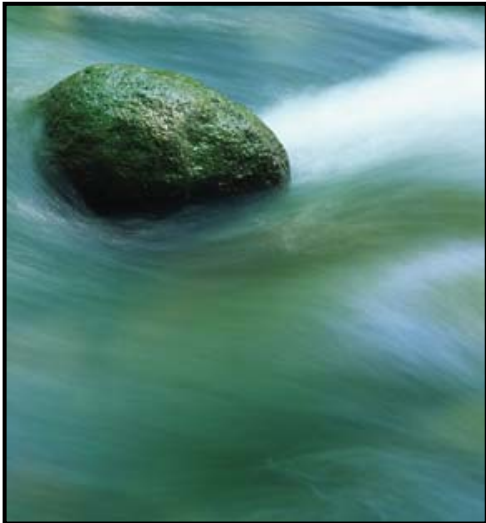


US EPA ARCHIVE DOCUMENT

# GREAT BEER. GREAT RESPONSIBILITY.





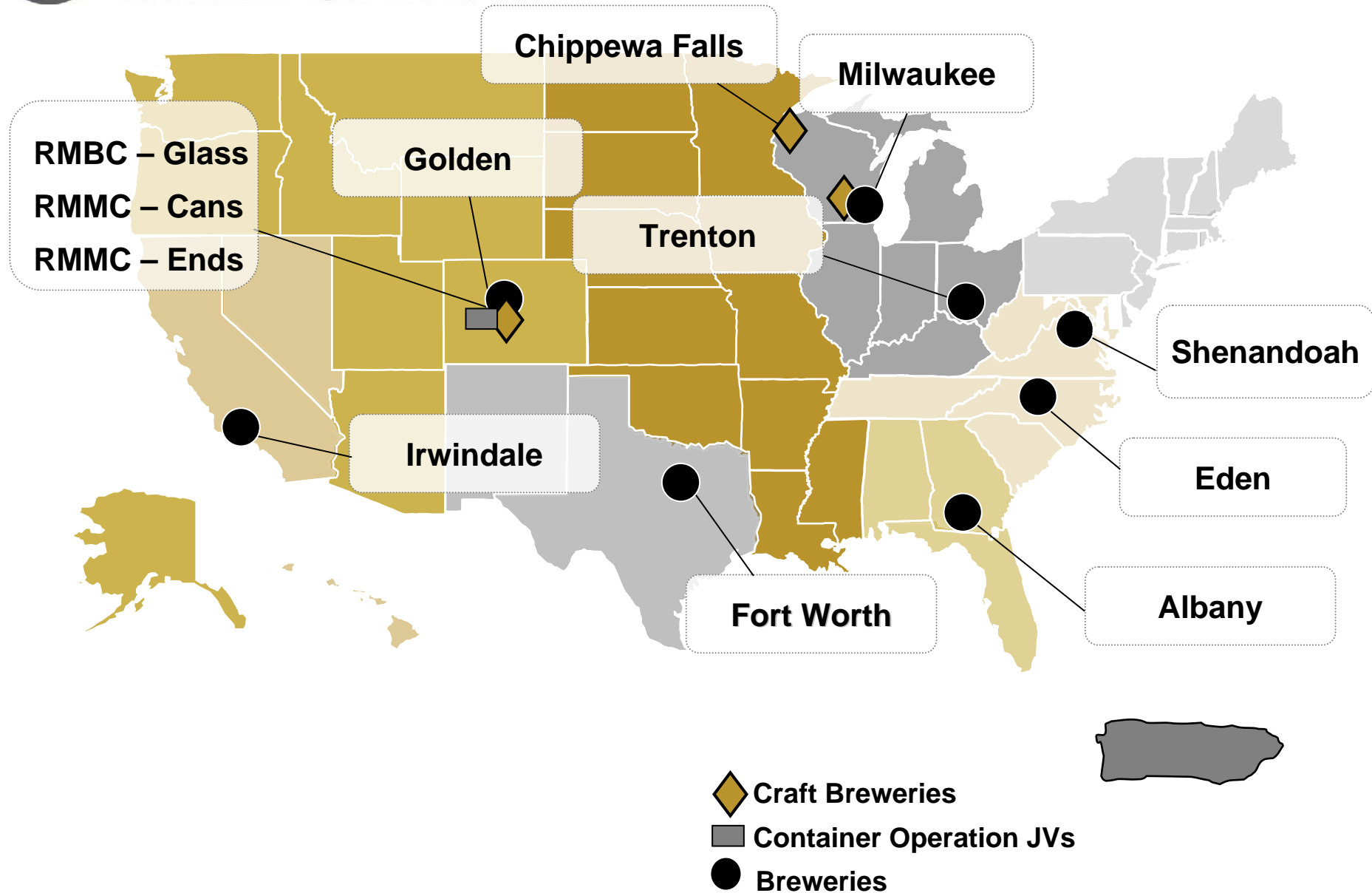
This is not a crisis affecting only communities and governments.

