



Use **Green** (sustainability certification) to make **Green** (\$\$\$\$'s)!

Per a MIT Sloan / The Boston Consulting Group survey, the top challenges, in order, facing your business:

- Achieving competitive differentiation
- Reducing costs and increasing efficiencies
 - Growing revenues
- Attracting, retaining and motivating talented people
- Profitably acquiring and retaining customers

The Business Leader Respondents then reported the top benefits of pursuing sustainability:

- Improved brand reputation
- Better innovation of offering
- Improved perception of how well company is managed
 - Increased competitive advantage
 - Reduced costs

They then listed the top areas where new profit is created from sustainability:

- Innovation advantage
 - Intangibles
 - Cost advantages
 - Price premiums
- Outsized market share due to sustainability positioning

Summary of Our Role

- We took the world's Gold Standard for sustainability certification – the ISO 14001:2015
- Customized it for SMEs (small to mid-sized businesses), to dramatically lower the cost
 - Added promotion of the certification for you, to drive sales/revenues/image
- Added an employee performance enhancement program, using Neuro Regulation
 - Gained United Nations publication, which you can participate in

End Game – Value to You, the Business Owner/Manager

- Differentiation from competition, positively impacting sales
- Improved employee health, wellness, attitude and performance
- Improved financial performance (lower costs / higher revenues)
- Improved valuation / brand image / public image / market influence
 - Energy savings pay for certification cost

Call 844-722-3937 or email dgoodman@edenark.com to learn how you can use **Green** to make **Green**!