

Sustainability

The Business Case



SustainaMetrics.com
(800) 483-8673
info~at~sustainaMetrics.com

The Business Case

The business case for sustainability is compelling...

- * Reduced Costs and Asset Preservation
- * Increased Market Share and Revenue Opportunities
- * Stakeholder Satisfaction
- * Regulatory Compliance
- * Superior Equity Value

The Business Case Sustainability Leaders

* A survey of Newsweek's greenest companies

High Tech



- Strong GhG & toxic materials reduction program
- First major IT company to report emissions associated with supply chain
- Also very strong CSR efforts.

Tourism



- Ambitious emissions and waste reduction goals
- Pursuing green lodging designation for all properties
- Installing solar panels in parks
- Extensive CSR efforts

Manufacturing

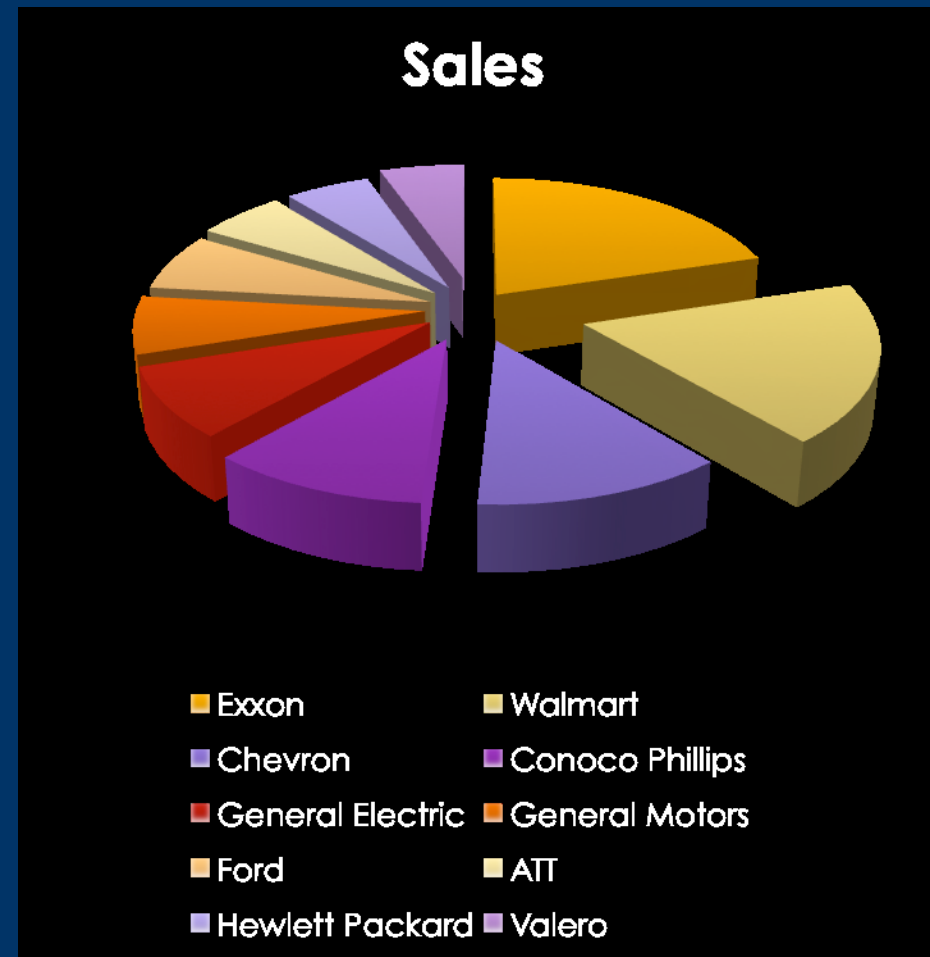


- Leader in wind turbines, carbon fiber engines, CFLs, & high efficiency appliances
- Lean manufacturing
- Aggressive GhG reduction goals.
- Supply chain impact

Sustainability Leader

Walmart - Driver of Change

- Sustainability goals:
 - 100% renewable energy
 - Zero waste
 - Only sell products that conserve resources
- * Worldwide sustainable product index. 15 questions for 60,000+ suppliers
 - * Energy & Climate
 - * Material Efficiency
 - * Natural Resources
 - * People & Community



Why Now?

