



A brand of fresh air.

How brands and the planet can thrive together.

Game changers for the planet and your company.

As a small agency specializing in healthcare and the energy sector, initiatives driven by population health and sustainability — often not mutually exclusive — are near and dear to us. The Meridian Wind Park or pandemic resources, geared toward less privileged Michiganders, are powerful necessities we are deeply, personally invested in.

We're also no stranger to the increasingly frightening headlines that scream across our screens. These both reaffirm our commitment to the environment and nearby communities, to the knowledge that we can do more. Much more.

Thankfully, the opportunity to pivot, even when it feels like the world is teeming with virus variants and melting glaciers, can be exciting. The right changes now can position your company to be better equipped for our everchanging planet and industries.

This guide we assembled is as much a commitment to ourselves as it is to our current and prospective clients, businesses near and far. Together, we can find the possibilities in what feels like an impossible time.

Accept the reality, embrace the opportunity.

Marginalized communities dealing with dangerous water supplies and disproportionate amounts of pollution. Healthcare professionals handling a concealed killer at large. Breweries facing hops shortages. Coastal cities and Texan towns watching extreme weather become everyday — and startlingly expensive. Investors and companies, small and large, trying to get a grip on rapidly shifting markets and consumer demands.

It doesn't matter if you're one of the world's most prominent oil companies, a primary care physician in the South, a small Midwestern brewery or a boutique textile company — going green isn't just a politically correct move or an idealistic branding choice. It's absolutely necessary for company survival.

We're not here to layer on more doom and gloom though. No matter where you are at in your environmental initiatives, keep a few things in mind: Your company and our agency are not alone, nor do we have to conquer the world in one day or one meeting. Facing a challenge this colossal takes time, sustainable change and, most importantly, each other.

Finally, no two companies will greenify themselves the same way — and that's a good thing. Too often, we treat corporate sustainability as this singular lane that all companies must force themselves onto, when in reality, it's a vast network of paths and exits. Sure, it'll take some energy to head in the right direction, but you'll find some exciting things along the way that'll keep your brand in good shape.



“We encourage others to follow suit and make a significant impact on our industry and on the economy as a whole.”

Mary Barra - GM CEO

More than green business. It's smart business.

Right alongside the horrifying news are uplifting changes happening right here at home. Sustainable initiatives that go hand-in-hand with local economic growth, increased market share and so much more.

Take General Motors' decision to go all electric by 2035.* It might seem shocking, especially considering their desire to curb emissions restrictions in recent years. However, their team knows that with rapidly shifting consumer trends—look no further than Tesla's skyrocketing value† or USPS' recent electric truck contract**—a shift now won't cost them. A shift too late will. The only way that Detroit will remain the motor city is by becoming the battery city. And with GM rapidly changing, their suppliers soon will, too. As CEO Mary Barra said, “We encourage others to follow suit and make a significant impact on our industry and on the economy as a whole.”

Although we're biased, DTE's strategic statewide investments in cleaner energy have inspired us (and them). This isn't just because of reduced emissions and a healthy Michigan climate (though those are naturally huge and exciting). It's the fact that clean energy investments aren't some trade-off. They come with thousands of new jobs, hundreds of thousands invested in Michigan companies and a modern Michigan grid better equipped for the increased demand of today (which other states, like Texas, most certainly need).

What companies like DTE and GM are realizing is that this moment of massive crisis is also a moment of powerful possibilities. Plus, these changes are often really well-received. There's a reason why Unilever's sustainable brands have grown 46% faster than their traditional ones. And if you think it's just the millennials interested in a greener future, take a look at some of these figures:

Sources: *([General Motors, 2021](#)), †([Reuters, 2021](#)), **([USPS, 2021](#)),

