



# Culture of Cooperation

## Managing Water Scarcity



Ben Moline

Molson Coors Brewing Company





# Why Water Matters to Us

- ◆ **Beer:** Without great water we can't brew great beer
- ◆ **Heritage:** Water defined our place in the world
  - ◆ John Molson - 1786 Banks of the St. Lawrence River in Montreal, **Canada**
  - ◆ Adolph Coors - 1873 Banks of Clear Creek in Colorado, **USA**
  - ◆ William Bass – 1777 Burton-on-Trent for the “Burton Salts” in the **UK**
- ◆ **Expertise:** More than 350 years experience managing complex water issues.



**PUB TALK APPROVED**  
THIS BOOK IS FREE FROM BUSINESS JARGON



# Every Drop Every Ripple

We care about **Every Drop** we use  
and **Every Ripple** we leave.





# Focus on what is important!!

WE DO THIS BY FOCUSING ON AREAS  
THAT MATTER TO PEOPLE WHO  
MATTER TO US

WATER

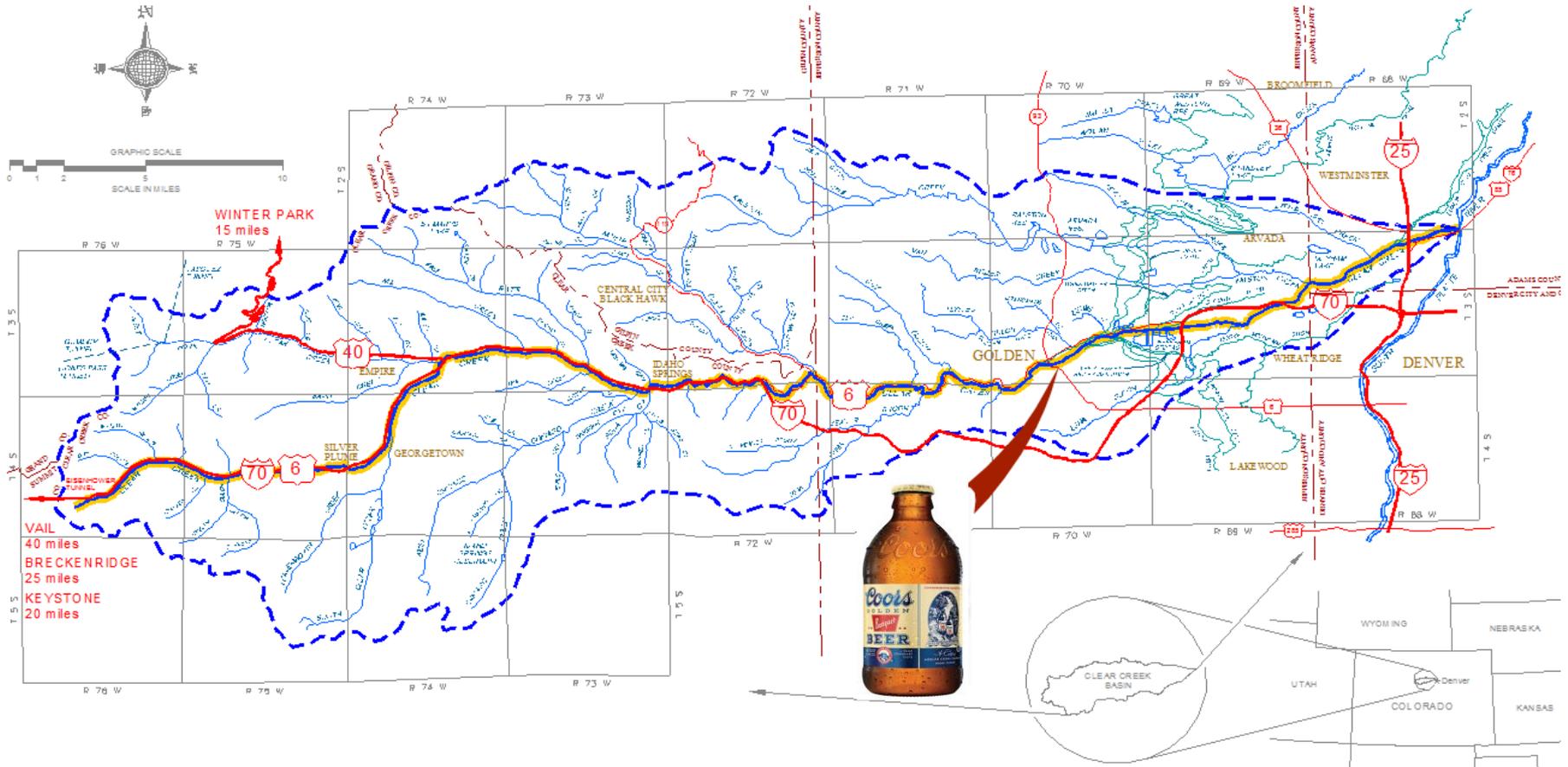
COMMUNITY

ALCOHOL  
RESPONSIBILITY





# Clear Creek Watershed





# How MCBC is involved

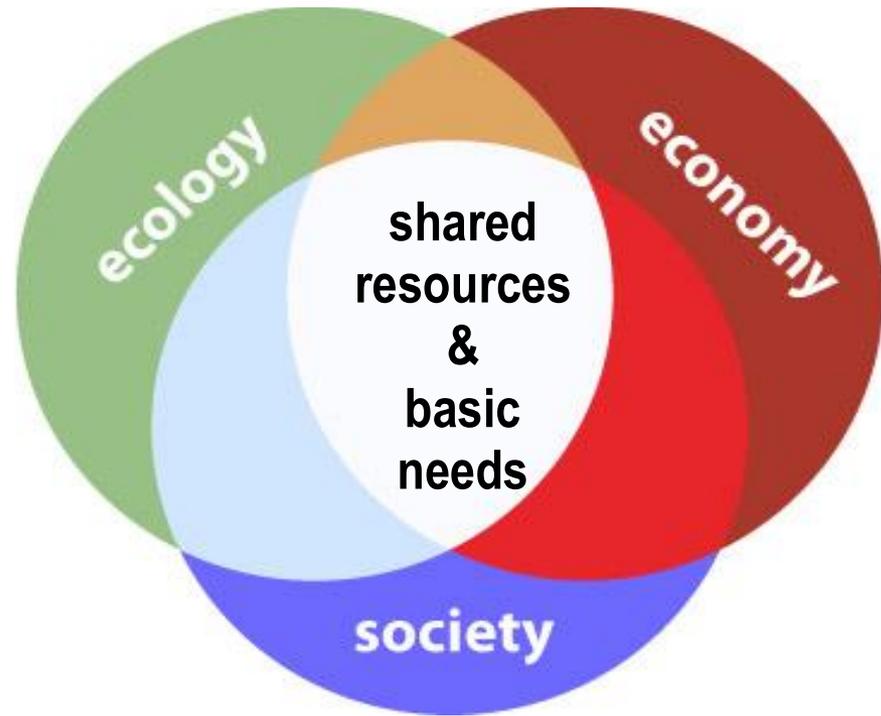
- Upper Clear Creek Watershed Association
- Clear Creek Watershed Foundation
- Orphaned mine restoration
- United Nations CEO Water Mandate
- Beverage Industry Environmental Roundtable (BIER)
- Water For People





# “Culture of Cooperation”

- Businesses
- Foundations
- Cities
- State
- Federal
- Recreation





# Expanding to a global perspective

- United Kingdom
- Canada
- Eastern Europe
- Japan
- India
- South America





# Consumer Engagement

- Provide inspiration!
- Build community
- Connect consumer with their environment
- Show responsibility





# 2020 SUSTAINABILITY STRATEGY

## Improving Our Beer Print to Fuel Our Brands

### HOW WE SHOULD THINK ABOUT OUR BEER PRINT IN SUPPLY CHAIN:

- Saving money over the long term
