A culture of sustainability at the Liquor Distribution Branch

David McPhie, Manager of Environmental Initiatives
Who we are

- Wholesale distributor and retailer of beverage alcohol
- One of the largest retailers in BC
  - 198 BC Liquor Stores
  - 40 million+ retail customer visits annually
- 4,000+ employees that work in stores, warehouses, offices
- Supply products 10,000+ BC bars, restaurants and private retailers
- Purchase alcohol from more than 1,000 suppliers and manufacturers
Our Carbon Footprint

- LDB has offset 21,737 tCO2e since 2010
- Drop in emissions over the last six years
  - 20% reduction from 2010 to 2015

2015 Total Emissions: 3,138
Our commitment to sustainability

LDB Goal: Corporate Social Responsibility

Encourage the responsible use of beverage alcohol and minimize the impact of operations on the environment.
Our commitment to sustainability

Energy Efficiency

• High-efficiency LED lighting and occupancy sensors are now standard in all new/remodelled BC Liquor Stores

• Majority of coldzone coolers have remote monitoring and control technology that allows for energy-efficiency optimization
Our commitment to sustainability

Responsible Use of Resources

• Customers return 95 million containers per year

• LDB recycles over 2,500 metric tonnes of cardboard, plastic and paper each year

• Recently re-designed our plastic bags to save 21,000 kg of plastic per year
Key Factors

Create a Sustainability Culture

- Executive support / visibility

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Warm up to less energy during

**The Hibernation Challenge**

November 18 – 22

Be like Blain.
Dress warmly instead of turning up the heat or using a space heater.

Want to win a prize? You have two ways to win:

1. **Pledge to save energy with the Hibernation Checklist**
   (Look for the bear on the Head Office Intranet Homepage)

2. **Participate in Tacky Sweater Day on November 20.**
   Submit a photo of yourself wearing a sweater at work to green@bcldb.com by November 22.
Key Factors
Create a Sustainability Culture
• Lunch and Learns
Key Factors

Create a Sustainability Culture

• Focus on high visibility initiatives:
  • Waste Reduction and Recycling

[Image of a recycling process with labels for RED: WOOD, GREY: GARBAGE, YELLOW: DRY CARDBOARD, SOFT PLASTICS, BLUE BIN: CLEAN CONTAINERS, and BLUE CART: PAPER]
Key Factors

Harness Champions

• Part of new employee training

• Head Office Green Team/Store Green Champions

• Two-way communication (distribution list / green@bcldbo.com)
Key Factors

Recognize and Celebrate Achievements

- Publish successes in employee newsletters
- Award prizes
- Photograph accomplishments
Cheers!

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