



sustainnovation

CONSULTING

What is sustainability?

Sustainability is generally defined as meeting human needs without compromising the ability of future generations to meet their own needs. Put another way, sustainability is the capability of maintaining an enterprise that prospers while preserving social justice, and without compromising the environment.

Why is a sustainable strategy important for my business?

Shareholders and consumers now place the climate crisis high on their agenda, increasingly holding corporations accountable for many of the environmental challenges confronting our society. As a result, businesses now face a new challenge and responsibility: to minimize their environmental impact while maintaining profitability. The standard guidelines for success in the marketplace are shifting, and **companies must find new ways to adapt** before they face competitive disadvantages, adverse publicity, or even denial of markets and product bans.

According to a new report from Innovest Strategic Value Advisors, **companies addressing climate change proactively tend to make more money**. The 'Carbon Beta' study states that *“companies minimizing risks and seizing opportunities associated with climate change financially out-performed their same sector peers over the past three years -- with the premium growing over time as carbon regulations tighten around the world.”*

Sustainnovation Consulting recognizes this new landscape and has positioned itself to provide sustainability guidance to those businesses that realize they must embrace sustainability in order to survive in the turning tide. Sustainnovation Consulting has developed a structured framework and full suite of services to help businesses make the shift to a more sustainable operating model.

Sustainnovation Consulting empowers businesses to establish sustainable strategies, practices, and products that are of genuine value to customers, society, and the environment.

Benefits to your business:

- **Improved bottom line**
- **Reduced carbon footprint and reliance on fossil fuels**
- **Genuine sustainability efforts that will improve public image and credibility**
- **Heightened employee pride and morale**

Sustainnovation Consulting will provide your business with:

- A team of credible industry experts to identify business strategies that support your interests to become more sustainable
- Educational seminar and workshop series on “sustainability”
- Assessment of your existing operation from a systemic sustainability perspective
- Opportunities to reduce and/or eliminate waste, toxic materials and their associated costs
- Tools and processes for superior environmental product design
- New energy efficient solutions for the operation with ROI metrics
- Project Management on your project from start to finish

Sustainnovation Consulting applies:

- Cost reduction strategies
- Proven methodologies
- Adaptive systems
- Systems-wide, cross-functional business analyses
- Organic-based solutions

For further information,
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