



THE SUSTAINABILITY SHORT COURSE

IMPROVING PROFITABILITY THROUGH SUSTAINABLE PRACTICES

The *Sustainability Short Course™* program curates and convenes subject matter experts, distills essential value and delivers it in a convenient, affordable, fast-paced and results-oriented manner. Through presentations, interactive exercises and peer-supported learning, the program offers a *profitability road map*, early wins and ongoing guidance specific to the needs and opportunities of each organization.

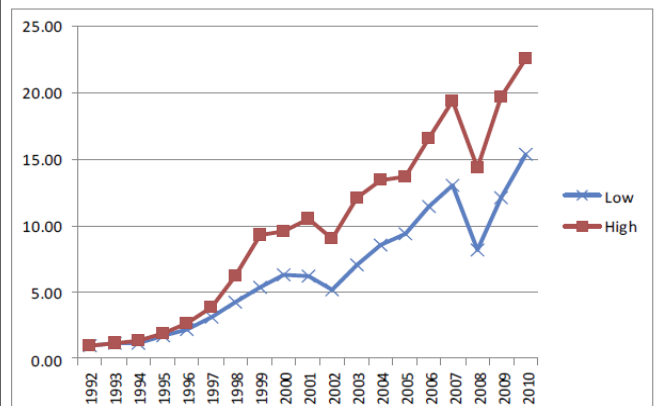


EXPECTED COURSE OUTCOMES

- Increased profitability and competitiveness
- Development of a *profitability road map*, tailored to each business's needs and opportunities, with 10-30 initiatives across a range of functions, to guide profitability
- Creation of a cross-functional asset optimization team
- Completion of at least one energy efficiency project and one other project in the first six months
- More engaged and satisfied employees
- Benefits for employees and their families from comprehensive curriculum 'multiplier effect'
- Building of the business brand
- Satisfied course participants as measured by a survey
- **Increased profitability through sustainability**

HIGH SUSTAINABILITY COMPANIES OUTPERFORM LOW SUSTAINABILITY

Evolution of \$1 invested in the stock market in value-weighted portfolios.



Based on a matched sample of 180 cross-sector companies compared on integrating social and environmental policies in their business model and operations (culture), on a voluntary basis. Robert G. Eccles, Ioannis Ioannou, and George Serafeim, "The Impact of a Corporate Culture of Sustainability on Corporate Behavior and Performance," HBS working paper 12-035, Nov. 25, 2011. <http://www.hbs.edu/research/pdf/12-035.pdf>.

COURSE DESCRIPTION

Hybrid design - blended classroom and online instruction to balance personal interaction with efficiency and affordability

10 businesses per course, 2 representatives per business

Course length: 3 days of classroom instruction over 3-month period, plus additional monthly online curriculum and support over 12 total months to ensure success

Kickoff Dinner - Keynote speaker, course overview and inspiration

Session 1 - full day classroom

Session 2 - one month later; full day, working lunch

Session 3 - one month later; full day plus lunch or dinner milestone celebration

Onsite visit and facility walkthrough, energy survey and report by a Certified Energy Auditor

One-on-one coaching with each business

Two hours per organization of energy efficiency project calculations and support

Tools, exercises and resources to guide participants, enhance innovation and support profitable outcomes

Development of commerce, camaraderie and community among course alumni

Total Classroom Length: 3 Days

Course Fee: \$3,000



PROFITABILITY

For businesses and organizations wanting to take a leap forward in asset optimization, employee engagement and profitability, the *Sustainability Short Course™* offers a solution.

RESULTS ORIENTED

Applied Sustainability Group distills complex information and provides action-oriented guidance for successful, near-term project implementation. Numerous case studies and our experience confirm that most companies can achieve significant short term profits while working towards larger long-term goals.

PRACTICAL WISDOM

Our team of seasoned business and sustainability veterans brings experience, knowledge and practical wisdom to accelerate profitable change. Wherever your business is on the sustainability journey, we have the skills and talent to deliver on your vision.