

New Belgium Brewery Tour Report

Name

Institution



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The New Belgium Brewing company was created on the pledge that they would promote environmental stewardship. The company has been iconic in the brewing industry for its growing commitment to sustainability practices, such as supporting the local community, apart from serving well-brewed beer. Their innovative and sustainable techniques have been in collaboration with its core values which has let the company minimize the effects it has had on its environment. Following the various practices realized at the tour, as well as those on the New Belgium Brewing Company webpage, it is evident that the company is successful in addressing economic, social, environmental and sustainable development practices.

Sustainable Practices

Conserving energy even in the smallest ways can help in saving a lot and reducing the carbon footprint as well as the utility bills costs (Ferrell et al.,2015).Prior to making the switch to this grand scale, there a lot of ways to conserve the energy in different places of homes and offices. Since sustainability has to remain a priority, it may be unable to reduce the production rate for more safer environments. Examples are the monitor sensor lighting solutions also gain a lot of popularity, where the lights go off as soon as people leave the room.

Water conservation can be an easy thing to overlook. However, this continues to be a very needful part of sustainability. An easy and cost-effective way to save on water has been to put up water aerator in the sinks. These reduce the amount of water while maintaining the pressure of the water.

Recycling of paper is an important aspect. A lot of organizations tend to underestimate the importance of paper and how much they waste on a daily basis. However, in retrospect, the number of printed documents and handwritten notes are not always insignificant. There are

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different ways that organizations can reduce on the paper wastage, by encouraging employees to range the need for printed documents. If it is an email, or report, there may be no need to print as it can be viewed online. It is also better to set the printers to double page so that documents are printed on both sides to save on paper used. It is also necessary to reuse the non-printed sides of paper for cases of note-taking.

Empowering employees in terms of implementation of business, communication and treating employees is crucial (Budeanu et al., 2016). There are a lot of ways to make changes and provide insight in regards to the benefit that are introduced with new procedures. The most important steps in the adoption of sustainable practices are in the creation of organizational understanding. Encouraging employees to provide leadership in terms of sustainability and provide them with the opportunity to share these ideas whether in person or through the company emails.

Going green is another way to promote sustainability. This can include creating green spaces that provide public opportunities for employees that enjoy the outdoor recreations, especially in areas where the organization works in dense, urban areas. Advantages of the green spaces, in this case, include, "helping regulate air quality and climate ... reducing energy consumption by countering the warming effects of paved surfaces ... recharging groundwater supplies and protecting lakes and streams from polluted runoff" (Budeanu et al., 2016). The research that has been conducted in regards to this study has also found that going greener may lead to a significant improvement in the workers' mental health.

George Wallace Principles

The George Wallace principles in conjunction with the New Belgium Brewery core values can promote the sustainability of ecotourism in Fort Collins. The minimization of

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negative impacts to the environment and to the local people concurs with the goal of environmental stewardship. The minimization of resource consumption protects the environment from degradation and protects the natural attraction of Fort Collins that helps promote tourism. The increased awareness of the natural and cultural systems aligns with the core value of kindling social, environmental and cultural change of the business model. These two protect the Fort Collins area from losing its indigenous touch and uniqueness. The contribution and conservation of the legally protected natural areas further pairs with the environmental changes that New Belgium Brewing hopes to achieve. The principles also hope to maximize the participation of people in decision-making processes that trigger the tourism efforts in the community, achieved through the company's efforts of cultivating the potential in the pursuit of opportunities in the hope of promoting sustainable tourism in the locale. Lastly, the promotion of economic benefits and provision of special opportunities for local people commits to the promotion of authentic relationships, communications and promises.

New Belgium Efforts to Contribute to a Sustainable Tourism Network in Fort Collins?

The New Belgium Brewing company does not have sustainable tourism and just one factor of their organization, but as a whole concept that engulfs all aspects of the firm. Sustainability for the company involves the creation of a community that is reflective of the three B's that Fort Collins stands for; beer, bikes and bands. The beer stands for the world-class beer produced by the company, bikes for the strive of environmental awareness the company aims to promote and bands for the support the company looks to provide for the thriving local music in Fort Collins. The efforts on environmental friendliness have been contributory to the promotion of local tourism as people are attracted to nature and more so the world-class beer they serve. Although the company has been in competition with other beer brewers in the nation, New

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Belgium Brewing company attracts people from all over to get a taste of the classic special. Their environmental friendliness paired with the social friendliness has also led to an influential trend among like-minded companies that promote the attractive culture of Fort Collins.

New Belgium's Sustainability

New Belgium's Brewing company has had increased efforts to reflect its sustainability-based business model that has worked for them in terms of the loyal following it has had. The company has expanded the tours that it offers to its facility due to the rising demand for an insight into the company. The company has even received a lot of rewards for its sustainability efforts. These include the Business Ethics Magazine's Business Ethics Awards owing to the country's "dedication to environmental excellence in every part of its innovative brewing process" (Kozioł,2015). These among other awards have been due to the company's creation of a positive image in the beer consuming industry paired with smart decision making, aspects that do not always go together. While some members of the Fort Collins society do not believe that the company whose product is beer can be sustainable and socially responsible, New Belgium Brewery has proven that their clients are people that make effort to drink responsibly, and that the company is fully willing to do everything in their power to contribute to the society. One of the ways the company has been successful in sustainability is the social-cultural aspect of promotion of culinary arts. It has been active in hosting the New Belgium Beer Dinners where every course of the meal is served with a complementary culinary treat.

The company also strives to promote the economic aspect of sustainability through the recycling of most of their supplies such as using cardboard boxes, the keg caps it provides and a lot of glass in the bottling of their product. The brewery also attempts to store its barley and hop grain on the premise and invited the Fort Collin farmers to pick up said grains for free to feed

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their pigs. Other than the normal products recycled back to the food chain, NBB further works with its partners to create methane from bacteria that is collected from the NBB wastewater, is converted into high protein fish food. The country further buys recycled products and further encourage their employees to be active in the reduction of pollution by using alternative transportation methods. While it is undeniable that the company has made tremendous strides in the creation of a socially responsible brand image, the work is far from done. It needs to consistently reexamine its social, cultural, economic and environmental sustainability efforts.



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