- Managing risk
- Long term commitment to brewing
- Ensure integrity to Corporate Responsibility Customer and Brand agenda
- Our stakeholders expect it (customers, consumers, investors, employees, government)



### WHAT IMPACT CAN RESOURCE EFFICIENCY MAKE?



FIND OUT MORE:  
[www.OurBeerPrint.com](http://www.OurBeerPrint.com)

*What will you do?*

### OUR RISKS & CURRENT STATE

If our annual landfill waste was stacked into M<sup>3</sup> dustbins, it would be

**1000m TALLER**  
 than  
**MOUNT EVEREST**

Our annual electricity consumption could power

**100,000 HOMES**  
 PER YEAR

Our customers expect us to help them

**REDUCE**  
 their  
**CARBON FOOTPRINT**

Every year we use the same amount of water as goes over

**NIAGARA FALLS**  
 in 136 mins  
 (or 2 hours and 16 mins)

**2020 TARGETS**

**0% WASTE TO LANDFILL** | **25% ENERGY REDUCTION** | **15% CARBON REDUCTION** | **15% WATER REDUCTION**

### WHAT WE WILL ACHIEVE

The waste we will divert by 2020 would fill up

**HALF OF THE EMPIRE STATE BUILDING!**

The energy we will save by 2020 would

**POWER THE Fabulous LAS VEGAS STRIP FOR 44 DAYS**

The carbon we will save would take

**10,000 TREES**

**30 YEARS** to offset

The breweries in water stressed areas will achieve world class water efficiency of

**3 PINTS** per pint

Capturing the energy in our waste water will help us reduce our water risk and our carbon footprint.



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The Molson Coors logo, featuring the word "MOLSON" in blue and "Coors" in red, with a yellow and red globe icon between them. The logo is set within a white rectangular box with a black border, tilted slightly to the right.

MOLSON Coors