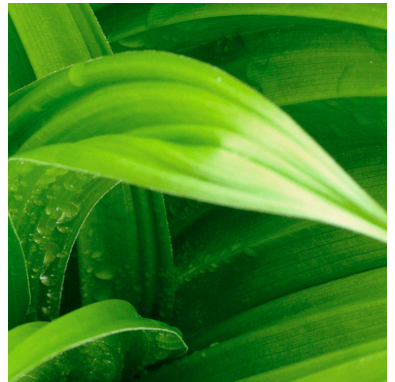


A large, vibrant green leaf with prominent veins and water droplets, serving as the background for the main text.

creating value through

# customized sustainability solutions

The logo for TurnLeaf Consulting Inc. features a stylized green leaf icon above the word "TurnLeaf" in a white serif font, with "CONSULTING INC" in a smaller, white sans-serif font below it, all set against a dark blue background.

TurnLeaf  
CONSULTING INC



# practical solutions

TurnLeaf Consulting has helped numerous organizations integrate sustainability into their business. Our approach looks at your People, your Process and your Property, to develop and grow a sustainability platform that encompasses your whole business.

As a multi-disciplinary consultancy, we balance a strategic view of where your organization wants to go, with a tactical view of how to get you there. We bring the vision of your organization's future together with the day-to-day practicalities of implementing a sustainability plan. Our triple bottom line approach ensures financial and social considerations are factored into the development of your sustainability strategy.

*Sustainability now occupies a central and permanent place in corporate boardrooms; 31% of companies say sustainability is contributing to their profits, and 70% have placed sustainability permanently on their management agenda.*

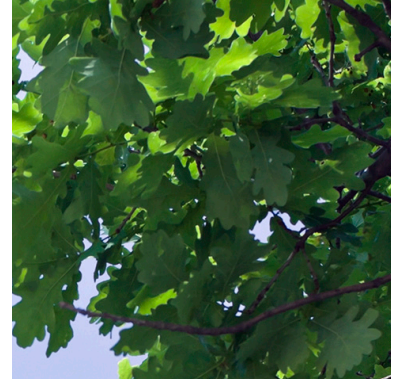
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– Sustainability Nears a Tipping Point, MIT Sloan Management Review and Boston Consulting Group, 2012.





# people + process + property



Your **people** are the face of your organization; they are the embodiment of your corporate culture and are responsible for bringing your sustainability program to life. You want them to know about your sustainability objectives and also become active participants in bringing these objectives to life. TurnLeaf draws upon our extensive experience in designing multistage communication, change management, and social marketing strategies to strengthen the trust, accountability, and engagement between your stakeholders and your business. This includes establishing performance targets, identifying key players and what their personal motivations and barriers are, as well as facilitating customized workshops and training programs, to build your resources and heighten your capacity for change. The result is a transformational plan that bridges the gap between awareness and accountability.

Your **process** is the establishment of systems and protocols for managing your sustainability program, strategically and comprehensively. By developing structured procedures and management systems, staff are formally equipped to perform their jobs in alignment with your sustainably goals. Practices include certified GHG inventory assessment and reporting; energy, water, waste, transportation and procurement planning; and communication and infrastructure management. TurnLeaf's proprietary Office Assessment Tool, along with KPI and comprehensive gap and recommendation analyses will establish a scalable sustainability program that contributes to your legacy of innovation, leadership, and business excellence.

Your **property** is the physical demonstration of your sustainability strategy. Greening your workplace environment begins with assessing your infrastructure and inventory, then detailing opportunities for upgrades and retrofits and the ROI that these modifications can have. As well, environmental certification presents a strategic opportunity for businesses not only to drive improvement, but to signal a commitment to exceeding stakeholder expectations. TurnLeaf's extensive experience and technical knowledge of building operations and infrastructure investments, transcending from commercial offices, recreation centers, restaurants, ski resorts, hotels, and works yards, enables us to guide multi-sectoral projects from baseline establishment to certification approval.





# environmental responsibility

# social responsibility

# fiscal responsibility

How do you evolve beyond policy and value statements to integrate sustainability into your business so that it truly complements your financial objectives?

Many businesses are experiencing the costs of climate change, resource scarcity, and an evolving workforce. Leaders need clarity on how sustainability can strengthen their financial performance, foster innovation, and strengthen employee and customer loyalty. TurnLeaf will help you develop a strategy that integrates all facets of your organization, moving beyond the boardroom table to create actionable sustainability plans, succinctly connected to your CSR and financial objectives.