Private sector has an enormous stake in helping solve the water crisis.

*UN Global Compact*











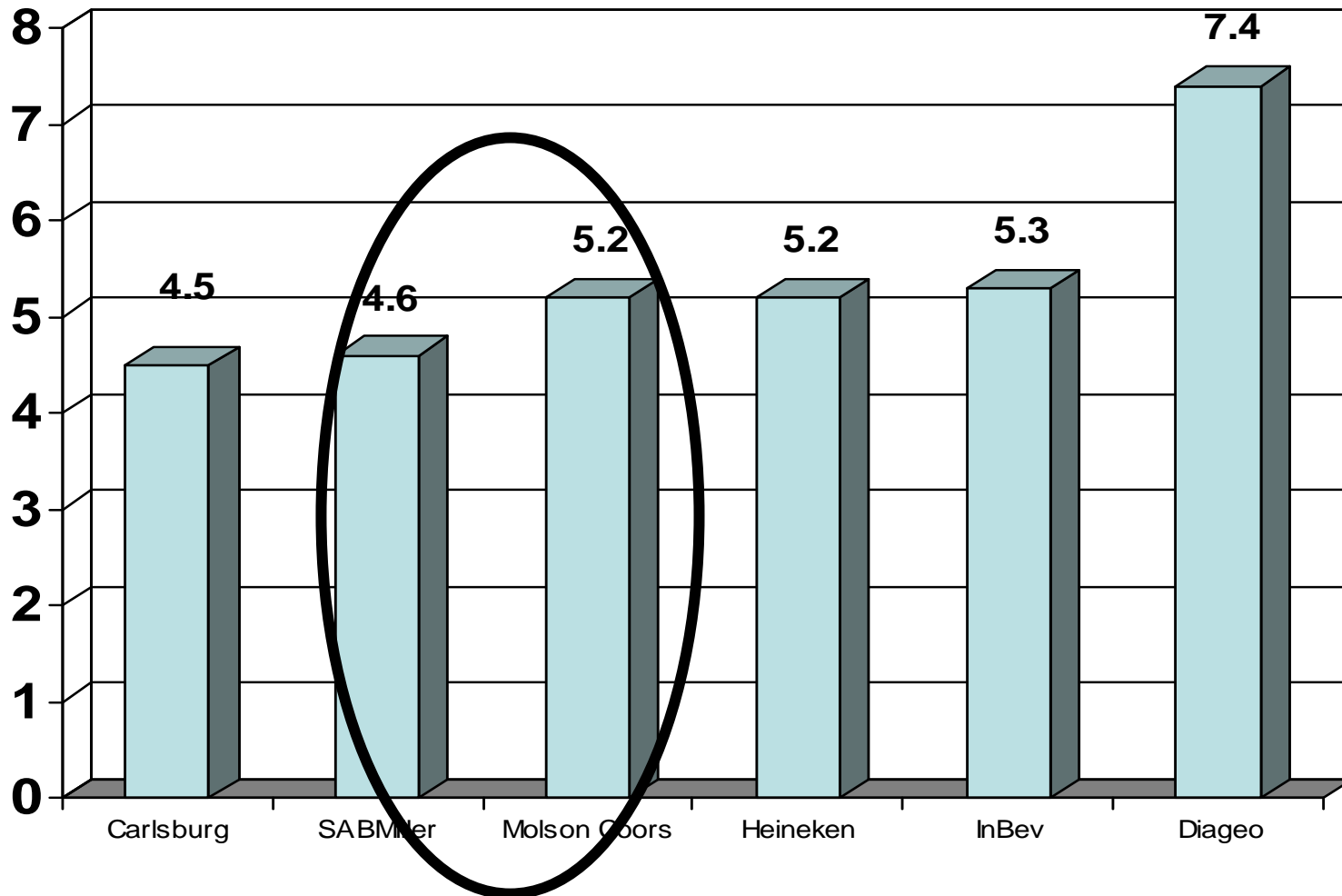


