



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

## What Sustainability Standard is the World Using?

Per the 2018 GRESB study of 79,000 businesses and buildings, totaling \$4 Trillion in value, and owned/managed by the world's top 900 ownership/management companies:

The use of an aligned or certified Environmental Management System (EMS) framework, such as ISO 14001, provides assurance to both the business and external stakeholders that environmental impacts are measured and acted upon using a recognized and proven methodology.

- In 2018, more than 70% of participants have an EMS in place.
- In more than 80% of the cases, the EMS is aligned with ISO 14001.
- More than a third of the EMS systems aligned with ISO 14001 are certified.

We are seeing organizations interested in the cost-reduction benefits of our standard, simply aligning with 14001; but those that want cost savings AND revenue enhancement, pursue the full certification.

### Summary of Our Role

- We do the work to get you 14001 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](mailto:dgoodman@edenark.com) Learn how you can use **Green** to make **Green**!