

# Consulting Services

At SSC, we help organizations address their social and environmental impacts. For some clients, we start at the beginning—figuring out their carbon footprint and their current shade of “green.” For others, it means helping them to communicate the good work that they are already doing. And, often, we provide training to employees, or specialized research and analysis on a specific issue of interest. Basically, if you need it, we can do it!

We have many clients, spanning a multitude of industries—from Fortune 500 companies and Walmart suppliers to small start-ups and nonprofits. We specialize in helping clients that are big enough to want a formal green program, but don’t necessarily have the staff, budget, or expertise to do it all themselves.

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## Sustainability Assessments & Planning

The most essential component of sustainability and corporate social responsibility (CSR) is understanding your organization's key social and environmental impacts. Whether you're starting from scratch, facing a specific challenge, or tracking the progress of new initiatives, our sustainability assessment services can help you to identify the challenges and opportunities associated with corporate citizenship. Strategic planning goes hand-in-hand with assessment. Once we've helped you to identify your opportunities, we can work together to create a strategic plan that aligns your core values with your financial bottom line.

### *The SSC Green Audit*

The SSC Green Audit, our most popular service, uses a methodology developed by Strategic Sustainability Consulting, specifically designed for organizations that have made a commitment to "going green" but who need help in taking practical steps towards that goal.

By using our auditing methodology, we will identify your key environmental impacts, assess challenges and opportunities, calculate your carbon footprint, and create a six-month action plan to kick-start your sustainability strategy. This option is best for companies that have decided to make an environmental commitment, but aren't quite sure where to go from there. The audits are customizable to any size organization and can be tailored to help you meet your budgetary needs.

Each SSC Green Audit includes the following five components:

- The Employee Survey – Using an online survey, we gauge your employees' attitudes and awareness towards environmental issues at your office. The survey also asks some basic questions about current office practices. This information helps us get a robust picture of your employee-based environmental impacts and determine your organization's carbon footprint.
- The Office/Building Survey – While employees are taking the survey, you'll be collecting information on your office-based environmental impacts, like square footage, utility bills, and IT equipment. This information is added to our carbon footprint data, giving us an accurate picture of your organization's annual greenhouse gas emissions.
- The Carbon Footprint – We take information gathered from the Employee Survey and the Office Survey and run it through our own, custom-designed carbon footprint calculator. One of the most useful things about our carbon footprint service is that we'll not only report your absolute carbon emissions, but we'll also explain the emissions by sector and let you know how you stack up against your peers.
- The Onsite Visit – Depending on the type of SSC Green Audit that you choose, our certified auditors will spend between one and three days onsite with your organization. During the onsite visit, your auditor can provide a sustainability workshop for employees, facility walk-throughs, one-on-one interviews with key personnel, and a presentation with the green-audit results and recommendations.
- Final Green Audit Report –Your Green Auditor will also deliver a formal report back to your organization that includes all of the previously presented information as well as a list of additional resources to get you started. Additionally, you can elect to receive a sustainability action plan to practically guide you on your way.

*We've been pleased with SSC's ability to gather data and turn it into concise analysis, and are consistently impressed by [SSC's] ability to quickly identify trends that impact our work.*

**Nikki Daruwala**  
**American Rights at Work**



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## *Carbon Footprint Analysis*

Using a carbon calculator developed by TheGreenOffice.com, we can comprehensively assess your office's carbon footprint. This is a great first step in determining the scope of your environmental impact and can help you to determine where your attentions are best focused for future sustainability initiatives. Additionally, for those organizations seeking to participate in the Carbon Disclosure Project, we can prepare and report the data accordingly.

## *The SSC Online Sustainability Assessment Tool*

Designed specifically for small businesses that don't have the budget to hire a personal sustainability consultant, our online sustainability assessment tool takes organizations through a simple survey about their operations and business practices and instantly delivers a customized "green plan".

Once you complete the survey, you'll receive a detailed green plan customized for your particular organization's industry, key impacts, and readiness to tackle green issues. It also includes an extensive set of recommendations (between 20 and 60 line items) that spells out exactly how to go about greening your company, department, non-profit, school, or association. In total, the report runs about 50 - 75 pages of industry- and company-specific guidelines to assist you.

The tool has been designed for groups with the following characteristics:

- They have between 10 and 100 employees.
- They can commit about 10 hours a month to sustainability initiatives.
- They have an annual sustainability budget of \$500 - \$1000.

## *Sustainability Master Plan*

Ready to integrate sustainability into the fabric of your business, to turn green into gold? Our sustainability strategic planning services will take you through a systematic process for evaluating the opportunities that sustainability can bring to your bottom line—as a driver of innovation, eco-efficiency, and reputation. We'll look at every aspect of your business through a strategic sustainability lens, so that you become a sustainable business - not just a business "with a sustainability program".

## Sustainability Communications

You've taken the initial steps along the path to social and environmental responsibility and now it's time to make that hard work pay off! One of the best ways to reap the benefits of corporate citizenship is to include a CSR section on your website—or go all out with a standalone sustainability report. We can help you figure out what information to report, when to report it, and how to report it.