## The CEO Water Mandate



# Water

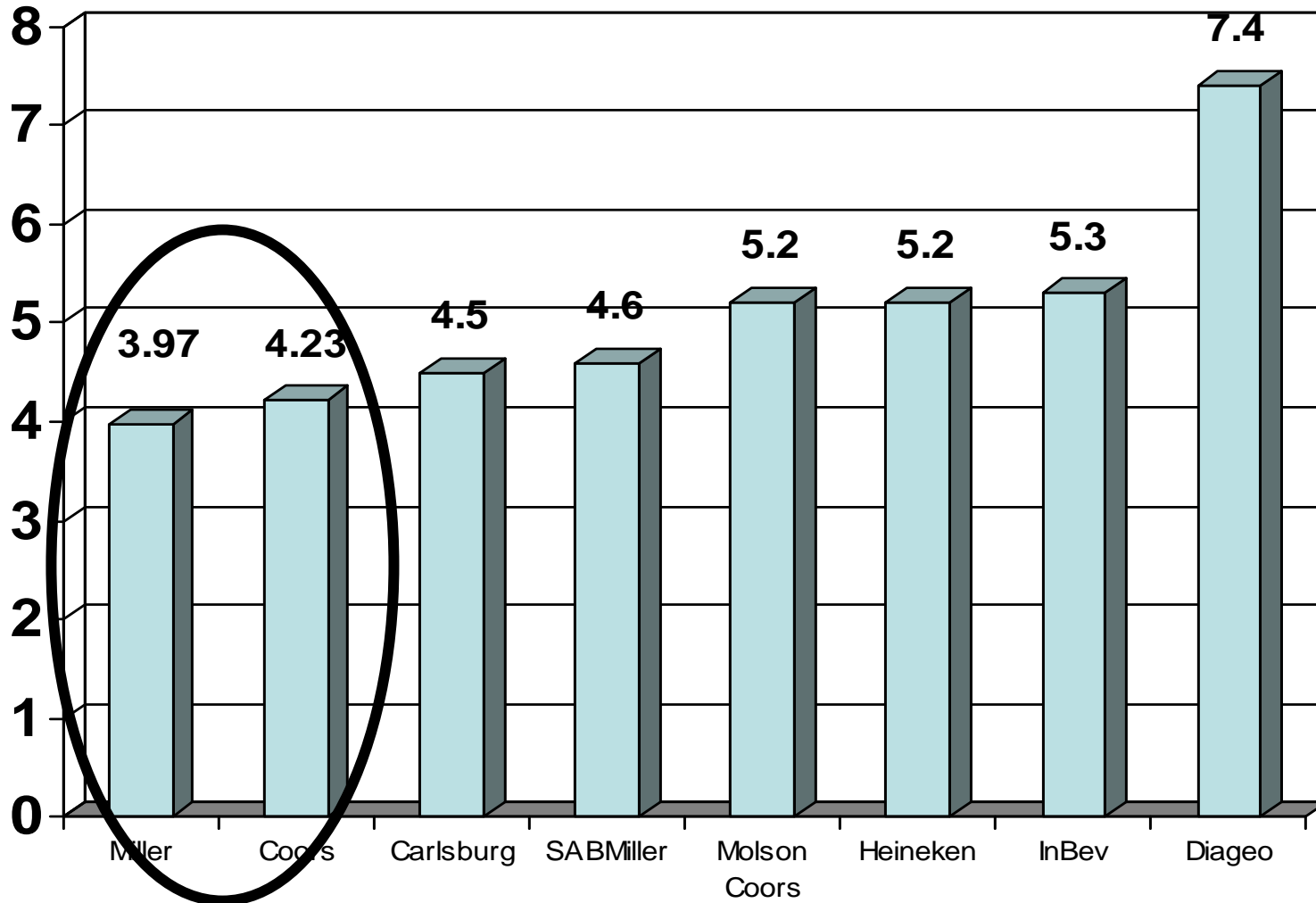
## Leaders on Water Efficiency





# Water

