

## Green Certification

“Integrity is the essence of everything successful”

R. Buckminster Fuller



### The Sustainametrics Edge

Our mission is to help our clients thrive in a rapidly changing world that demands a broad systems perspective, specific client insight, innovation, flexibility, and action.

Sustainametrics professionals help you anticipate changes in local and global regulations, customer expectations, supply chain issues, and the cost of doing business in a resource constrained world.

Our experts design collaborative implementation plans that utilize proven solutions and best practices for maximum competitive advantage.

We advise on metrics that make sense for your business to monitor and drive effective behavior change and enhanced performance.

We facilitate buy in from internal and external stakeholders to ensure the ongoing execution of plans.

## Build reputation, capture eco-efficiencies, and drive sustainability with Green Certification

Today's environment is litigious, transparent and highly competitive. Sustainability is fast becoming imperative not only to business strategy but the company's bottom line as well. Certification is the first step to embedding, capturing, and promoting the benefits of sustainability.

### Challenges

Sustainability is transforming the competitive landscape as companies change the way they view the business impacts to their Triple Bottom Line – People, Profit and Planet. Companies that adopt sustainable business practices and certify their efforts will enjoy a long-term competitive advantage in their industry. A respected green certification tells the values driven consumer and employee that a product or business has been endorsed by a trusted source, and drives adoption of efficient business practices proven in the marketplace.

### Solutions

Sustainametrics specializes in Leadership in Energy and Environmental Design (LEED) and Green Seal certifications, and are schooled at identifying complimentary certifications with geographic or industry appeal. Our professionals guide you through the certification process and help devise metrics and feedback systems that drive behavior and take you beyond compliance. A LEED or Green Seal certification sends a very clear message. It is a mark of quality assurance and affirmation of commitment to environmental responsibility. Solutions and Approach

Why LEED and Green Seal? LEED is the most widely recognized standard for certifying green buildings. Because buildings consume massive amounts of energy and water and are the largest emitters of greenhouse gases in the U.S., LEED elements are beginning to provide the framework for regulations and permitting in a growing number of cities, municipalities, state and federal government. The

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rating system provides guidelines for design, construction, and building operations for both new and existing buildings. As increasing costs of energy drive more efficient building and retrofits, and building energy usage disclosures are adopted, LEED certification will be a valuable asset for your business.

Green Seal is a non profit organization established in 1989



to provide credible and transparent science-based environmental certification standards. Green Seal has certified hundreds of products and services from major companies and covers over 40 product and service categories. A Green Seal certification can power an aspiring

brand and give “green” credibility to established businesses.

Collectively, LEED and Green Seal offer the most established and recognized third party certifications available for real estate, consumer products, retail, and hospitality businesses.

### Approach

Our approach is to energize and engage your team around the benefits of certification. We facilitate an interactive learning session about the targeted certification and its potential impact on your business. This is followed by a baseline assessment and a carefully customized implementation plan to achieve the appropriate level of certification in alignment with the company’s goals. Typically the certification process

results in unanticipated and additional benefits with respect to cost reductions, process improvements, and public relations opportunities. Our approach also unites the team around a common goal and builds trust and pride throughout the enterprise.

### Benefits and Deliverables

LEED and Green Seal certifications will help your business gain traction with your market and stakeholders by addressing concerns such as product safety, efficiency, and business performance. By engaging your team in the process it increases levels of commitment to the business. A LEED or Green Seal certification is a stamp of approval that distinguishes your brand in the marketplace and provides valuable public relations opportunities.

The most compelling benefit to forward thinking companies is when sustainability becomes a core business strategy. Employees become inspired to be entrepreneurial and engaged at work. Also, market forces are anticipated and new opportunities are identified providing a significant competitive advantage for early adopters.

As part of our deliverable package, we work with your team to provide:

- Baseline Assessment
- Customized Certification strategy
- Certification process map
- Metrics and Dashboard
- Training and Facilitation
- Public Relations assistance

Sustainametrics provides consulting expertise, web based tools and knowledge bases to businesses and government agencies to help them achieve high sustainability performance. Services include research/planning and assessments, energy/climate program planning, foot-printing, water/carbon/waste reduction, environmental risk mitigation, eco-market opportunity analysis and strategies for revenue growth, green product brand enhancement, organizational change management/training on best practices in sustainability.

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