



True Market Solutions

Sustainability Circles™: Accelerating your sustainability efforts



What we hear

“My energy and resource costs are going up and there’s no end in sight.”

“If our employees were more engaged, I know we could be more effective in reducing waste and improving profits.”

“We need to find better ways to stand out from our competitors and lead in our industry.”

“Customers and stakeholders are asking about sustainability. I don’t know what to tell them.”

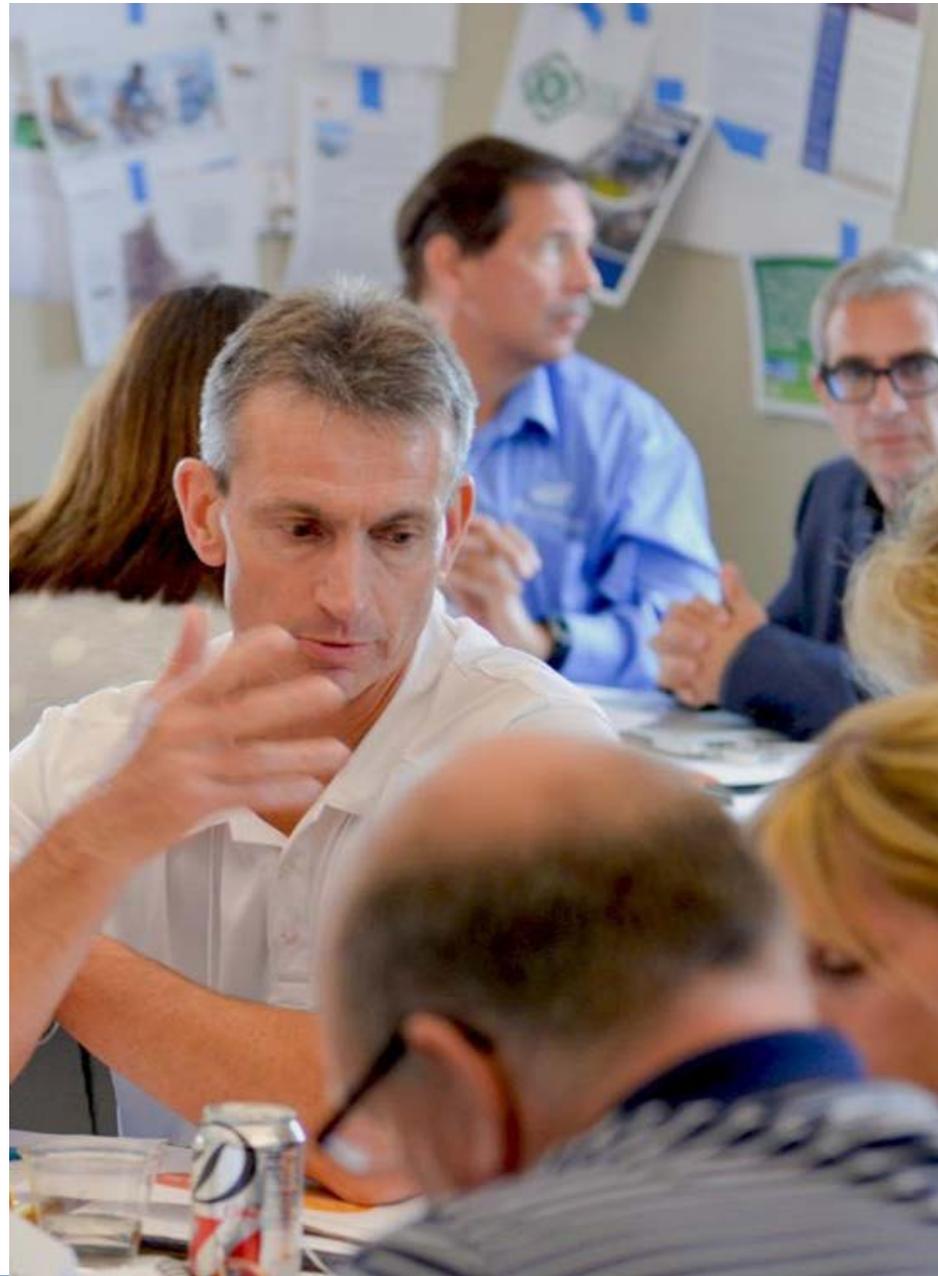
I know there is a more sustainable way to run our business, but I’m not sure what steps to take.”