## Leaders on Water Efficiency



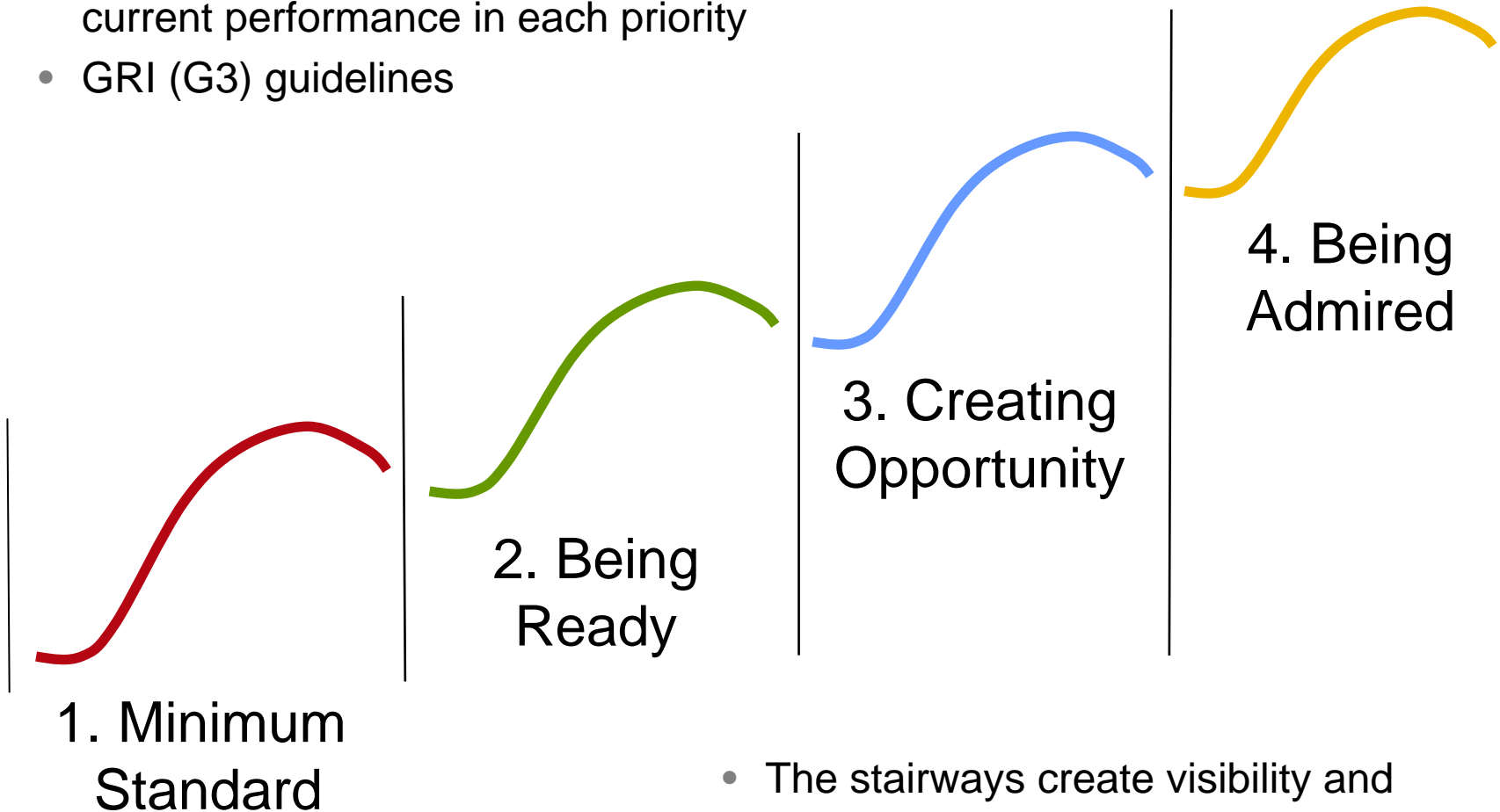
# The MillerCoors Sustainable Development Priorities

