



SUSTAINABILITY SERVICES

YOUR PATHWAY TO "GREEN"

Helping you grow... ***SUSTAINABLY***

SUSTAINABILITY SERVICES:

- "Green" Scouting
- LEED Credit Analyses
- Carbon Footprint Reduction Strategies



Sustainable business practices are widely being promoted through regulatory environment changes in our dynamic and fluid economy. Business leaders who embrace the change are provided an opportunity to create a competitive advantage, increase market share, reclaim margin, innovate, and save costs by making reductions to environmental impacts and treating employees well.



Carbon Footprint Reduction Strategies

Helping define, develop, and execute strategic 'green' initiatives, MB's Carbon Footprint Reduction Strategy service will help shape the long term direction of your company. We provide strategic business analysis, strategy development and implementation guidance to help you achieve the maximum impact on your top and bottom lines. The core of this service helps to sustain the environment for future generations by incorporating 'green' techniques and solutions where applicable and eliminating wastes throughout your business process from supply chain to customer delivery. The aim is to help you lower your carbon footprint, thus improving customer and enterprise value while expanding the breadth of your company's future.

The key focus of this program is reducing your carbon footprint. Carbon equivalents are the means in which we will measure improvements. We will calculate your carbon footprint at the start of the transformation process and measure it after each major milestone. This key measure is the metric used for financing, tax incentives, and trading credits. Additionally, our carbon footprint measuring tool is accepted by the EPA.

“Sustainability” is about ensuring long term business success while contributing towards economic and social development, a healthy environment and a stable society”

- Ethos Institute

“Future generations are likely to view the current times as a pivot point, when old frameworks were discarded and new ones began to emerge. They might describe that pivot point as a “reset,” when business as usual was no longer possible, and new ways of thinking and acting were needed”.

- BSR Report 2008

Green Scouting

Green Scouting is a service whereby we scout for 'green' solutions for your products or processes. We act on your behalf and search universities, federal labs, and the private sector for solutions. Not only do we find the solution but we qualify them as well - our deliverable is a completely vetted qualified solution. In just 8-10 weeks, we can scout and deliver solutions to you.

Our network of 'green' providers make us very efficient in finding the right solution for your needs.

We have years of experience scouting and sourcing materials and methods to help businesses “green” their existing products or processes. The result is increased sales and marketing opportunities and reduced manufacturing costs.

LEED Credits

Building energy consumption represents one of the largest sources of carbon emissions. To that end, the United States Green Building Council has developed a rating system for determining the energy efficiency and environmental impact of buildings (new or renovated). This system, named the Leadership in Energy and Environmental Design (LEED), has become the

benchmarking standard for building efficiency.

So why should I care? Well, the total LEED points associated with a building are made up of the individual point contributions of the construction components - from the foundation, to the lights, to the doorknobs. All of these things can contribute points toward LEED ratings. Many small businesses that make items that are used in buildings are unaware that their product can contribute points. This is where we can help - we will look at the product make-up and the manufacturing

process and quantify how many LEED points your product could contribute to a building.

Being able to contribute LEED points gives a significant marketing advantage over your competition. Builders and architects are more likely to buy a product that has outlined its LEED contribution than those that do not. We will do all of the

documentation work and provide you with a nice marketing packet you can use to promote your product in the LEED community.



Small businesses that “connect the dots” early in the emerging global marketplace adoption of sustainability practices, driven by natural resource needs, will position themselves for success in the new politically driven low carbon economy.



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