



Trade Association Sustainability Resource Manual and Website Content Development Request for Proposal

Brewers Association

Overview

Brewers Association (BA) plans to develop manuals and web content containing sustainability information as member resources. BA will engage a vendor who will develop three sustainability manuals during 2012 for use by its diverse brewery members. The information contained in the manuals will also be presented on a BA developed web based home.

The manuals will be organized by topic, focusing on three areas prioritized by the BA Technical Committee (TC). The three areas of focus for 2012 are:

- Water and Wastewater treatment and volume reduction
- Energy usage, GHG reduction, efficiency and load management
- Solid waste reduction

BA brewery member businesses are diverse in size and function. The resource content will contain information and solutions relevant to small and large brewery operations, and scaled to those budgets. The manuals will contain information written to be understandable by both the technically adept, sophisticated reader as well as the relatively uninformed brewery owner seeking to learn more. Content will be chosen, organized and presented as described below in Expectations.

The successful vendor will bring substantial experience within the beverage industry and the brewing industry in particular, and will understand how to address the particular needs of relatively smaller craft brewing companies.

Scope of Work

At the completion of the project, BA will own substantive content addressing sustainability issues for use by, and of value to, its many diverse members. BA brewery member operations range in size from very small (<100 bbl per year production) to relatively very

large (>2 MM bbl per year production). Member financial muscle likewise varies accordingly. Therefore the deliverables are:

1. Written content for three manuals, delivered to BA graphics department in final form, as text or word format documents.
2. Graphic content (images, charts, tables, functional spreadsheets) in formats mutually agreed upon by vendor and BA graphics department.
3. Additional content needed for development of one or more web-based sustainability resources to be housed on the public section of BrewersAssociation.org

Content will meet expectations described below.

Work for Hire:

The work product results of this project will be considered “Work for Hire”. All content and resources will become the copyrighted property of Brewers Association for use by BA staff and members at their discretion. Brewers Association will own all copyright to the resulting work product and content.

Future Vision:

This collection may be expanded in future years with more documents dealing with additional topics, and/or updates to existing documents.

Expectations

BA requires a vendor who is knowledgeable in sustainability efforts in the brewing industry, and who will work in collaboration with BA technical, graphics and web staff, along with BA member and other breweries. Therefore,

- Vendor will foster a relationship of trust and confidence between themselves and BA;
- Vendor will possess substantial expertise in current state-of-the-art sustainability efforts and initiatives within the brewing and broader beverage industries;
- Vendor will provide qualified personnel, dedicated to the success of the project;
- Vendor will use their expertise to accomplish the work within the schedule and budget terms found in Project Information section;
- Vendor will organize topics with attributes as described in this RFP;
- Vendor will have experience surveying stakeholders (in this case BA member brewers and suppliers), in order to identify craft brewer knowledge gaps, and then fill those gaps;
- Vendor will work to understand the diverse nature of BA membership;

Proposal

Please include the following information in your proposal of 5 pages or less:

1. List and describe individuals on the team who will participate in the project;
2. List similar project experience with references including contact name and email/phone
3. Describe your approach to meeting the schedule and goals of the project defined in this RFP.
4. Describe how you will reach out to BA member brewers, non-member brewers, suppliers and vendors to identify areas of interest, knowledge gaps, and resources for gathering content and solutions

5. Describe your vision of the manuals – approx. length, amount of imagery, integration with one another
6. Describe what you need from the BA to achieve success
7. Describe the values by which your company makes decisions

Project Information

Organization and Format:

BA desires the final printed documents will have the look and feel of the Brewers Association Draught Beer Quality Manual (DQM), which can be reviewed here:

<http://www.draughtquality.org/w/page/18182201/FrontPage>

Content organization should therefore follow a similar framework when possible.

Tone and Level of Communication:

Concepts will be communicated on a level understandable by brewery members who may not be technically trained, as well as by those with advanced technical training, education and dedicated technical and/or sustainability staff. Verbiage must be developed sufficiently to accomplish this important goal. Concepts will be conveyed with heavy usage of images, diagrams, photos, drawings, tables, mathematical examples.