Consumers are looking for brands that can:

provide services that help simplify my life



offer “clean” products



provide products with health and wellness benefits



are sustainable and/or environmentally responsible

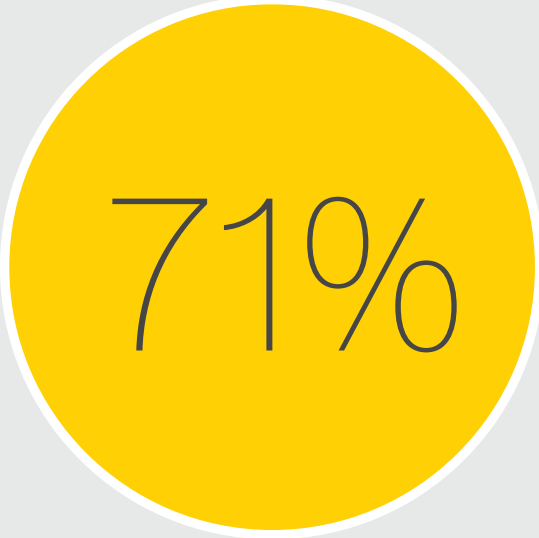


VERY IMPORTANT **MODERATELY IMPORTANT** **SLIGHTLY OR NOT IMPORTANT**

Source: [IBM, 2021](#)



of consumers are willing to change their purchasing habits to help reduce environmental impact.



of those surveyed who indicated that traceability is very important are willing to pay a premium to brands that provide it.

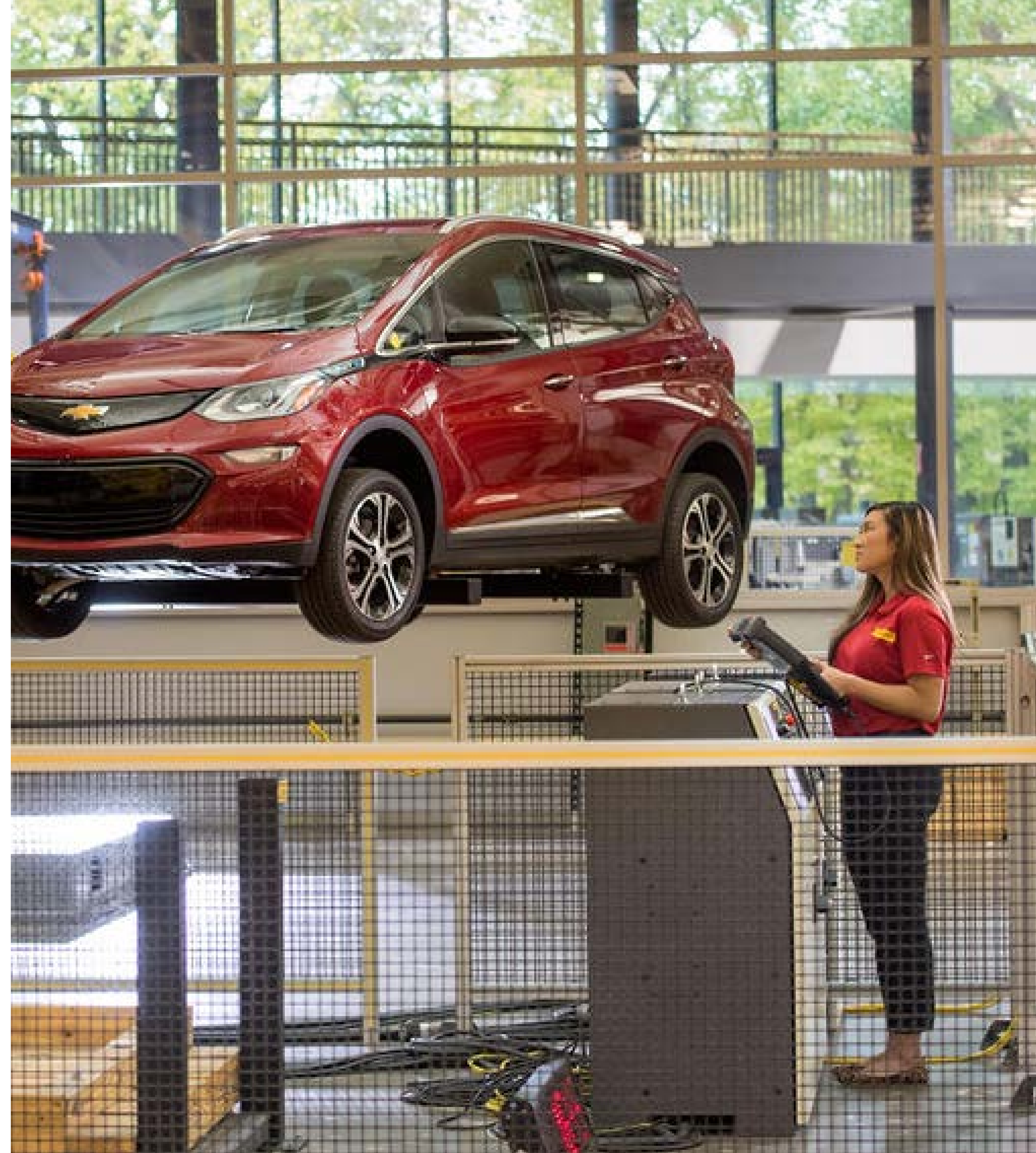
Finding your business' sustainable spot.

