



**Doing the Right Thing can lead to a Good Thing!**

**Will you be a market share Giver or Taker in 2020?**

**Per a number of studies/reports, there is a growing +\$1 Trillion gap between consumers looking to move their business to certified sustainable organizations....and the availability of same.**

**Somebody is going to take that business.**

**Summary of Our Role**

- We do the work to get you certified as sustainable
- We help you find/regain competitive differentiation
- We help you lower your operating costs and improve efficiency
- We help you promote the certification, driving sales/revenues/image
- We help you attract, retain and improve the performance of, key employees
  - We help you profitably acquire and retain new customers
  - We allow you to participate in our United Nations program

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

- It is the right thing to do
- 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

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