Business as Usual is NOT Sustainable

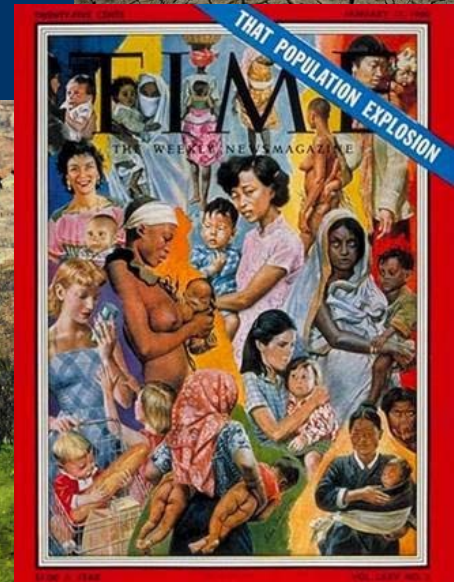
- * Urgency surrounding Climate Change
- * Competitive Forces
- * Market price for environmental impacts
 - * Higher cost of capital for non-compliance
- * New legislation upping ante on performance standards,
 - * Cap & Trade, EPA, Waxman Markey bill

Sustainability is the New Business Imperative

Its About More than Climate Change

Regardless of the Science, sustainability is the new imperative for many reasons...

- *Unsustainable debt levels
- *Growth in Demand from China & India
- *Peak EVERYTHING
- *Critical Fresh Water Shortages
- *Food Supply

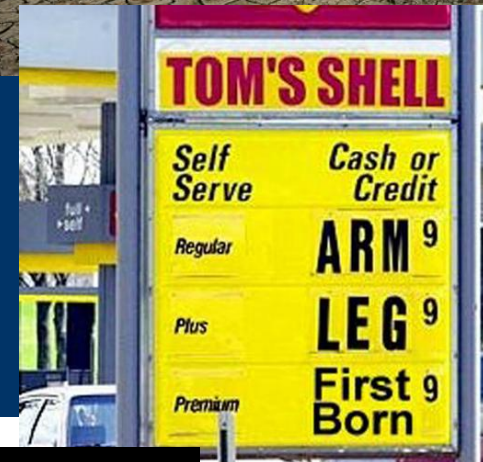


Threats to Business as Usual

- * Growing Population
- * Energy costs
- * Fossil fuel dependence
- * Persistent droughts
- * Global regulations

And the #1 threat...

- * CONSUMER
AWARENESS!



Opportunities for sustainability

- * Change!
- * Create meaning
- * Operational cost savings
- * Strong LOHAS segment
- * Unsolicited PR from efforts
- * Create healthier work environment and attract quality employees



What Does Sustainable Mean?