- Discouraging irresponsible drinking
- Making more beer but using less water
- Reducing our energy and carbon footprint
- Packaging reuse and recycling
- Working toward zero waste operations
- Building supply chains that reflect our own values and commitments
- Benefiting communities
- Contributing to the reduction of AIDS/HIV
- Respecting human rights
- Transparency in our reporting progress



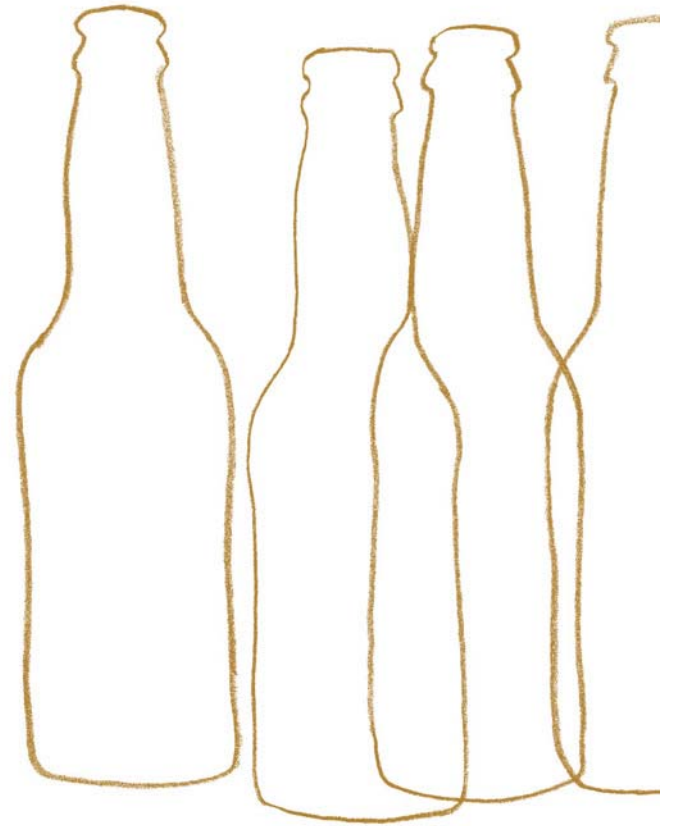
# Sustainability Assessment Matrix (SAM)

- A four step 'stairway' is used to measure current performance in each priority
- GRI (G3) guidelines



- The stairways create visibility and promote a learning and self-refreshing organization

**Making more beer  
but using less water**





# '5 Rs' of Water Responsibility

**Ecology**

**Brewery**

**Community**

PRotect



Reduce



Re-use



Recycle



Redistribute



# Water

Areas of focus for water management:

- Water usage and efficiency
- Wastewater quality and management
- Supplier relationships
- Community relationships



