



Profitable Sustainability Initiative™ (PSI)



Reduce environmental impact and increase profits

Based upon the key findings of the Profitable Sustainability Initiative (PSI), the successful 2010 pilot program WMEP developed for fifty small and midsize manufacturers under the Wisconsin Green-to-Gold program, the Profitable Sustainability Initiative can help you identify the most important business impacts and highest ROI that can be achieved through reaching higher profitable sustainability performance in your company. The PSI methodology, unlike other sustainability improvement tools, was **designed specifically for manufacturers only**. WMEP and its select, specialist partners assist directly through implementation to assure expected results are achieved.

The Profitable Sustainability Initiative (PSI) methodology utilizes a powerful and unique process that identifies, assesses and implements profitable sustainability solutions that are custom-designed to fit your company's unique needs and objectives. The PSI method, proved in delivery to over 40 Wisconsin small and midsize manufacturers, is highly effective, with rapid speed-to-benefit. By using PSI, your company will realize both immediate and recurring profitable sustainability outcomes with demonstrable ROI.

Structured across three distinct phases, PSI utilizes a highly collaborative team approach. The three consecutive phases include:

1 PSI Diagnostic

Establishes baseline performance and prioritizes opportunities for profitable sustainability improvement, including:

- ▶ Operating processes and materials processing
- ▶ Energy use and environmental impact
- ▶ Supply chain logistics and transportation
- ▶ Packaging

Call us today to learn more about how the Profitable Sustainability Initiative can help you identify and implement high ROI sustainability programs.

Call us at 877.856.8588

2 PSI Assessment

Evaluates the data and findings from the PSI Diagnostic, including:

- ▶ Deep analysis of equipment, processes and practices
- ▶ Detailed metrics collection and calculation of carbon footprint
- ▶ PSI business goals and objectives defined
- ▶ Priority PSI Project identification
- ▶ Projected ROI for identified projects
- ▶ Initial development of an action plan

3 PSI Implementation

Uses findings from the assessment phase to drive actual business execution of the action plan with assistance from the WMEP specialists and partners.

Partners include:

- ▶ BT Squared, Inc.(services to improve energy efficiency and reduce resource consumption, emissions and non-recyclable waste).
- ▶ LogiServe (cost reduction and performance enhancement in transportation, logistics and supply chain activities)

Additional qualified partners focus on company-specific needs.