## cross- collateral integration

## people

- Employee Engagement
- Client Engagement
- Contractor Engagement

## process

- GHG Inventory Quantification (certified ISO 14064-1)
- Operating Procedures
- Procurement Practices
- Information Sharing

## property

- Infrastructure Investment
- Retrofits
- Certification

**TRIPLE BOTTOM LINE DECISION MAKING**



# assess > plan > execute

You're ready to embed sustainability into your organization; now where do you begin? The first step is to assess your current state – because you can't manage what you don't measure. The next step is to develop a framework that aligns your systems with your objectives, all captured under the umbrella of a strong and consistent brand. Lastly is execution of the plan, a disciplined and methodical process that considers the benefits and barriers inherent in every organizational structure, the market forces driving your industry and the motivations of the people that will be impacted by the process.

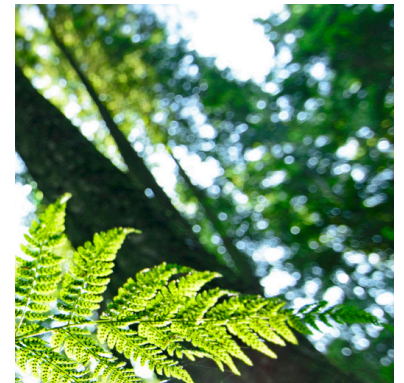
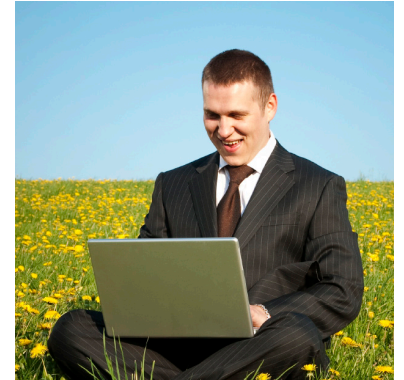
TurnLeaf's approach entails 'packaging the process', enabling you to leverage your sustainability management plan into a customized, marketing solution to accentuate your corporate brand strategy.

## brand development + deployment

- Communication Planning
- Marketing Consistency
- Logos and Brand Icons
- Signage

*13% of a brand's value can be linked to its performance in corporate social responsibility.*

– Uncovering the Link Between CSR and Brand Value, Interbrand, 2009.







# benefits + drivers of sustainability for business

*A company's commitment to sustainability and its communications pays off in stronger employee engagement. It ranks third in the top ten drivers of employee engagement; employers with high employee engagement have up to 87% lower turnover and 20% better performance.*

– Corporate Leadership Council, 2011.

## what are the outcomes?

**Increased Bottom Line** Done right, sustainability will increase revenues and lower costs. Businesses improve cash flow by reducing resource outputs, including water, energy, and waste services, thereby lowering operating expenditures. Once a business has embarked upon its sustainability path, marketing and advertising its green successes and social responsibility can help build brand and market share.

**Enhanced Brand and Reputation** Brand is one of a business's most valuable assets. It represents the company's intangible worth – its reputation in the market. Sustainability reinforces the values and integrity of a business. A visible commitment to environmental responsibility can help foster strong relationships with customers, employees, and the local and global community.

**Heightened Talent Attraction and Employee Engagement** Environmental and social responsibility programs put a business's values into action. And by actively engaging employees in the process, such efforts can improve the morale and productivity of existing employees, while increasing competitive advantage in the recruitment and attraction of new talent.

**Market Leadership Beyond Regulation** Sustainability helps firms get ahead of supply chain pressure and ever-stricter regulations. By adopting sustainable practices early, businesses avoid the financial and logistical challenges often faced in a later rush to regulatory compliancy. These first movers also have a strong opportunity to influence and innovate the future of sustainability regulation within their industry.

TurnLeaf can help you meet these financial, performance, and operational benefits.



# testimonials + results



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*TurnLeaf helped us create relevant, meaningful programs. They provided new tools for measuring employee engagement, as well as a structure that aligns with our corporate objectives, to ensure continued success. After one year of working with TurnLeaf we measured a significant 670,000 kWh reduction in energy consumption, attributable to employee behaviour. This is a 5% reduction and a savings of \$53,600.00.*

– Alana Williams, Whistler Blackcomb

*TurnLeaf helped us to identify many opportunities for our building occupants to actively participate in greener workplace behaviours, resulting in a greater awareness and alignment with Bentall Kennedy's objectives. As well, TurnLeaf's professional and creative marketing and communications have helped to strengthen and bring meaning to our environmental brand: Forever Green.*

– Jon Wellman, Bentall Kennedy

*Through stakeholder mapping and analysis, TurnLeaf created a program and a plan to achieve results that have surpassed our expectations. TurnLeaf has brought new ideas and strategies to our organization and through them, we are creating a legacy for the City that we hope will continue to foster growth, innovation, and sustainability leadership.*

– Trevor Billy, City of Coquitlam