To return to corporate sustainability's many shapes and sizes, whatever goals or plans your company eventually sets, think outside of your business as much as you look inward.

What is my company's voice in the sustainable movement and place in its community? How do I ensure that my company continues to meet the needs of my industry? Are there ways I can leverage potential green initiatives to better connect with other industries?

Plotting the right sustainable path for your company is a balancing act. To strike it perfectly year after year requires powerful transformation here, subtle nods there and a consistent identity throughout.

In other words, GM can and should sell its sustainable future. But it must not forget about selling cars right now.





Creating a plan.

The point that we're ultimately trying to make is twofold: One, your plan to be a more sustainable company doesn't have to be determined in its entirety today. Enact immediate changes where you can and give the bigger stuff the intentionality and coordination they deserve.

Two, your environmental moves aren't just for the environment. Addressing climate change together means better business for all. Below are a few questions to ask yourselves.

step 1

Today

Often, the biggest results start with the littlest moves — especially when it comes to going green. There might already be preexisting company habits and policies you can double down on or make more prominent. Audit yourself, your consumers and industry to spark some sustainability leads. You don't have to begin preaching massive green policies right from the start. In fact, sometimes, it's better to wait on public commitments.

Is my company's footprint on par, below or above our industry?

How can I help individual employees be more sustainable?

To what level are our customers interested in a greener future? How has that changed over the years and how are competitors meeting those demands now (if they are)?

What kind of sustainable options do our energy provider and various suppliers provide? Are we using any already?

What area do we participate in, if any, and what interests our company the most?

What area of the green revolution is our industry most active in now?



step 2

Tomorrow

So, you've taken a good hard look at where you are at now and made a few moves that could deliver incredible results (perhaps sooner than you think). Maybe you're allowing commuters to ditch the drive a few times a week or realized that nobody in your industry X is involved in issue Y. Here's how you'll enter the green conversation without losing footing among your current audience.

How can I go beyond industry standards while better differentiating my brand?

If we've never mentioned sustainability in our external communications before, how do we ensure it sounds relevant but genuine and personal?

How will green investments reshape our company's offerings and portfolio?

Will our sustainable initiatives ripple across internal departments in any noteworthy way?

How can we both increase our sustainability while empowering existing customers?

Can we provide a range of choices and a sense of ownership?



step 3

Totality

Here it is. The big plans and goals. The public commitments. Where you want your company to be regarding its carbon footprint (or perhaps eventual lack thereof), transformed product line, updated identity and placement in a changing industry.

Will our company be at the forefront of any green industry changes? Does it matter or do we need to accelerate our goals?

If drastic changes are in store for our company, how can we best prepare for them today? If they're more subtle, how do we ensure that they matter publicly?

How will we share our goals in a way that's both accessible and true to their magnitude?

Do we anticipate our plans noticeably affecting outside industries? How might that be leveraged positively?

How do we measure our sustainable moves beyond their green effects? How will they affect the market, our employees/potential jobs, future offerings and more?



*Ready to act? Us, too.
Schedule a complimentary,
one-hour consultation today.*

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CONNECT