The CEO Water Mandate

# Water

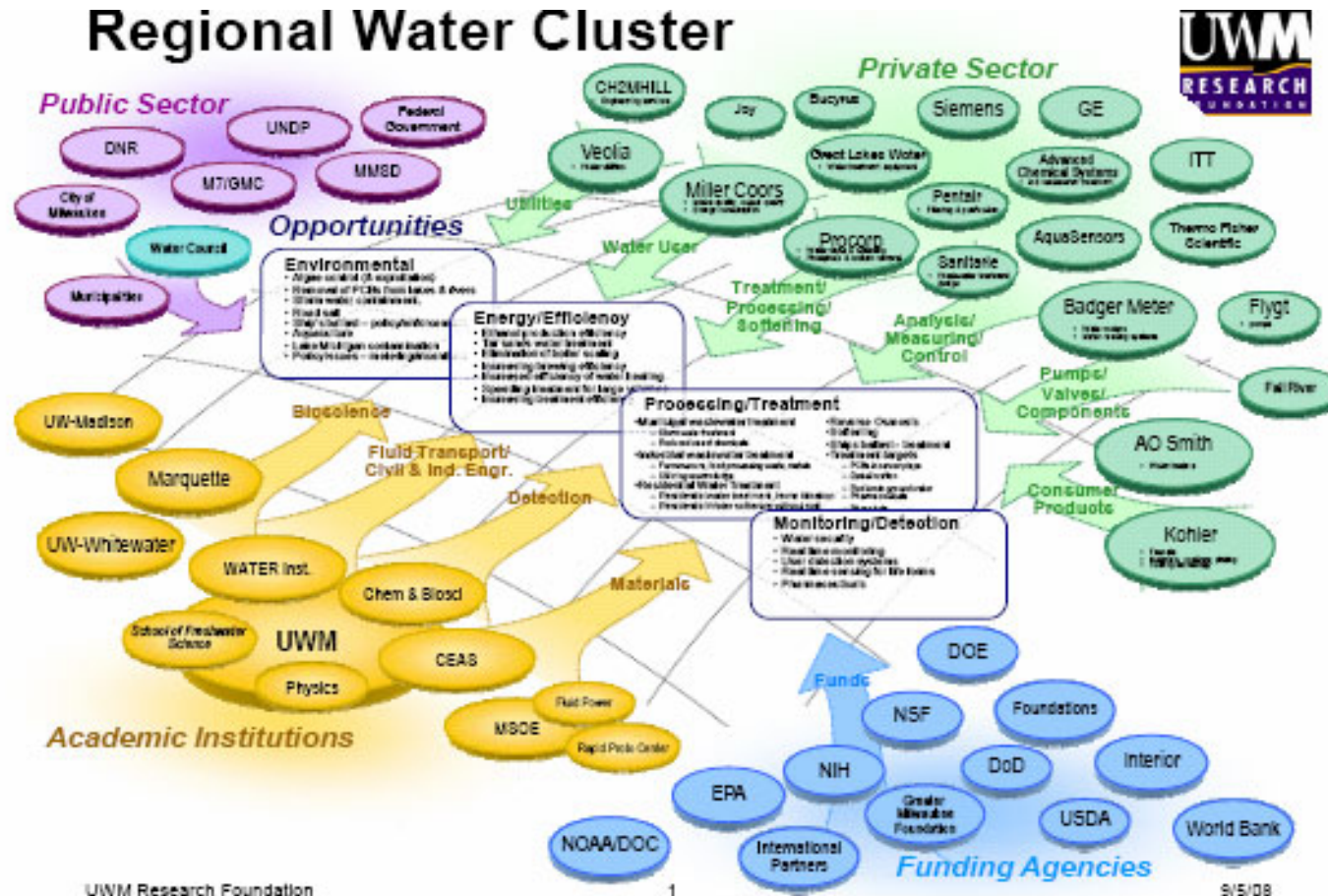
## ***Community relationships***

- Work with local boards and communities to develop long-term plans to increase local water supply and support water sustainability
- Help communities handle water treatment capacity issues
- Invest in water-related causes
  - o Lake Michigan revitalization
  - o Great Lakes Water Institute
  - o Shenandoah Pure Water Forum
  - o KAB-Albany Storm Drain Marker Program
  - o Natural Heritage Water Education effort
- Volunteer and water clean-up efforts



