



## **Doing the Right Thing can lead to a Good Thing!**

### **HAVE YOU DONE EVERYTHING TO IMPROVE YOUR 2020 MARGINS?**

Per Nielsen, a certified sustainable company, promoting same, enjoys a 5% year-on-year price increase. Its non-sustainable competitors grow prices 1% year-on-year. If you are not a certified sustainable company, and enjoying the promotional benefits of same, you are leaving 4% on the table, year-on-year.

### **HOW WILL YOU DIFFERENTIATE YOUR BUSINESS IN 2020?**

Per MIT / BCG, the biggest challenge facing your business is competitive differentiation. Yet, per Cone Communication / Ebiquity Global CSR, 84% of consumers seek certified sustainable companies.

### **HOW WILL YOU INFLUENCE THE LARGEST BUYING GROUP?**

Per Forbes, the largest buying group (the 19 - 39 year olds) disbelieve 99% of all traditional advertising – anything a company says about itself or its products, without a 3<sup>rd</sup> party verifying same, is rejected as a false claim. Further, per Forbes, before visiting a company or purchasing a product, they review a company's environmental standing and 9 out of 10 (87%) of them will then purchase from, and remain loyal to, a company that has proven its environmental standing.

### **WILL YOU BE A MARKET SHARE GIVER OR TAKER IN 2020?**

Per Unilever, there is a +\$1 Trillion gap between consumers looking to move their business to certified sustainable organizations....and the availability of same. Somebody is going to take this business.

### **ARE YOU TOO BUSY TO TAKE BUSINESS FROM COMPETITORS?**

Per A. T. Kearney, sustainable companies outperform their peers by 15%. Yet, the top reason executives give for not pursuing sustainability is, "I'm too busy."

#### **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 increase margins  
We help you promote the certification, driving sales/revenues/image  
We help you profitably acquire and retain new customers

#### **End Game – Value to You, the Business Owner/Manager**

First off, it's the right thing to do  
Differentiation from competition, positively impacting sales  
Improved financial performance (lower costs / higher revenues)  
Improved valuation / brand image / public image / market influence  
Designed and priced for small to mid-sized businesses  
Call 844-722-3937 or email [dgoodman@edenark.com](mailto:dgoodman@edenark.com)