



## Ethics Case Study | Sample Assignment | [www.expertsmind.com](http://www.expertsmind.com)

Ethics assignment the name of that case study is "New Belgium Brewing: Ethical and Environmental Responsibility" after case study there are three question. But you have to answer for second question .also you have to make presentation for this question also.

Q 2. Are New Belgium's social initiatives indicative of strategic philanthropy? Why or why Not?

You will find this question in case study also. u can also read whole case study from there



<b>Table of Contents</b>	
<b>Introduction:</b>	1
<b>Conclusion:</b>	4
<b>Reference:</b>	4

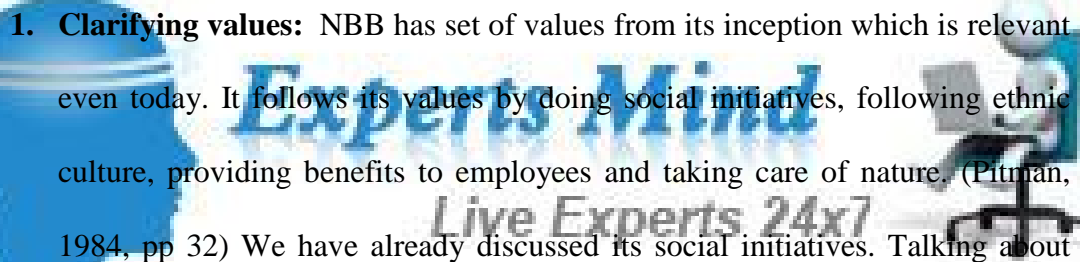


### **Introduction:**

Opened in 1991, New Belgium Brewing Company is the third-largest craft brewery and seventh-largest overall brewery in the United States. Mission statement of the company is "To operate a profitable brewery which makes our love and talent manifest." This shows the dedication of the company to quality, the environment, and its employees and customers. (New Belgium FAQ, 2011) The company has a set of core values which include producing world class beer, promoting beer culture, minimizing resource consumption, maximizing energy efficiency, recycling, and Kindling social, environmental, and cultural change as a business role model.

Belgium Brewing Company is involved in many Social initiatives for example it is part of One Percent for the planet in which it donated 1% of its profit. Apart from this NBB donates \$1 to philanthropic causes within their distribution territory. Till now it has donated \$2.9 million to philanthropic causes. NBB also look for non profit organizations that demonstrate creativity, diversity, and an innovative approach to their mission and objectives.

These social initiatives are definitely part of strategic philanthropy of NBB. Through social initiatives it donates the part of earning to local community creating a local image and creating brand. People love to be part of philanthropy work, so NBB get advantage by its initiatives. There are five steps to strategic philanthropy.



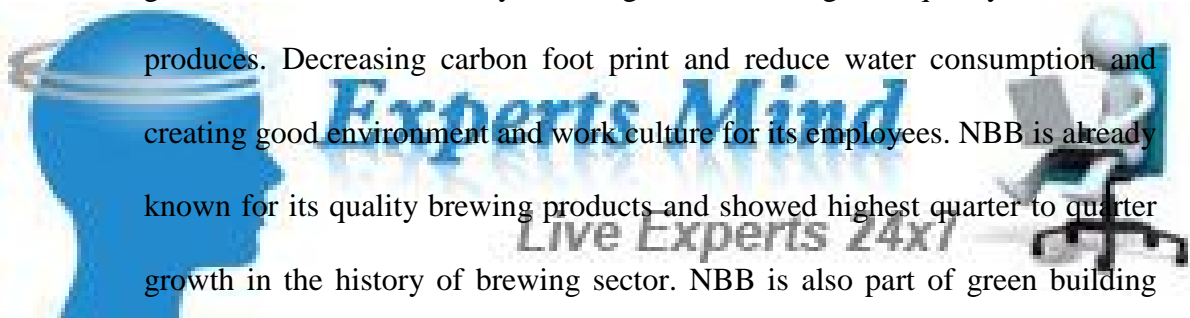
**1. Clarifying values:** NBB has set of values from its inception which is relevant even today. It follows its values by doing social initiatives, following ethnic culture, providing benefits to employees and taking care of nature. (Pitman, 1984, pp 32) We have already discussed its social initiatives. Talking about

ethnic culture, it focuses on ethnic culture for branding. Almost every employee at NBB can name the values of the company. NBB mandates social responsibility as part of marketing strategy. It encourages its employees to follow business ethics and integrate spirit in them. Even in its marketing strategy it showed its values. Now talking about concern of employees. Apart from medical benefit, dental insurance and pension plans it give option if shares and it follows open book culture in which employee can see the company performance and financials. Also it gives a bike to employees who have worked for more than 1 year and give chance to travel Belgium who have worked for more than 5 years in the company. NBB has also been declared as the best company to work for by Outside Online. Finally talking about taking

care of nature, NBB is continuously working to decrease its carbon footprint and work for the nature as much as possible. With the help of employees NBB has installed wind turbine which satisfies its need of energy. Also changing waste water to methane it satisfies 15% of its energy needs. Today NBB is totally depend upon renewable energy for it energy needs.

**2. Create a vision:** NBB has a vision and mission of “to operate a profitable brewery which makes our love and talent manifest.” This mission clearly manifests to its vision of becoming a profitable company while working for customers, employees, nature and society.

**3. Determine the best way to achieve intended results:** In order to achieve its goal, NBB is continuously working on enhancing the quality of beer it produces. Decreasing carbon foot print and reduce water consumption and creating good environment and work culture for its employees. NBB is already known for its quality brewing products and showed highest quarter to quarter growth in the history of brewing sector. NBB is also part of green building



council’s Leadership in Energy and Environment Design for Existing Buildings (LEED-EB) pilot program. In which it is developing a plant totally run by renewable energy and minimize its carbon consumption.

**4. Stay Focused:** NBB is focused in its objective by continuous research and investment in infrastructure. It is determined to being nature friendly organization which cares for its employees and society with offering best services to its customers.

**5. Align resources:** NBB is investing in its infrastructure to get resources, necessary for its plan of being best brewing company and taking care of nature.

## **Conclusion:**

So from above discussion we can conclude that social initiatives taken by NBB are actually part of strategic philanthropy. Taking initiatives help NBB in creating brand and pumping sales. It will also help NBB in long term.

## **Reference:**

City of Fort Collins, Wind Power Program". <http://fcgov.com/utilities/wind-power.php>. Retrieved April 28, 2006.

Freeman, Strategic management: a stakeholder approach (Pitman 1984) ISBN 9780273019138, on &ots=6ZkgH5ObRI&sig=blXypqsI33PKbEs4Tzk0RBQ-tfg#v=onepage&q&f=false books.google.com

"New Belgium FAQ". New Belgium Website. <http://www.newbelgium.com/culture/faq.aspx>. Retrieved 2011-05-19.

Philanthropy Reconsidered, A Catalogue for Philanthropy Publication, Boston, 2008,

and Sulek, Marty: On the Classical Meaning of Philanthropía, in Nonprofit and

Voluntary Sector Quarterly OnlineFirst, March 13, 2009