Attributes:

- Final content will contain solutions scaled to many sizes and types of members. For example, wastewater treatment solutions must be usable by the following brewery types:
 - Small brewpubs (1-500 barrels)
 - Large brewpubs (over 500 barrels)
 - Small brewing companies (1-5,000 barrels)
 - Mid-size brewing companies (5,000-100,000 barrels)
 - Bigger regional brewing companies (>100,000 barrels)
- Will contain solutions usable by urban, suburban and rural brewery locations;
- Will contain low cost, medium cost, and capital project-sized options. Low cost solutions would include for example areas that can be improved with changes in procedure or habit, or low cost equipment updates, with the possibility of immediate recovery of cost and savings. Medium cost solutions would include equipment replacement or upgrade options with a 1 or 2 year payback. Capital cost solutions would contain items that require 2-5 or more year payback, and possibly large scale integration with other brewery systems or wholesale changes in brewery operations
- Practical solutions will be accompanied by tools and examples which are modeled to allow estimation of ROI whenever possible
- Will contain solutions relevant to brewpubs wherever possible, which have kitchens (in addition to brewery equipment) that use significant water and energy.
- Will contain examples of actual brewery solutions that have been implemented, and list resource and \$\$ outcomes as well as regulatory outcomes

Schedule:

March 28, 2012 - Initial proposal required by BA

Early April 2012 – Vendor proposal to be chosen by BA

Early May 2012 – Vendor representative to attend Craft Brewers Conference in San Diego, CA to meet BA members, gauge areas of interest and need, and become familiar with member business attributes

May 31, 2012 – Info from CBC seminar digested and married with vendor knowledge of sustainability strategies; A plan to fill gaps ready to execute in the form of a data collection plan; primary areas of focus identified in a plan that addresses how to structure data and solutions scaled.

June 30, 2012 – Surveys concluded, results summarized. Knowledge gaps identified and process to fill these gaps initiated

July 31, 2012 – Solutions in all areas and at each brewery scale level summarized

August 30, 2012 – Report drafts submitted to BA for input and review; at this stage, the solutions in each of the three resources should be synthesized in a way that allows each document to take on a coherent structure, as well as to harmonize topically between each other

September 30, 2012 – report fine tuning with BA staff input included

The final documents will be delivered in pdf, spreadsheet and other formats to BA graphics department **no later than October 31, 2012**. Exact formats of each text, graphics and any other content will be mutually agreed upon by vendor and BA graphics and web departments. BA graphics and web departments will then convert documents into formats to be delivered to/published in a web-based home.

Budget:

\$50K is available in 2012 for development of sustainability resources for use by Brewers Association (BA) Members. \$12K additional funding is in place for web based home for these resources, to be developed in concert between vendor and BA web and graphics teams. BA Technical Brewing Projects Coordinator to coordinate and assist when possible and appropriate.

Process:

Vendor will be chosen early enough to allow a representative to attend the 2012 Craft Brewers Conference in San Diego, especially the sustainability presentation(s). Attendance will allow vendor to interact with BA members to identify and conceptualize primary areas of focus and needs, in order to best serve BA members.

Monthly status updates will be provided by the vendor to BA during development of the resources as outlined in the schedule above. Updates will be in the form of periodic project summaries, outside or in addition to ongoing correspondence between vendor and BA staff.

Payment:

Payments from BA to vendor and progress reports from vendor to BA will be roughly matched as in the following example scenario -

\$5,000 at each of the five following milestones:

5/31 – Info from CBC seminar digested and married with vendor knowledge of sustainability strategies; A plan to fill gaps ready to execute in the form of a data collection plan; primary areas of focus identified in a plan that addresses how to structure data and solutions scaled.

6/30 – Surveys concluded, results summarized. Knowledge gaps identified and process to fill these gaps initiated

7/31 – Solutions in all areas and at each brewery scale level summarized

8/30 – report drafts to BA for input and review; at this stage, the solutions in each of the three resources should be synthesized in a way that allows each document to take on

9/30 – report fine tuning with BA staff input included

A final payment of \$25,000 will be made to vendor within 2 weeks of receipt of final reports to BA in a form mutually acceptable to vendor and BA technical staff, web and graphics teams.

