



# New Belgium Brewing Company Reduces Its Carbon Footprint

## Challenges

- Manufacturing and transportation processes result in greenhouse gases being emitted into the atmosphere, which contributes to climate change.
- New Belgium Brewing Company, maker of “Fat Tire,” has a corporate goal to reduce its greenhouse gas emissions by 25% per barrel of beer by 2015.
- To meet this goal, the company wanted to analyze GHG emissions from its manufacturing processes throughout its supply chain, including energy use, transportation and material consumption.

## Response

- New Belgium volunteered to test a proposed standard for greenhouse gas accounting and reporting developed by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).
- The company prepared a greenhouse gas footprint and developed metrics associated with their “Fat Tire” beer.

## Response continued...

- DNV used the proposed standard to help New Belgium verify its analysis and to develop a protocol that could be applied to other products.

## Benefits

- New Belgium will be able to reduce its greenhouse gas and other emissions by improving the efficiency of its manufacturing processes and supply chain.
- The company will use the results of the project as part of a comprehensive sustainability analysis of their business.



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## The Story

The global increase of greenhouse gas (GHG) emissions has increased the risk of climate change which will have widespread consequences for the earth and its population. The use of fossil fuels in manufacturing and transportation results in GHG emissions, especially carbon dioxide (CO<sub>2</sub>). Today, many companies are examining their production processes, distribution channels and operations to assess their contribution to global CO<sub>2</sub> levels and determine what actions they can take to lower their emissions.

Demonstrating its commitment to sustainable business practices and citing environmental stewardship as a core value, New Belgium Brewing Company, a producer of premium beers, has set an objective of reducing its overall carbon footprint. By 2015, the company aims to decrease its per barrel GHG emissions by 25 percent.

The Greenhouse Gas Protocol Initiative, a stakeholder partnership of businesses, nongovernmental organizations and others convened by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD), presented New Belgium with the opportunity to meet that target.

The WRI/WBCSD was seeking volunteers to road test a new product life cycle accounting and reporting standard that helps companies prepare an inventory of emissions associated with a particular product. In addition, they were looking for companies to verify the inventories that were developed using this tool.

New Belgium volunteered to test the standard with Fat Tire Beer, one of its flagship products. The WRI/WBCSD asked DNV to participate based on DNV's global experience, corporate commitment to sustainability and reputation as a trusted verification body by the Carbon Development Mechanism (CDM), Verified Carbon Standard (VCS), Climate Action Reserve (CAR) and others.

After New Belgium had developed its GHG inventory and associated metrics for Fat Tire, DNV conducted an analysis of the inventory against the WRI/WBCSD standard. This analysis provides the foundation for New Belgium to apply the protocol to its other product lines. The company will also be conducting a comprehensive sustainability analysis to look for other ways to lower its GHG emissions, resulting in a smaller carbon footprint and a reduced contribution to climate change.

Founded in 1864, DNV adopted its mission to safeguard life, property and the environment ninety years later in 1974. To meet that mission, DNV offers risk-based environmental and safety services, including verification, validation and certification as well as advisory services that ensure credibility and technical rigor. DNV's offerings in the sustainability area provide trusted advice to businesses in their pursuit of maximizing shareholder value and stakeholder trust. With 9,000 staff in 300 offices across 100 countries, DNV is the premier global provider of integrated strategic, operational and technical services.



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