

# BL<sup>3</sup> Strategies

*Growing Your Triple Bottom Line*



**Economic Prosperity**



**Environmental Stewardship**



**Social Responsibility**

**Corporate Sustainability Consulting**

## What Is Corporate Sustainability?

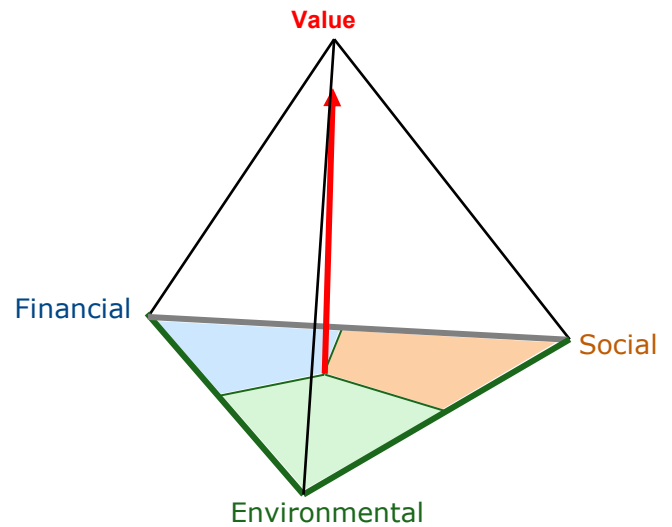
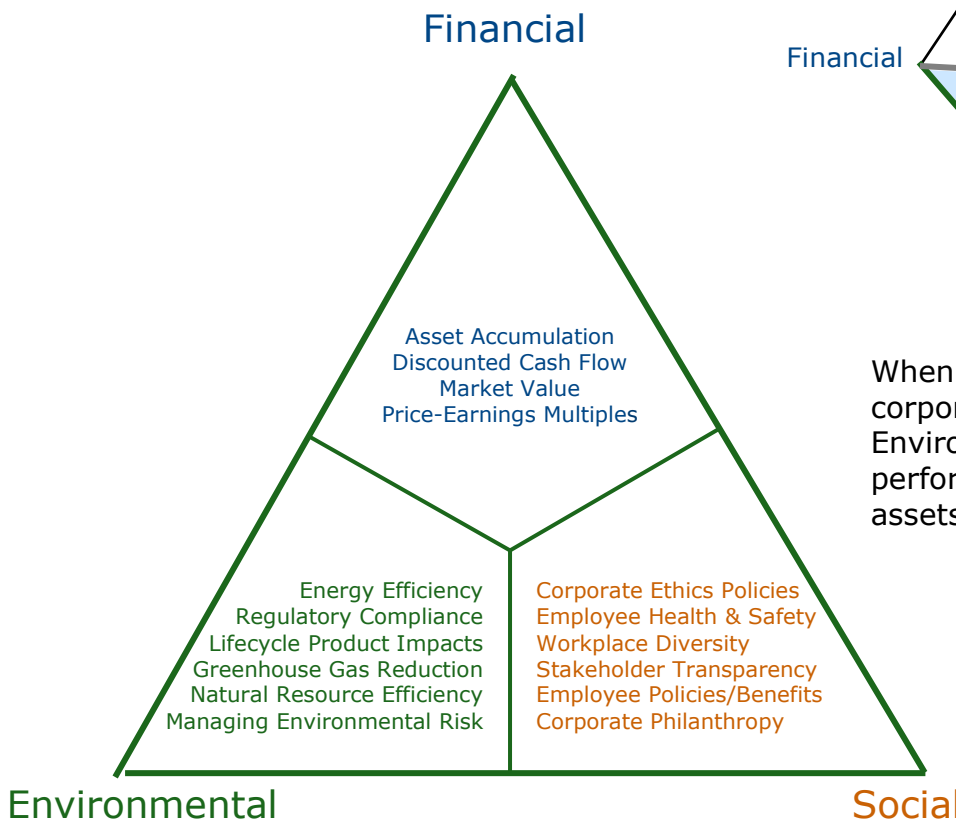
Corporate sustainability encompasses strategies and practices that meet the needs of stakeholders today while protecting and enhancing the human and natural resources needed in the future.

Wall Street and the investment community now recognize that corporate value goes beyond traditional financial performance metrics alone. Corporate performance in Environmental Stewardship and Social Responsibility are also assets, but often overlooked as having tangible value. Corporations can no longer operate as if they are insulated from environmental and social matters and maintain the confidence of their investors, business partners, customers and employees.

BL3 Strategies helps integrate environment and social considerations into your business in a way that enables these assets to significantly contribute to profitability and corporate value.