A new way to focus on your business

A True Market Solutions Sustainability Circle™ is a guided path to embedding sustainability that:

- ▶ Leverages what you have already done
- ▶ Generates high impact initiatives
- ▶ Engages your employees
- ▶ Allows you to learn from others in your community
- ▶ Is priced right



Commercial Circles: *Average Per Company*



28 initiatives



\$288,544



1,412,042 kWh



5,277 Therms



2,270,584Gal

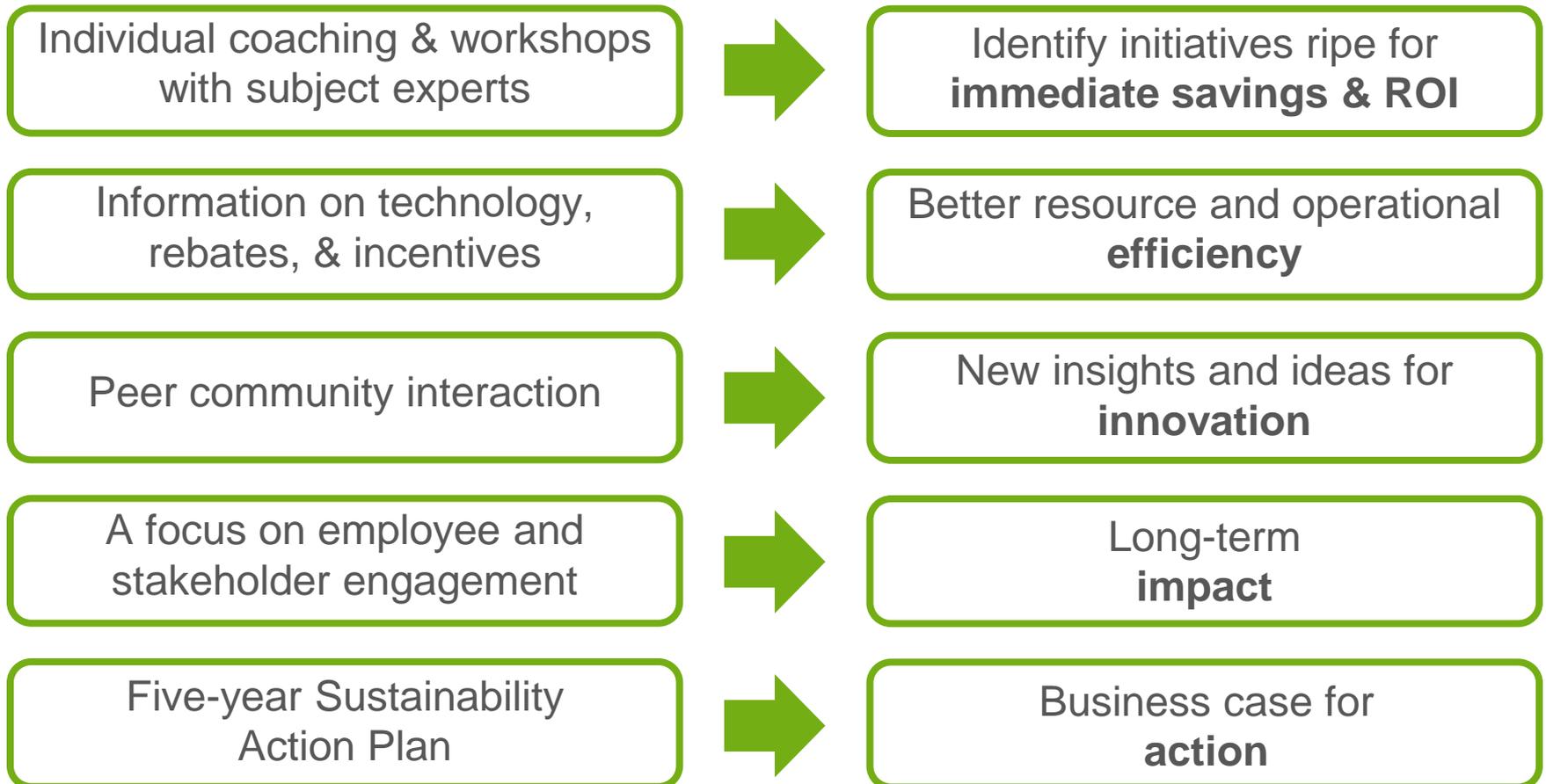


1,002 tons

- ▶ Projected average number of initiatives and average projected five-year **annual savings per organization** from organizations participating in our 7 most recent Circles as of January 2015.
- ▶ Additional achievements:
 - ▶ New product & service development
 - ▶ Enhanced employee engagement
 - ▶ Increased community standing
 - ▶ Greater job satisfaction

What you get

Over the course of six months:



“ This is a great way to put momentum behind your sustainability efforts. The information, the coaching, help from your cohorts will put you in a good position to move forward. It will help you improve your employee engagement, promote your brand, and insure higher profits by helping you find better ways to do what you do. ”

Gary Onstad, Product Developer, The Ken Blanchard Companies
Circle Participant

The Peer Circle Advantage

Shared investment

- ▶ 10 companies
- ▶ \$ per company
(with utility sponsorship)

Shared initiative ideas

- ▶ Inspiration and suggestions from experienced peer community
- ▶ Expansion of your network
- ▶ Tours of company facilities

Coordinated Timing

- ▶ First session date is fixed (date)
- ▶ All other dates determined by the group



Sustainability Circle Participants



Success Story:

Mi Rancho Tortilla Factory

- ▶ **Background:** Established in Oakland in 1939 and relocated to San Leandro, CA, Mi Rancho produces premium traditional and artisan tortillas for foodservice and retail.
- ▶ **Opportunity:** Company was looking for effective ways to save money that offered a good return on investment.
- ▶ **Results & Benefits Highlights:**