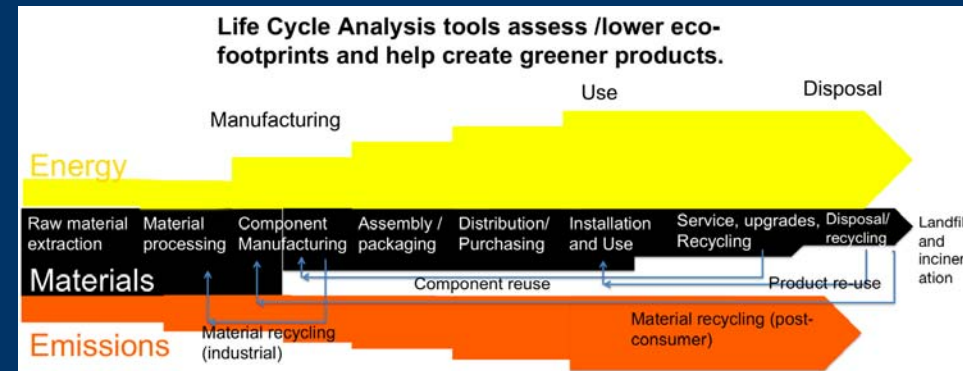
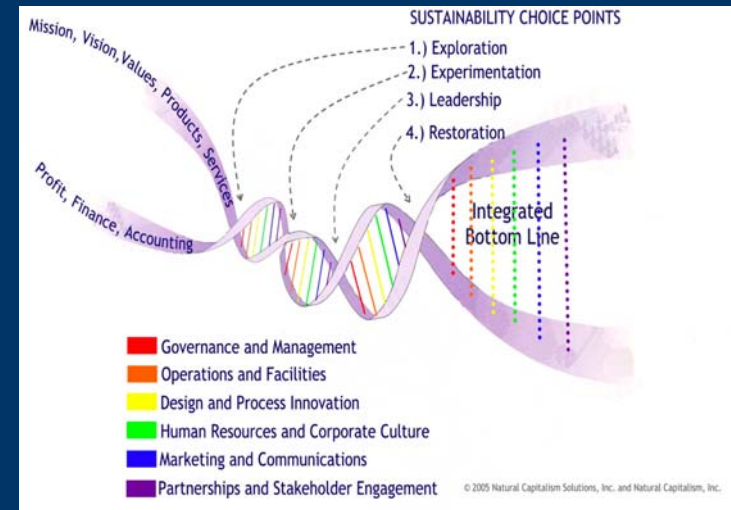
Simple Concept

Staying in Business Forever

- * Take Care of People & Assets
- * Minimize Negative Environmental Impacts
- * Use Resources as Efficiently as Possible
- * Eliminate all types of waste
- * A durable transparent brand

Pathways to Sustainability

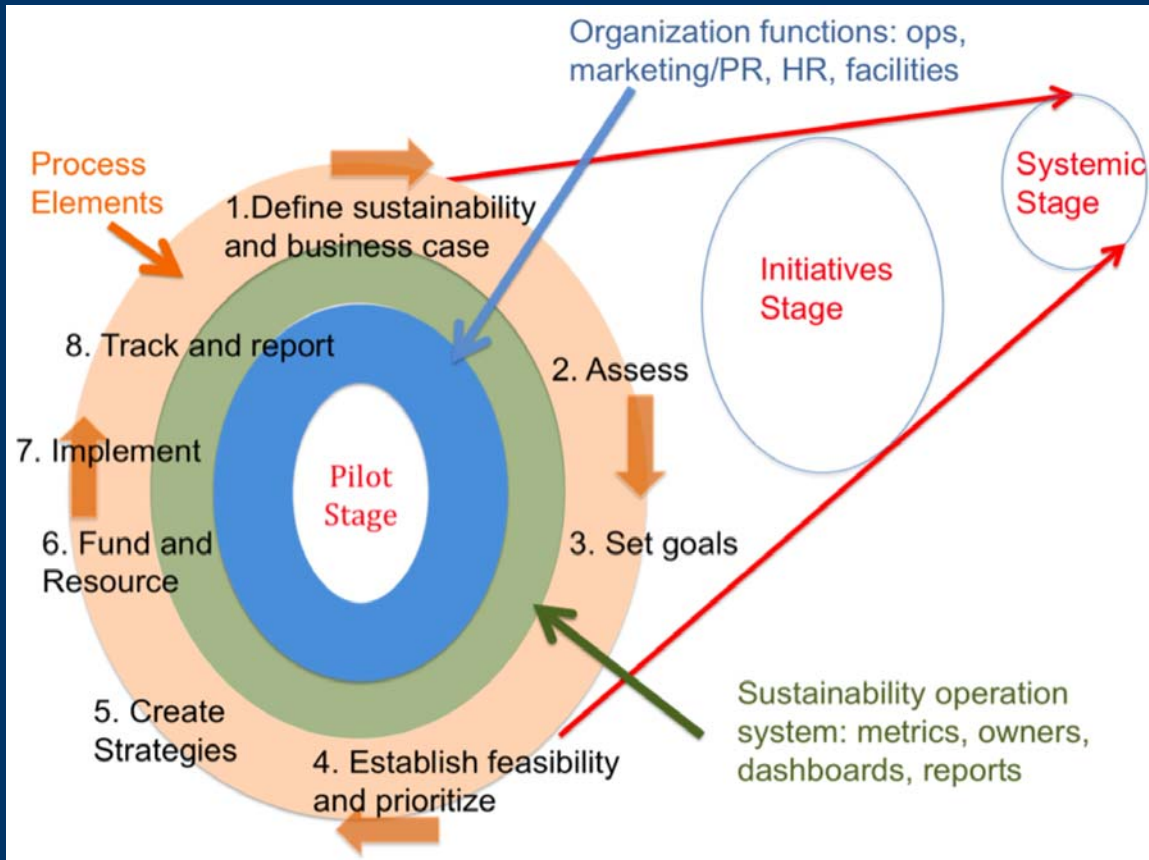
- * Frameworks:
- * Natural Capitalism
- * The Natural Step™
- * Integrated Triple Bottom Line
- * Cradle to Cradle
- * Holistic Management