Benchmarking and Accreditation:

Accreditation is outside the scope of BA operations; therefore, this project is not meant to serve as the basis for an association based accreditation process, nor is it intended to become the basis of a third party accreditation process. Benchmarking processes developed or discussed will be used solely for the purpose of measuring current status within a particular brewery business with respect to specific topics, so that likely outcomes can be compared and an ROI estimated.

Measurables:

Resources will include the following information -

- Scaled solutions in each topic explored
- Actual brewery examples included whenever possible
- Non-brewing beverage industry examples included whenever possible
- Historic and current industry typical data, and likely trends going forward (for example, typical untreated and treated brewery water effluent volumes and composition)
- Historic and current regulatory information that affects operations, and likely trends going forward
- High proportion of images, charts, tables, schematics
- ROI calculations in spreadsheet form whenever possible to allow users to make quick, better than back-of-napkin decisions to implement (or not)

About the Brewers Association:

The Brewers Association is an organization of brewers, for brewers and by brewers. More than 1,300 US brewery members and 30,000 members of the American Homebrewers Association are joined by members of the allied trade, beer wholesalers, individuals, other associate members and the Brewers Association staff to make up the Brewers Association. The BA homepage can be found at <http://www.brewersassociation.org>

Purpose: To promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts.

Mission: By 2013, America’s craft brewers will have more than five percent market share, will be recognized as making the best beer in the world, will be able to obtain the ingredients and materials needed and will be politically influential enough to secure fair legislative and regulatory treatment for craft brewers. As American craft brewers, our commitment to quality, vitality and diversity will continue to invigorate our country’s impressive brewing culture. Consumers will understand and support craft beer from true craft brewers. Our efforts will not only aid existing craft brewers, but also those who would come after,

ensuring the continuing contribution of new ideas and individuals committed to a living and active beer culture.

Core Values and Beliefs: At the Brewers Association we believe in -

- Promoting and celebrating the small, independent and traditional culture of American craft brewers.
- Vigorously defending our industry.
- Supporting and encouraging the responsible enjoyment of beer.
- Providing stewardship for 10,000 years of brewing history.
- Educating brewers and consumers about the diversity, flavor and quality of beer.
- Improving the economic health of American craft brewers.
- Working to build a community of brewers and brewing enthusiasts to provide them with a unified voice.
- Promoting ethical and legal trade practices.
- Building relationships and collaborating with our industry partners.
- Fostering transparency within our own organization.

About the Brewers Association Technical Committee and Sustainability Issues:

Brewers Association members include hundreds of startup companies (which by definition are small), as well as established companies with years or decades of maturity, up to roughly 6 million barrels of annual production, and everything in between. Members include brewpubs as well as packaging breweries. As members initiate or continue to grow their operations, they need increasingly sophisticated technical information for the profitable production of beer. Cost reductions and resource use reductions that can be achieved by implementation of sustainability strategies are important to members. Craft brewers identify very closely with their local communities; good citizenship within those communities is therefore very important. While individual breweries might likely be too small to be able to afford the services of a sustainability expert, collectively they are able to do so via BA action in this project.

BA Technical Committee recently outlined the following themes which are captured above throughout this RFP:

- Provide a toolbox of topics, resource info (suppliers, knowledge), sustainability models and a set of scaled solutions for each problem (no-low cost, medium cost, capital cost). For a leading example of scaled solutions, see the [BAC manual](#), pages 85-88 out of 195 total, which outlines these different levels succinctly, and is a model to follow with regard to BA's highly varied membership in terms of size;
- Not intended to score with respect to an accreditation process, which the BA could not undertake or implement (that sort of system would have to be an outside third party). Any evaluation of current status would be done internally by a company, so they could calculate their starting point on a given area, compare to the possible ending point, determine the difference, and therefore figure out the net benefit of a particular course of action;
- For public access, including the ability to fulfill media and regulatory body requests (for example, we receive periodic requests from water districts about usage, waste water makeup, etc.);

- This project is a way to systematically tackle several topics at once, rather than one at a time over a period of years. Wastewater, water, energy, etc.

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