



BetterBev New England Environmentally Sustainable Craft Beverage Program



Program Details

The [CT / New England Sustainable Craft Beverage](#) Program is a free, voluntary assistance and recognition program developed to help craft beverage manufacturers reduce their environmental impact by taking action to manage resources efficiently and minimize waste and the use of toxic products. The program is managed by [CT DEEP's Pollution Prevention program](#) (P2) with input from the [CT Brewers Guild](#). Connecticut is working with the other New England states to offer similar programs throughout the region and provide a consistent set of program criteria.

Why Participate?

By participating in the program and implementing actions you can reduce waste, reduce costs, increase efficiency, conserve resources, promote a healthier, safer workplace and attract eco-conscious customers to your brand. You'll be recognized both in Connecticut and regionally. Greening your business is good for the environment, but it's also good for business!

What are the Benefits?

It's free to participate in this program and includes on-going technical assistance from CT's P2 program to continue identifying opportunities to reduce your environmental impacts while saving money.

The program provides free publicity and positive public relations. Participants:

- receive a Certificate and a Sustainable Craft Beverage logo that can be displayed.
- will be listed on DEEP's Sustainable Craft Beverage webpage and promoted through the agency's social media and partnering agencies' social media.
- benefit from regional branding and marketing efforts, including the New England Sustainable Craft Beverage member map (under development).

How the Program Works:

1. Download and fill out the [application form](#). Email completed form to Connie.Mendolia@ct.gov and DEEP.PollutionPrevention@ct.gov
2. Review the [Environmental Best Practices Checklist](#). It will be used to determine your eligibility. Links to resources and a few examples of projects breweries in New England have implemented are included.
3. [Schedule a site visit](#) with CT DEEP P2 staff to go through the checklist items that are being implemented or planned at your facility. Free technical assistance is available from DEEP's P2 staff to help businesses identify steps they can take that may result in achieving recognition.

Other Information:

- Submit your application every 2 years to maintain membership. The goal is to show continuous improvement by measuring and quantifying a brewery's environmental efforts. Information on annual production and utility data (water-to-beer ratio, energy, water, and CO2 usage) will be beneficial and each facility can choose how to track this. The [National Brewers Association Benchmark tool](#) can be used and CT DEEP can help with inputting your data if you'd like.

Contact Connie.mendolia@ct.gov (860-424-3243) or DEEP.pollutionprevention@ct.gov for more information.