 - ▶ Overall ROI will generate savings of \$1.05mm over 5 years (Waste \$375,000; Lighting \$200,000 over 5 yrs)
 - ▶ Master Carton = \$450K over 5 years
 - ▶ 500K lbs of organic waste sent to hog farms annually as opposed to land fills.
 - ▶ Waste prevention initiatives will reduce organic waste: 200K lbs in next 12 months.
 - ▶ MR will achieve a waste reduction of one million pounds in the next 5 years.
 - ▶ Retrofit lighting for warehouse and production area. (sensors)
 - ▶ Installed sensors for all offices.
 - ▶ Environmental Impact: Next 5 years will reduce CO2 emissions by 811,229 lbs.
 - ▶ GHG equivalencies = 64,900 gal/gas.
 - ▶ Footprint reduction from lighting of 63%.

*“We are **saving about \$200,000 annually** due to the initiatives that we have implemented. Attending this sustainability circle is actually giving me a different way of looking at things so that we can continue to reduce our costs internally.”*



Success Story:

The Ken Blanchard Companies

- ▶ **Background:** Global leaders in workplace learning, productivity, and leadership effectiveness best known for their *Situational Leadership® II* program—the most widely taught leadership model in the world.
- ▶ **Opportunity:** Green Team in place since 2003. Ambitious long-term goals for 2020: 50% reduction in CO₂, 50% renewable energy, and 75% less waste. Desire to focus on business advantages of sustainability including brand differentiation, increased profitability, and employee engagement.
- ▶ **Results & Benefits Highlights:**
 - ▶ Newly released version of flagship product is 40% lighter, with significant savings and improved value through less material, lower shipping costs to customers, better design, and better product
 - ▶ Joining the Circle changed internal mindset and the cultural thinking around decision-making, refocusing the decision-making toward the triple bottom line
 - ▶ Action plan provided greater empowerment to bring solutions to the table

“Our customers are asking us frequently about our sustainability plans in RFPs, and our response is being very well received. It increases interest in upgrading to our newer products, enhancing revenue opportunity!”