About Sustainametrics

- * A boutique sustainability intelligence and consulting firm focused on mid-sized businesses and government entities.
- * Our Core Belief: building business value and mitigating risks through sustainability is the best way to achieve the strategic goals of your organization.
- * Our Core Competencies
 - * Sustainability plan development
 - * Energy and Greenhouse Gas Management
 - * Materials, Water and Waste Management
 - * Green Certification
 - * Green Branding

Approach



- * The Sustainametrics approach...
- * Engages at any level of evolution
- * Works on initiatives as a member of the task team
- * Installs a sustainability operating system (SOS)

Sustainability Plan Development

- * Management Training Workshops
- * Assessments, Audits, and Benchmarking, Performance Metrics
- * Sustainability Reporting, GRI reporting, Key performance indicator Dashboards
- * Regulatory, Legal, Compliance and Legislative issues
- * Revenue-Generating Partnerships
- * Competitive Landscape and Positioning
- * Business Models, Financial Projections
- * Stakeholder Mapping

Energy & GhG Management

The Sustainametrics team is trained, certified and experienced in best practices for Energy & Greenhouse Gas Management

Energy Management

- Energy audits & efficiency plans
- Energy Purchasing
- Commissioning
- Efficiency Retrofits
- Renewables

Greenhouse Gas Management

- Carbon Foot printing
- Inventories
- Mitigation & Reduction
- Carbon markets
- Climate Action Plans

Materials, Water & Waste

- * Lean and Green is the new imperative for sustainable business. Sustainametrics provides expertise to build efficiency into business.
- * Waste Audit and Reduction Strategy
- * Lean Operations
- * Recycling and Reuse programs
- * Sustainable product design
- * Water Conservation and Management

Green Certification

Green Certification adds credibility to your brand and validates environmental efforts. Sustainametrics will guide you through the certification process

Certification requirements, assessments, documentation, application, and fulfillment assistance

- * LEED
- * US EPA Energy Star
- * Green Seal
- * B Corp



Green Branding Strategy

- Green Branding is critical to leverage environmental efforts into increased revenues
- Sustainametrics helps develop a green branding strategy that...
 - * *Is transparent, Engages deeply with customers, is meaningful and...*



... becomes iconic



People will forget what you say, but they never forget the way you make them feel

Why Sustainametrics

- * 150 years of experience in sustainability, energy, lean manufacturing, eco-branding, LEED certifications, environmental engineering
- * Cost effective expertise at leverage points in plan creation and execution, less expensive than FTE
- * Can act as outsourced Director of Sustainability but with deeper experience, team resources and network connections
- * Systems approach that leverages interconnections between economic, social and environmental performance

The Sustainametrics Team...



Top row from left: Mike Harrison, Kristin York

Bottom row from left: John Mascarenhas, Chris Yalonis, Mike Olson, Doug Carter

* Sustainametrics.com

* (800) 483-8673

* info@sustainametrics.com