor

SurveyMonkey®

value value value value

What can a Sustainability Strategy and Roadmap do to overcome the obstacles to maximizing the value from the BA tools



What can BE COOL do to help you use the BA tools to create a sustainability roadmap in days vs weeks



What can BE COOL do to help you

map could quickly prioritize your efforts and monetize the potential? Can you benchmark your targets and goals against sector trends?

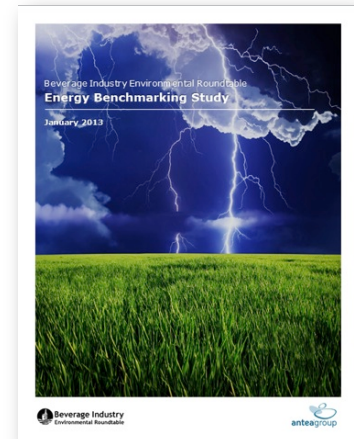
ABC Brewery Sustainability Strategy

1. Use KPI's to Reduce Energy Usage in the Cellars
2. Develop a marketing strategy around water efficiency
3. Replace Disposable Containers with Washable Dishes

What can BE COOL do to help you

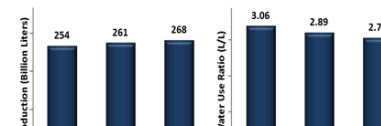


Results from the 6th Annual 2012 BIER Water Benchmarking Study that examines:
Total Water Use | Total Production | Water Use Ratio

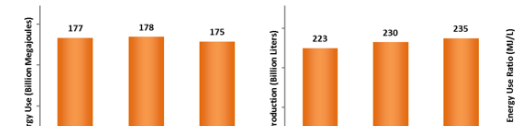


Results from Energy Benchmarking Study that examines:
Total Energy Use | Total Production | Energy Use Ratio

Water Use, Production, and Efficiency

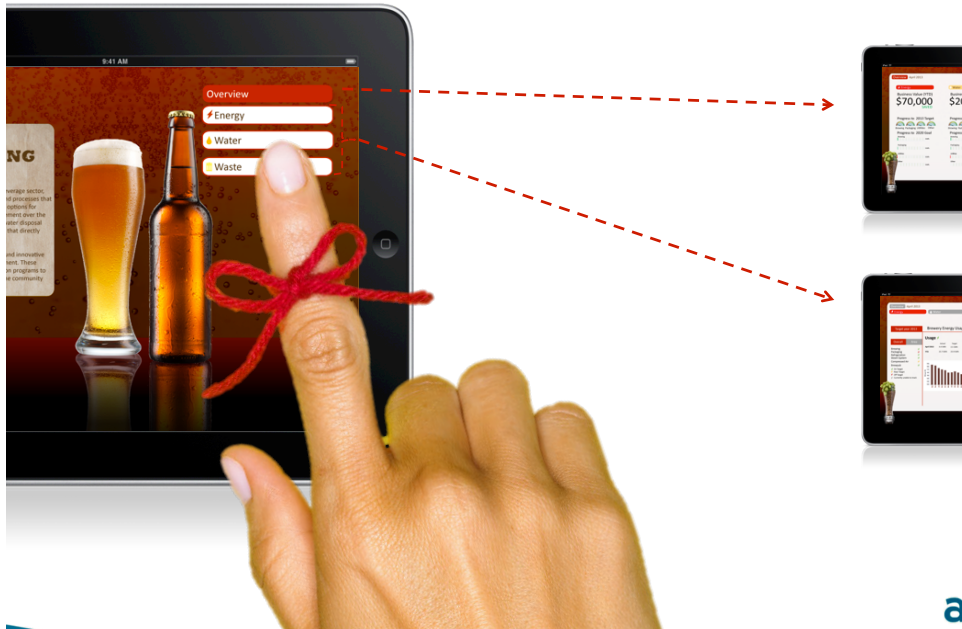


Industry Energy Use, Beverage Production



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ir brewery KPIs in units and dollars right at your fingertips?

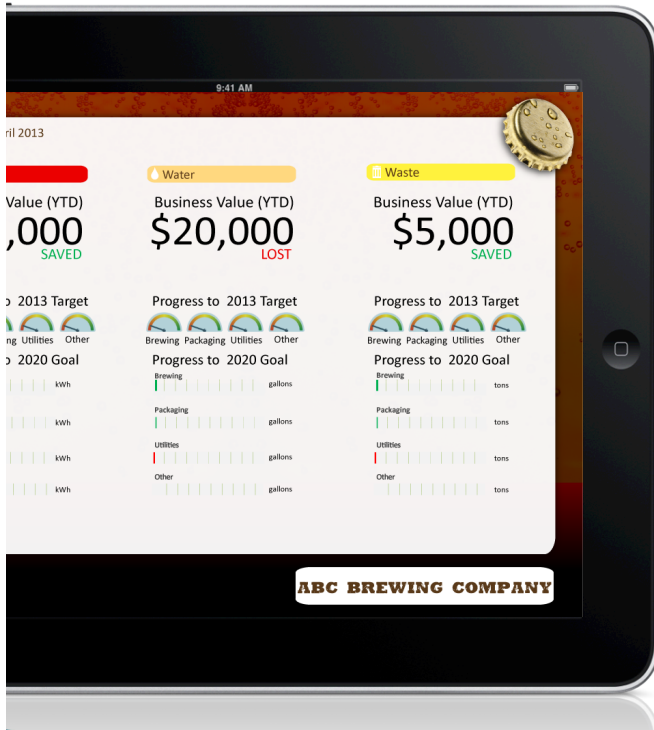


Using Tech
to Stay Ahead
of the Curve:

The right information
at the right time

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The Bottom Line
at a Glance

Visibility on your
progress and value
creation

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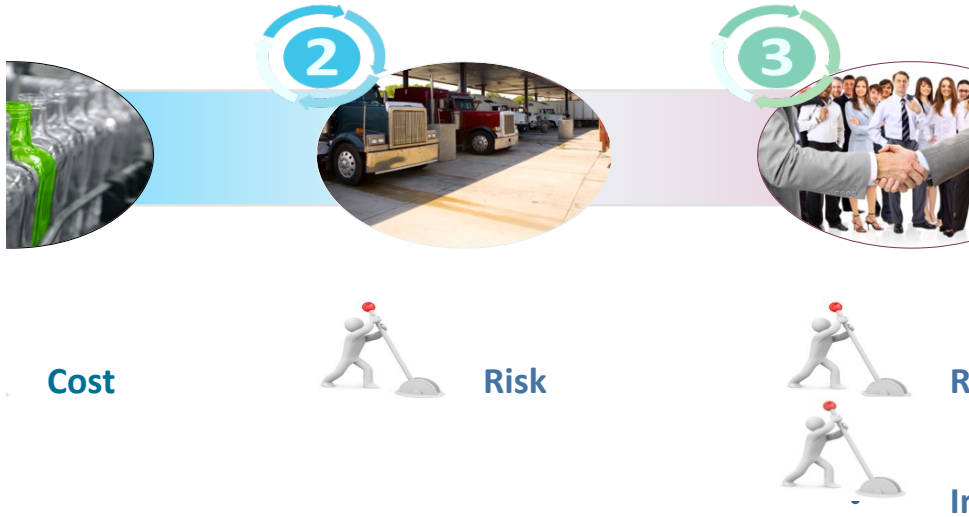


Attention
You Need

Detailed data on
performance against
targets based on
sub-metering I

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*you create business value through sustainable
ing which levers will help you on the road to competitive adv*



... to create a sustainable path forward

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