Ken^{THE}**Blanchard**
COMPANIES

Success Story:

Hunter Industries

- ▶ **Background:** Family-owned global company providing high quality, efficient solutions for the irrigation, outdoor lighting, and custom molding industries. Nine-building corporate campus with 6 sister offices on three continents, headquartered in San Marcos, CA since 1981.
- ▶ **Opportunity:** Sustainability practices alive in every aspect of Hunter's business, including facilities and manufacturing processes, with established internal sustainability team. Joined Circle to see the details of what other companies are doing. Appealing to know they weren't jumping into something that hasn't been done before.
- ▶ **Results & Benefits Highlights:**
 - ▶ Estimated \$140K+ annual cost savings within 4 years (over \$36K/yr within 6 months)
 - ▶ Action Plan provided a vehicle to present findings to the Board
 - ▶ A framework benefitting existing long-term planning efforts and adding a necessary short-term value component
 - ▶ Significantly increased engagement and broader involvement through the company

“The real highlight was the engagement we were able to create at Hunter with a broader involvement through the company.... The level of engagement will increase the pace of our progress.”

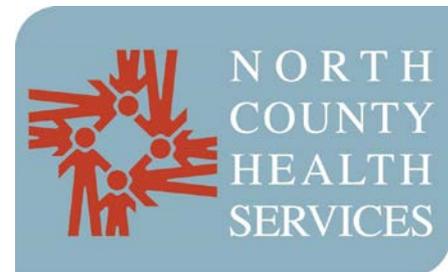


Success Story:

North County Health Services

- ▶ **Background:** Private not-for-profit organization serving over 60,000 patients annually at 10 community health centers in Carlsbad, Encinitas, Oceanside, San Marcos and Ramona. 500+ employees guided by their passion to serve the community.
- ▶ **Opportunity:** Wanted to take a holistic look at opportunities beyond just recycling, including retrofitting current older facilities. The 84,000 sq. ft. NCHS headquarters building, for instance, has no lighting controls or programmable thermostats, with most lights & HVAC on 18 hrs/day, 6 days/week, regardless of occupancy.
- ▶ **Results & Benefits Highlights:**
 - ▶ Decrease trash volume 50%, diverting approximately 211 tons of solid waste from the landfill, saving an estimated \$4000/yr
 - ▶ Estimated \$60K savings through HVAC unit replacement
 - ▶ Identification of future upgrade opportunities (windows, insulation, etc.) supported by on-bill financing through their utility
 - ▶ Highly motivated and inspired internal NCHS Green Team including Marketing Department

“Going into this I thought it was just about energy. But it’s financially responsible; it’s resource responsible. There are opportunities to run your business more efficiently at no extra cost. In the end, you have a story to tell to your customers, and you have money in the bank!”



Comprehensive Curriculum

Business Environment

- Business Case for Sustainability
- Sustainability Value & Strategy
- Green Practices: Transportation & Travel
- Responsible Procurement/Supply Chain
- Sustainability Marketing & Communications
- Sustainability Metrics & Reporting
- Utility Programs & Incentives

Social Environment

- Gaining Management Buy-In
- Action Plan
- Green Teams
- Employee & Stakeholder Engagement
- Building the Innovation Culture
- Customer Engagement

Energy & the Built Environment

- Lighting
- Integrated Systems Design for Buildings
- Office Measures [Plug Loads, Computer Equip., Green Cleaning, Paperless Office] HVAC
- Waste Reduction
- Renewable Energy Options

Natural Environment

- Watershed, Water & Wastewater
- Eco-system Services
- Climate Change & the Business Interface

Next Steps

- 1. Identify organizations in your area to participate**
- 2. Engage with organizations and TMS to sign up for this Circle**
- 3. Meet with our head coach/assistant coach to do an organizational review**
- 4. Welcome dinner and launch in February/March, 2015**

Find out more

Customer Case Studies

www.truemarketsolutions.com/success-stories/

Sustainability Circles Details

www.truemarketsolutions.com/sustainability-circles/

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