



Use **Green** (sustainability certification) to make **Green** (\$\$\$\$'s)!

What will your share of the +\$1 Trillion Sustainability Opportunity be?

Per a number of reports, the vast majority of consumers do not believe a company's sustainability claims if not verified or certified.

Per a study by Cone Communications / Ebiquity Global CSR, 84% of consumers seek products from sustainable companies; but many feel there is a lack of sustainable company availability.

Per Unilever, 33% of consumers have found, and are purchasing from, sustainable companies. Internally, within Unilever, divisions that are already sustainable are growing 30% faster than divisions that have yet to become sustainable.

Per Unilever, the opportunity gap created by people searching for, but not yet finding, certified sustainability companies, is +\$1 Trillion.

Who will fill that gap?

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

- 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 Learn how you can use **Green** to make **Green**!