# Water

## Regional Water Cluster





# Water

## ***Community relationships***

- Work with local boards and communities to develop long-term plans to increase local water supply and support water sustainability
- Help communities handle waste water treatment capacity issues
- Invest in water-related causes
  - o Lake Michigan revitalization
  - o Clean Creek Watershed Foundation
  - o Shenandoah Valley Pure Water Forum
  - o KAB-Albany Storm Drain Marker Program
  - o Dan River Basin Association
  - o Three Valley Conservation
- Volunteer and water clean-up efforts



# Water

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# Water



## River Network

*Connecting People, Saving Rivers*

- Partnered with River Network to work together to identify specific issues, such as source water protection, non-point pollution, restoration and conservation
- Will be sending out a call for proposals from river and watershed conservation groups in River Network's partnership network
- Supporting up to eight organizations and communities



# Water

## ***Community relationships***

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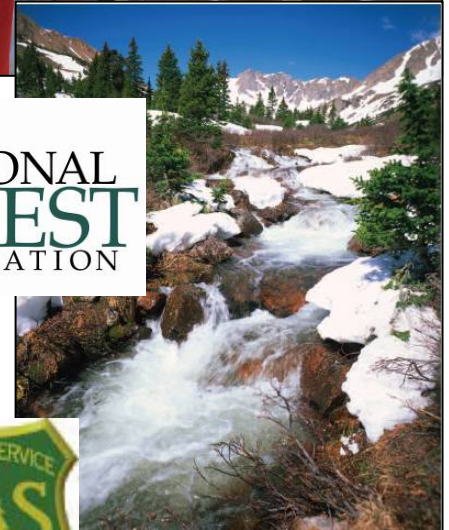




# FRIENDS of the FOREST

becomeafriend.org

- Conservation project focused on water quality improvement
- Clear Creek watershed on the Arapahoe National Forest
- Partnership with US Forest Service and the National Forest Foundation
- Built buck-and-rail fence to restore creek banks and clean up streams
- Widened the stream bed to help accommodate fish and toad spawning
- Replanted in an effort to halt erosion and curtail storm water runoff



# Summary

- There are many challenges and many potential solutions
- With the urgency of the global implications of climate change, the right solutions need to be found as soon as possible
- Industry, NGO's, government and researchers and academics must collaborate more closely to discuss issues, potential actions and outputs



**MillerCoors™**



# ADDENDUM

# Water

## ***Usage and Efficiency***

- Eden introduced effluent in the wastewater treatment plant saving 50 gallons of city water/minute
- Fort Worth reused all pasteurizer supply water and improved Clean in Place (CIP) procedures
- Milwaukee installed a larger cooling tower reducing water usage by over 10%
- Fort Worth historically reuses all pasteurizer supply water.
  - 80% is steam and returned to the boilers
  - 400,000 gallons saved by reducing rinse cycles





# Water

## ***Water as a resource***

- Irwindale and Fort Worth turn wastewater into renewable energy by generating biogas at on-site anaerobic waste water treatment plants
- Eden, Trenton and Albany use aerobic wastewater treatment facilities and solids are sold as Farm-On t
- Golden Water Treatment Plant installed solar powered lake aeration system to maintain water quality and replace a 75-horsepower electric driven air compressor
- Eden, Albany, Golden and Trenton use steam generated to produce electricity



# Water

## ***Supplier relationships***

- Began water footprint pilot in partnership with the WWF
- Face-to-face meetings with Top 100 suppliers
- Goal is to work collaboratively to develop best practice standards and measurements in a way that we can become long term stewards of sustainable development

