



PROFITABLE SUSTAINABILITY

EFFICIENCY | INNOVATION | GROWTH

The business case for sustainability is established. Companies reduce cost and risk by cutting energy, water, waste, materials, and negative social impacts.

Sustainably advantaged products and business models can drive sales and create tomorrow's options for growth.

Sustainable actions strengthen your brand and reputation giving you improved access to capital and talent – resulting in a competitive advantage.



Business Case for Sustainability

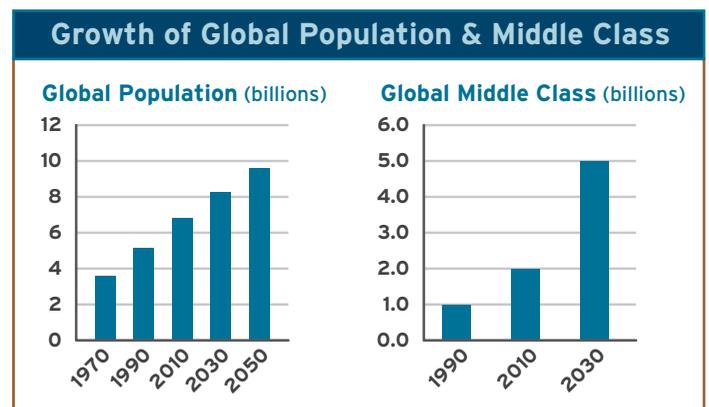
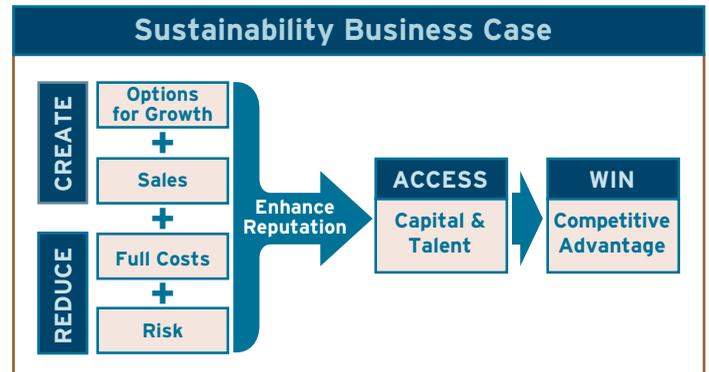
The time to act is now. The convergence of global mega forces (i.e. population growth, urbanization, and a growing global middle class) have and will continue to increase global consumption and demand on critical resources, impacting supply and prices.

Businesses simultaneously face the greatest set of risks and the most significant business opportunity in a century. The most resource efficient, innovative and adaptive will ride the crest.

Global Mega Forces

No one is better positioned than WMEP to help you understand the changing landscape. Since 2010, we have helped more than 175 manufacturers adapt and implement sustainable practices and strategies.

Collectively, these manufacturers have realized \$20 million dollars in annual cost savings through waste minimization and process innovation, as well as \$22 million in sales from sustainably advantaged products.



Source: Created from data produced by United Nations, Population Division

We have the knowledge, experience, and insight required to identify the relevant aspects of sustainability, market drivers, opportunities, and risks to your business. We can assist you with baking sustainability into your strategy, management system, and procedures.

Profitable Sustainability Initiative	
Financial Benefits	Environmental Benefits
175 firms	Electricity use reduced by 16 Million kWh
247 unique projects	Natural gas use reduced by 636,000 therms
\$241,000 average investment	Energy related carbon reduced by 15 tons
\$161,000 average savings	Water use reduced by 38.7 million gallons
67% ROI	Solid waste reduced by 9,000 tons

Our comprehensive model, experienced practitioners, and extensive network will help you:

- Understand the elements of sustainability most pertinent to your business.
- Identify market drivers and risks.
- Prioritize improvement opportunities based on ROI and environmental impacts.
- Manage energy cost, consumption, and intensity.
- Provide an analysis of key customer and competitor sustainability priorities and market perception.
- Respond and comply with customer and key stakeholder requests to measure, track, and report on key environmental and social performance indicators at your facility and across your supply chain.
- Improve resource and operational efficiencies.
- Stay abreast of emerging and breakthrough material, production, and energy technologies.
- Measure, track and improve your supplier sustainability performance.

We understand your plate is full, and that your time and resources are limited. Sustainable practices should build on, complement, and enhance your current strategy, practices, and procedures. Our approach will help you achieve more from your efforts. **Our average ROI on sustainability projects is 67%.** Call today for a free, no obligation consultation.



Profitable Sustainability will improve your bottom line, reduce your environmental footprint, enhance your reputation, and position you for growth.



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Call Randy Bertram today to schedule a consultation at 262.707.7775, email: bertram@wmep.org or visit www.wmep.org.