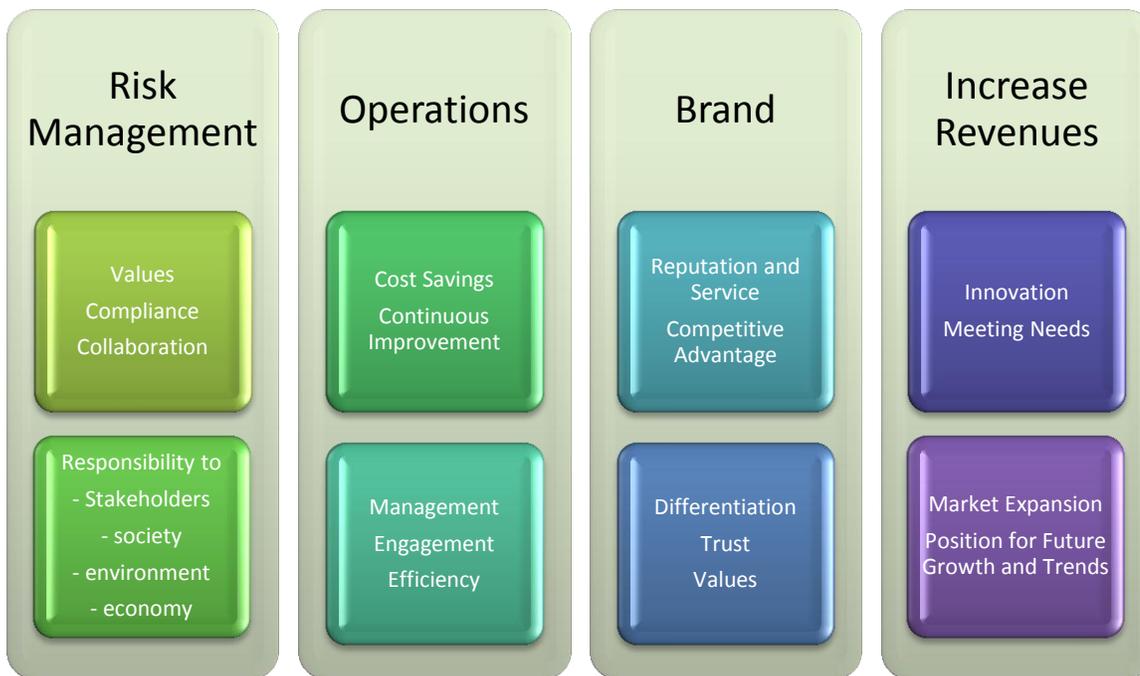


## Creating Value with Values

Transforming your organization to meet the needs of your stakeholders can be achieved through sustainability management. Sustainable organizations responsibly manage economic, environmental, and societal impacts. The challenges that society faces can also be opportunities to position your company to meet the needs of the future through long-term planning.

Sustainability Management Consulting (SMC) will evaluate the current sustainable practices of your organization, develop a vision statement based on your core values, and devise an implementation plan of short to long term goals that will position your organization for the journey of sustainability management. SMC focuses on quick wins that offer significant paybacks. An assessment will focus on four key areas:



Each client will then receive the following deliverables to achieve change management and systemic change:

1. Evaluation of how your organization already engages in sustainability practices to positively impact economic conditions, the natural environment, and quality of life
2. Implementation plan of short, medium, long-term goals for continuous improvement to include feasible solutions with a complete cost based analysis
3. Sustainability Management System policy to outline the strategic position of the organization. The policy can also be used as a training tool for employees to communicate the company's values

4. Metrics to measure and track progress of energy reduction, water conservation, solid waste management reduction, and pollution abatement
5. All of these goals will focus on reducing your risk through health and safety and going above compliance
6. Goals are affordable and are guaranteed to reduce your expenses
7. Create new growth opportunities to meet the needs of future stakeholder expectations
8. Enhance your brand image and reputation amongst internal and external stakeholders

Enhancing your brand not only relies on profitability, but the ability to meet the expectations of stakeholders in regards to environmental management and improving quality of life. Responsible businesses create customer loyalty and employee retention because of integrity, honesty and values.

### **A Case Study: Creating Value through Values**

Pacific Living Properties, Inc. (PLP) has been on the journey of sustainability management over the past several years. Sustainability management is supported from the very top senior managers within the organization. In recent years, the company has invested capital in renewable energy, supporting new innovation and entrepreneurs, providing research opportunities and partnerships with California State University, Chico, providing recycling, building communal garden plots and green waste for residents, irrigation management, and developing a strong corporate mantra of “Be Green Because We Care”. PLP is a residential property manager with locations throughout the western United States of America. PLP has been able to quickly achieve many positive impacts:

