



Doing the Right Thing can lead to a Good Thing!

Per MIT / The Boston Consulting Group, the biggest challenge facing your business is
competitive differentiation

Yet, per Cone Communication / Ebiquity Global CSR,

84% of consumers seek certified sustainable companies...

**...and, per Forbes, 87% of the largest buying group (19 – 39) will buy from, and be loyal to,
a certified sustainable company...**

**...and per a number of studies, including Unilever, there is a +\$1 Trillion gap created by consumers
searching for, but not yet finding, certified sustainable companies**

**So...you need to show you are different ...there is over a Trillion dollars looking for certified sustainable
companies...becoming certified sustainable is the right thing to do...your costs go down; your employees
become more productive; your sales, margins and value go up...and you are waiting for....?**

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

Call 844-722-3937 or email dgoodman@edenark.com