## *Sustainability Report*

We'll walk you through the process of gathering, analyzing, and disclosing your organization's key social, environmental, and governance impacts. Our team has extensive expertise in using the industry gold standard, the Global Reporting Initiative. Let us put you on the map with a world-class sustainability report, no matter how big or small you are.

## *Other Auditing & Assessment Services*

- Greenhouse gas inventories
- Supply chain assessments
- Product life-cycle analyses
- Water footprinting data
- Waste audits
- Labor/human rights auditing
- Green communication audits
- Green IT audits



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## *Green Communications Audit*

Whether you've completed an SSC Green Audit or not, your communications and marketing tools will benefit from a Green Communications Audit. In fact, this is the perfect place to start if you've been trying to wrap your head around the green/sustainable conversation, its effects on your company, product and/or service, and how it can enhance your business.

In collaboration with Brain Lab, SSC Certified Green Auditors, LEED APs and branding experts, the Green Communications Audit will thoroughly assess the position, message, graphics and production of your materials through a sustainability lens. This audit will assist you in taking practical steps towards greening your company's message and your overall communications strategy, while avoiding the common traps of greenwash.

## *Public Relations & Marketing*

Our consultants can provide insight into the way customers, suppliers, advocacy groups, and the general public think about your business. We can help you if you're grappling with a particular issue, if you want a complete "green review" of your communications strategy, or if you're seeking ways to get the word out about your green initiatives.

## Training & Facilitation

Part of the consultant/client relationship is knowledge transfer. You've hired us precisely because we know stuff that you don't. But we're definitely willing teachers. Through customized workshops, webinars, presentations, and facilitation roundtables, we can get you up to speed on what you need to know.

## *Stakeholder Engagement Services*

Consulting your stakeholders is a great way to get an "outside the box" view of your operations, and can boost your credentials as a socially responsible organization. As a third-party facilitator, we can help you build trust among employees, suppliers, customers, and community members. Together, we can determine where your organization shines, and where it needs a little polishing.

## *Workshops & Training*

Need some in-house learning? We can put together a specialized presentation for your company on a variety of topics. Some of our recent workshops have covered everything from "How to conduct a waste audit" and "Making the business case for sustainability" to "10 Ways To Save The Earth From Your Office Cubicle" and "Reducing Your Carbon Impact at Work." This is a popular choice for companies that haven't made a formal environmental commitment, but want to see what sustainability is all about.

## *Chief Sustainability Officer Masterclass Series*

So you're ready to name an employee your "chief" sustainability contact. Our 12-week course of weekly interactive, web-based sessions will prepare new CSOs (or CSR Directors, Sustainability Program Managers, Green Champions, etc.) to effectively tackle the challenges of being an internal sustainability champion. From understanding their role as a CSO to assessing key impacts, from

*Thank you so much for all of your help [on our sustainability report]. The Board of Directors is absolutely thrilled. It's fantastic to see how excited they are about the opportunities that sustainability reporting may bring to the company for stakeholder and investor engagement.*

**Rhilyn Bailie**  
**NovaGold Resources**



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conducting a stakeholder analysis to setting effective goals—this series has been designed to give professionals the theoretical and practical foundation needed to be an effective sustainability champion. This class is usually offered three times a year as webinar-based online training. We also offer the CSO Masterclass as a self-paced online independent study.

## Research & Analysis

There are a number of reasons why you might want to hire SSC for our research and analysis services. Perhaps you need to know how a new labor bill in Congress might affect your operations, or how your peers are thinking about climate change. Give us a call to talk about how we can help you make an informed decision based on a full understanding of the issues you face.

### *Industry Best Practices*

Before you jump into a new sustainability initiative, it's smart to understand the competitive landscape of your peer group. What is the leader in your field doing with respect to climate change? How is the biggest player in your sector managing its supply chain? SSC will provide you with the competitive information you need to stay aware of your industry's best practices.

### *Legislative & Regulatory Insight*

There are dozens if not hundreds of environmental, labor, and safety laws and regulations that apply to your business—and more on the way. Let SSC help guide your organization through a complete understanding of what they mean for your operations. From cap-and-trade proposals to new toy testing requirements, we can help you get ahead of the compliance curve.

## Sustainability Consulting for Walmart Suppliers

Walmart has recently begun asking its suppliers to provide information about their social and environmental policies, programs, and performance. Suppliers who have not yet undertaken sustainability initiatives (like GHG inventories, supply chain assessments, water footprinting, and labor/human rights auditing) may feel overwhelmed.

But don't be! Much of the Walmart Scorecard is based on simple data collection and analysis—that is, Walmart doesn't care WHAT the numbers are as long as you can measure them accurately. So starting with a baseline assessment is good for your planning AND will make them a happy customer. Once you've gotten a good grasp of the numbers, you can start to approach sustainability planning with confidence.

SSC works with under-resourced companies who want to tackle sustainability, but who need outside help to manage the process. We have worked with several Walmart suppliers to beef up (and sometimes start from scratch) environmental and social initiatives. We help ensure that you don't bite off more than you can chew—but that small steps add up to something big.

## Speaking Engagements

SSC President, Jennifer Woofter, has led strategy sessions at Fortune 500 companies and facilitated training for single departments in small organizations. Contact us to book Jennifer as a speaker at your next event.



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