<b>Economic Impact</b>	<b>Environmental Impact</b>	<b>Societal Impact</b>
Provide careers in communities	Energy Reduction	Create New Jobs
Asset Protection in place	Waste Management	Employee retention rate high
Expenses reduced via sustainability	Water Management	Benefit packages
New revenue streams	3 <sup>rd</sup> party certifications used	Philanthropic Contributions
Open New Markets	Recycling and reuse	Health and Safety Management
Retention of customers	Walking distance	Risk Management
Support local businesses	Located near public transportation	Compliance Employment Law
Values Based Leadership	Plentiful flora and fauna	Training and Development
Brand Loyalty	Strategic focus to protect nature	New Employee Training
Exceed Customer Expectations	Grow fresh vegetables	Investment Green Business
Taxes generated for communities	Compost	Lifestyle Management
Capital Investment	Education for residents	Sustainable Incentives
Research and Development	Allow pets	Resident retention high
Technology Investment	Encourage resident conservation	Increase quality of life
Local Sourcing of services	Passion to learn impacts	High living standards
Improved poor living conditions	Passion to improve	Affordable safe communities

PLP recently partnered with Sustainability Management Consulting to align their business systems toward systemic change and embed sustainable practices into all job functions. PLP implemented a Sustainability Management System (SMS) policy, which clearly communicates the company’s values and how those values create more value for customers: *“Managing for sustainability is simply strategically positioning the organization’s employees to be excellent stewards of society, the natural environment, and improve economic conditions for our residents. PLP employees are essential game changers within the local community. We serve a purpose that is so meaningful in that we change people’s lives for the better. We make a difference on a daily basis.”*

The SMS policy will be implemented into existing and new employee training. Employee training builds awareness, excitement, and motivation. Most importantly, training provides employees the tools and information to take action, as well as track and measure progress so they can celebrate success.

PLP’s approach is to ensure each employee understands the important role he/she plays:

### **Social Equity**

*Our effort to transform communities positively impacts many people every day. Our work ensures that people have the support and services they need to live a high quality lifestyle. The company is only successful because of your kindness and generosity. We believe in fostering a healthy lifestyle to improve quality of life. We believe in leading by example and helping others learn about sustainability.*

### **Environmental Stewardship**

*Pacific Living Properties, Inc. strives to learn about the environmental impacts of each action or operational practice. We encourage employees to recommend savings that will reduce energy usage, water usage, solid waste and pollution to the waste water system and soil. We uphold a policy of environmental stewardship to help make decisions in our daily routines that could reduce material consumption and to reduce any wasted resources. As you go through your daily activities, keep asking yourself questions if the item you are throwing away could be reduced, reused, and if not then recycled? By doing so, you play an important role in helping PLP reduce our costs so that we can continue to expand our services as we grow.*

Overall Budget	Year 1
<b>Investment</b>	
Property A	\$3,667.44
Property B	\$9,148.10
Property C	\$600.99
Property D	\$8,041.99
Property E	\$2,892.38
<b>Total</b>	<b>\$24,350.90</b>
<b>Cost Savings</b>	
Property A	\$9,754.52
Property B	\$34,704.40
Property C	\$2,456.52
Property D	\$6,456.33
Property E	\$3,848.68
<b>Total</b>	<b>\$57,220.45</b>
<b>Net Gain</b>	<b>\$32,869.55</b>

*Sustainability management automatically reduces expenses by managing material inputs and outputs. The Northern California region’s goals will be to reduce expenses by \$57,220.45 with an initial investment of \$24,350 for a net gain of \$32,869 just in the first year!*

1. Lighting upgrades
2. Ambient air solutions
3. Building integrity
4. Irrigation systems
5. Sink aerators
6. Low flow toilets
7. Recycling
8. Procurement
9. Low – VOC
10. Natural / organic

*There are some easy ways to get started. The 5 R's help us to manage for environmental responsibility.*

- 1. Reimagine how we do our daily routines and begin suggesting ways to reduce negative impacts to people, planet, and profitability*
- 2. Reduce material resources in our daily activities and purchase products that are durable*
- 3. Reuse everything to end of life. Throwing away items that can be reused is like throwing away money we just can't afford to*
- 4. Repair instead of replace, such as bicycle parts, equipment, appliances, computers*
- 5. Recycle everything that can be. Rinse out bottles, containers before recycling.*

### ***Economic Stewardship***

*Every resource should be used to end of life so it can be reused over and over again to save money and divert waste from landfills. If an item is to be thrown away, perhaps another organization could use the materials and oftentimes it can be sold on the internet for a new revenue stream.*

*Environmental impacts can be reduced and will thereby reduce our expenses. Changing daily routines and conserving natural resources impact the bottom line.*

- Water management indoors and outdoors*
- Energy conservation indoors and outdoors*
- Pollution abatement*
- Solid waste diversion*
- Procurement practices*
- Finding partners that can utilize waste products*

### ***Managing Change***

*We ask all of our employees to question and learn about the impacts we make on the environment, economy, and society and how we can do better. Reimagine your work processes to find ways to make positive impacts.*

### **Creating Value with Values**

Any organization, whether business, government, or non-profit, can benefit with solutions that make sense and are easy to implement. Sustainability Management Consulting will ensure a plan is developed that you can afford and guarantees we can save you money, reduce your risk, enhance your brand, and identify new opportunities for growth.

For more information on how to implement a sustainability management system, please contact:

Sustainability Management Consulting  
[consulting@sustainabilitymc.com](mailto:consulting@sustainabilitymc.com) or (530)809-9233

OR

Pacific Living Properties  
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