Financial, Environmental and Social performance metrics comprise your

### 'Triple Bottom Line'



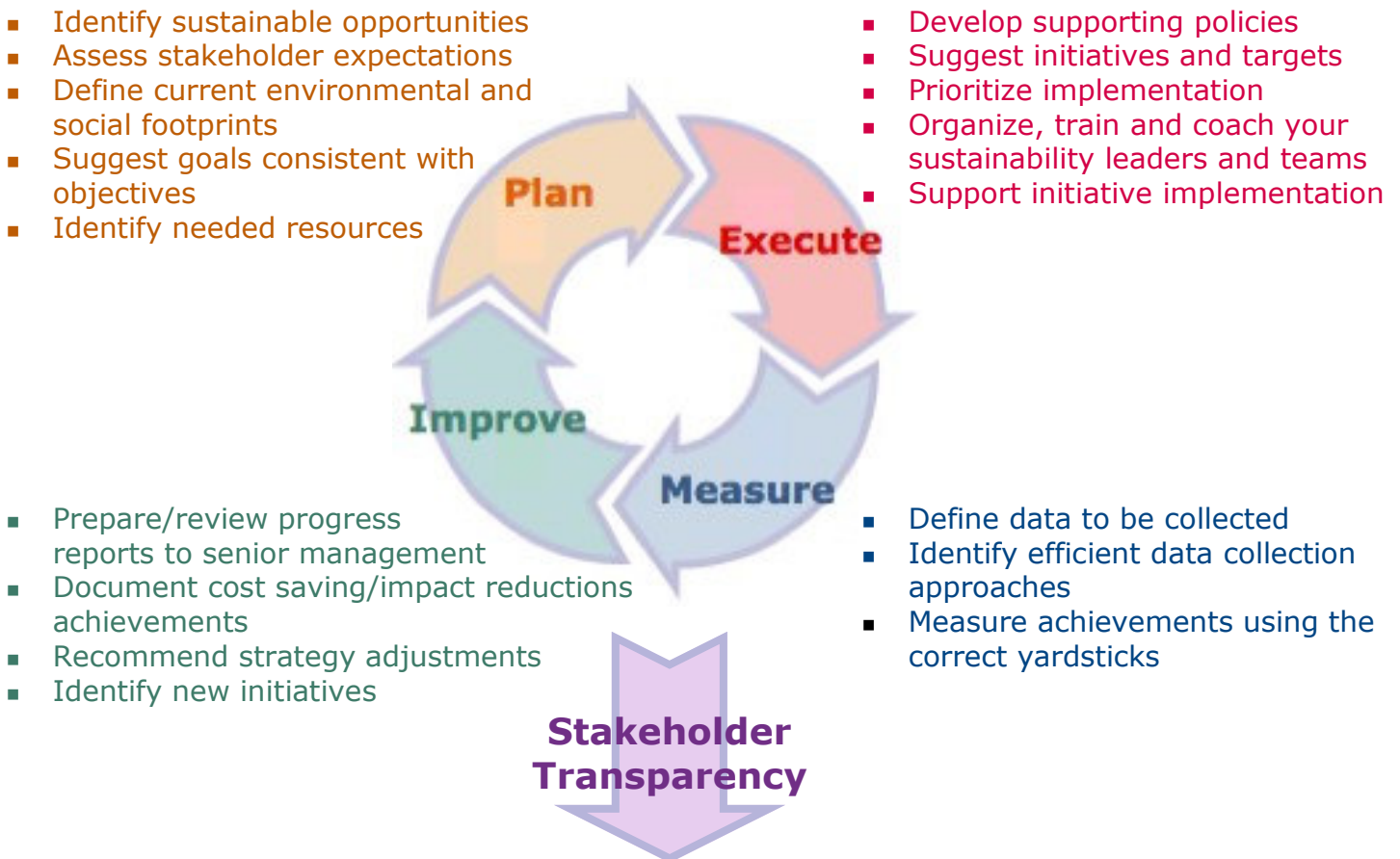
When viewed in three dimensions, corporate value increases when Environmental and Social performance are recognized as assets that contribute to profitability.

## Our Approach

With over 30 years of environmental consulting experience, BL3 Strategies can customize our role to accommodate your specific needs and objectives.

Consider an **Opportunity Analysis** to identify how adopting sustainability can immediately contribute to your triple bottom line. We will compare your existing 'green'/sustainable initiatives to those that have been adopted by dozens of Fortune 500 companies. From there, we provide technical support and guidance as your organization implements initiatives, measures performance achievements and continuously improves.

## How We Contribute to Your Success



Communicate your achievements! BL3 Strategies can support corporate communications with your stakeholders in a way that builds business relationships and gives satisfied customers more reasons to become loyal customers. We will help you identify and build opportunities for corporate awards recognizing your performance in adopting corporate sustainability.

BL3 Strategies understands business as well as management and stakeholder expectations of it. Our goal is to contribute value to your organization through exceptional services that exceed your expectations.



***When the well's dry, we know the worth of water.***

Ben Franklin (1706-1790)

## Why

Adopting sustainable principles within your organization addresses broader, global business concerns with respect to rising energy and commodity costs, national security, environment and climate change. The extent to which climate change is human-induced is no longer a relevant debate. The facts are clear that our voracious appetite for non-renewable energy and natural resources is simply unsustainable.

Numerous national and multinational corporations have assumed leadership roles in adopting and promoting sustainability.

Corporations are also in the best position to proliferate sustainability among their employees as well as the government entities within which they operate.

### What sustainability will do for your business:

- Improve efficiencies in energy and natural resource use that contribute to substantial cost savings and your bottom line.
- Differentiate your brand from the crowded marketplace of competitors; give 'satisfied' customers more reasons to become 'loyal' customers.
- Promote a corporate culture of innovation with intellectually empowered, engaged employees that seek opportunities to improve environmental and social performance because....it is simply the 'right thing to do.' The continuous improvement mentality will proliferate into streamlining all aspects of your business.
- Enhance the confidence of investors, business partners, customers and employees in your company by taking the lead in these matters.
- Respond to changes and manage business risks associated with imminent climate-related regulation; anticipate, plan and benefit from these evolving developments.

**BL3 Strategies'** independent verification will add substantial credibility in communicating your sustainability achievements to stakeholders.

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**BL<sup>3</sup>**Strategies

BL3 Strategies enhances long-term shareholder value of client businesses through adoption and implementation of corporate sustainable development principles.