



## Edenark Group Partners with Intengine to promote its Certified Sustainable Clients

Edenark Group (<https://edenark.com/>), the world's premier environmental sustainability certification program for SMEs (small to mid-sized enterprises) has partnered with Intengine (<https://intengine.com/>), the world's largest database of social and environmental certifications, to provide an additional channel for Edenark Group ISO 14001 certified organizations to promote their services to B2B/B2C consumers seeking certified sustainable alternatives.

"7 out of 10 consumers will move their business to a certified sustainable company if they can find one," said David Goodman, CEO of Edenark Group. "Besides helping our clients become certified, we also help them promote that certification. This partnership with Intengine furthers that cause by giving our clients more exposure to consumers looking to move their business to certified sustainable alternatives."

"We love the Edenark Group model," said Ravi Virpal, Director of Sales & Partnerships for Intengine. "They don't just assist their clients on the expense side of the P&L by helping lower costs; they also help on the revenue side of the P&L. This matches up perfectly with intengine; we have global reach, +120,000 registered companies on our platform, +200,000 individuals in monthly outreach, and 52% of these people are corporate decision makers."

Virpal continued, "Edenark Group is getting its clients in front of thousands of decision makers looking to move their purchases to certified sustainable companies. We support this. Putting our money where our mouth is, we are offering Edenark Group clients significant discounts on our various programs, enhancing the ROI benefit to them."

Added Goodman, "Three-quarters of Gen X and Gen Z – that account for 64 percent of the world population – consider a business' sustainability to be more important than its brand. 25% of consumers have already made purchase decisions based on a company's proof of sustainability, which is why certified sustainable companies are growing so much faster than their non-certified peers. The next 25-35% of consumers, the Early Majority, are in play right now. We appreciate the partnership with Intengine as it puts Edenark Group ISO 14001 certified companies in front of corporate decision makers who want to move their purchases to certified sustainable vendors due to consumer demand, client demand, regulatory demand....or just because it is the right thing to do."

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