

Social Superstar Spotlight

New Belgium Brewing Company - B-Corp Certified

New Belgium is well known for its environmental stewardship and strong commitment to core values.

The brewery became B-Corp certified in 2013, further growing the list of sustainable initiatives it has in place.

Businesses working with B-Lab, a non-profit organization, can become certified by meeting rigorous standards regarding their approaches to governance, workers, community and the environment. These high standards verify that a business is truly doing the good it claims. They also help companies measure and attend to what matters and create a strong community of like-minded businesses. After completing the process in 2013, New Belgium scored in the top 10% among all certified B-Corps and was recognized as a [Best for the World](#) business for environmental impact as well as worker impact.



It's clear that many of New Belgium's values align directly with the B-Corp movement as Dana Villeneuve, New Belgium's Sustainability Specialist, describes the importance of the B-Corp certification saying, "You don't have to be either sustainable or profitable; you can be both." The certification, along with becoming 100% employee owned in 2012, has increased employee and community awareness of New Belgium's socially responsible approach to business. Discussing the continued impact of these projects, Dana states that they "ensure the ethos developed with the current leadership team carries forward."

New Belgium's dedication to "Proving business can be a force for good" is showcased by the B-Corp certification, which they encourage of other businesses. If your business is interested in furthering its positive impact, check out the [free impact assessment](#) offered by B-Corp to see how your business scores.

Save the Date: New Belgium is hosting an open house with B Lab on Tuesday, May 12 at 6:30pm at the brewery.