



Pet Industry Sustainability Coalition

Presents

The 2015 Sustainability Showcase

VOLUME 1

Measuring the business value of sustainability

West Paw Design

How can you better evaluate and communicate the financial benefits of your sustainability program to employees, investors, and customers?

PROCESS

- Review existing sustainability efforts and initiatives to date capturing metrics related to financial, environmental, and social business value
- Evaluate what sustainability efforts provided the best per dollar investment for the company, its employees, and customers
- Deliver executive summary of most effective sustainability strategies defined by maximized return on investment

TOOLS



B-Impact Assessment
NOW AVAILABLE



PISC Partner Support
NOW AVAILABLE

ACCOMPLISHMENTS

- A more accurate illustration of the business value added to West Paw Design from its sustainability program
- Fresh sustainability story reporting directly on the value of sustainability to variety of stakeholders, including investors, consumers, retailers, suppliers, employees, and peer businesses
- Potential improvement of sustainability performance score on B-Certification

NEXT STEPS



- One-page sustainability report on company sustainability program

West Paw Design has practiced sustainability from day 1, and our partnership with PISC has helped deepen our team's understanding of the financial gains our company has received from these efforts. As the President, this data is a refreshing and new way to communicate about West Paw's success and to further evaluate our next sustainability projects.

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at www.petsustainability.org/toolkit.

Spencer Williams
President





Financial

*West Paw Design's green house gas savings
are equivalent to:*

153,910

episode viewings of The Dog Whisperer

or **384,750** car miles driven

WASTE

9%

\$44.6K
Total Savings



11%

**SOCIAL
COST OF
CARBON**

80%

ENERGY
*(electricity &
natural gas)*

*based on preliminary data analysis
between 2011 and 2014

Delivering on a brand promise from supply chain to customer

MOM's Organic Market

How can retailers advance sustainability by better engaging with the brands they carry?

PROCESS

- Develop supplier questionnaire based on brand promise to customers
- Engage with existing suppliers to ensure complete and timely responses
- Evaluate each supplier response to help inform purchasing decisions, ensuring minimum sustainability standards are met across all products

TOOLS



Supplier Survey
NOW AVAILABLE



PISC Partner Support
NOW AVAILABLE

ACCOMPLISHMENTS

- 27% Response Rate among non-PISC Members, 63% response Rate among PISC Members
- Successfully identified diverse pool of suppliers that meet MOM's sustainability standards
- Increased customer loyalty through commitment to sustainability standards and robust evaluation process

NEXT STEPS



- Identify areas of support needed for supplier network to improve sustainability performance
- Roll-out programs to deliver education, tools and resources for supplier improvement
- Increase leverage by engaging with additional retailers to develop industry-wide sustainability supplier survey

To find out more about this case-study visit the
Pet Industry Sustainability Toolkit at
www.petsustainability.org/toolkit.

***MOM's Organic Market** is committed to carrying sustainable products that our customers can trust. Our collaborative work with PISC has opened a door to a wealth of knowledge, and has helped us develop stronger relationships with our suppliers to improve supply-chain transparency.*

Lisa De Lima
VP of Grocery





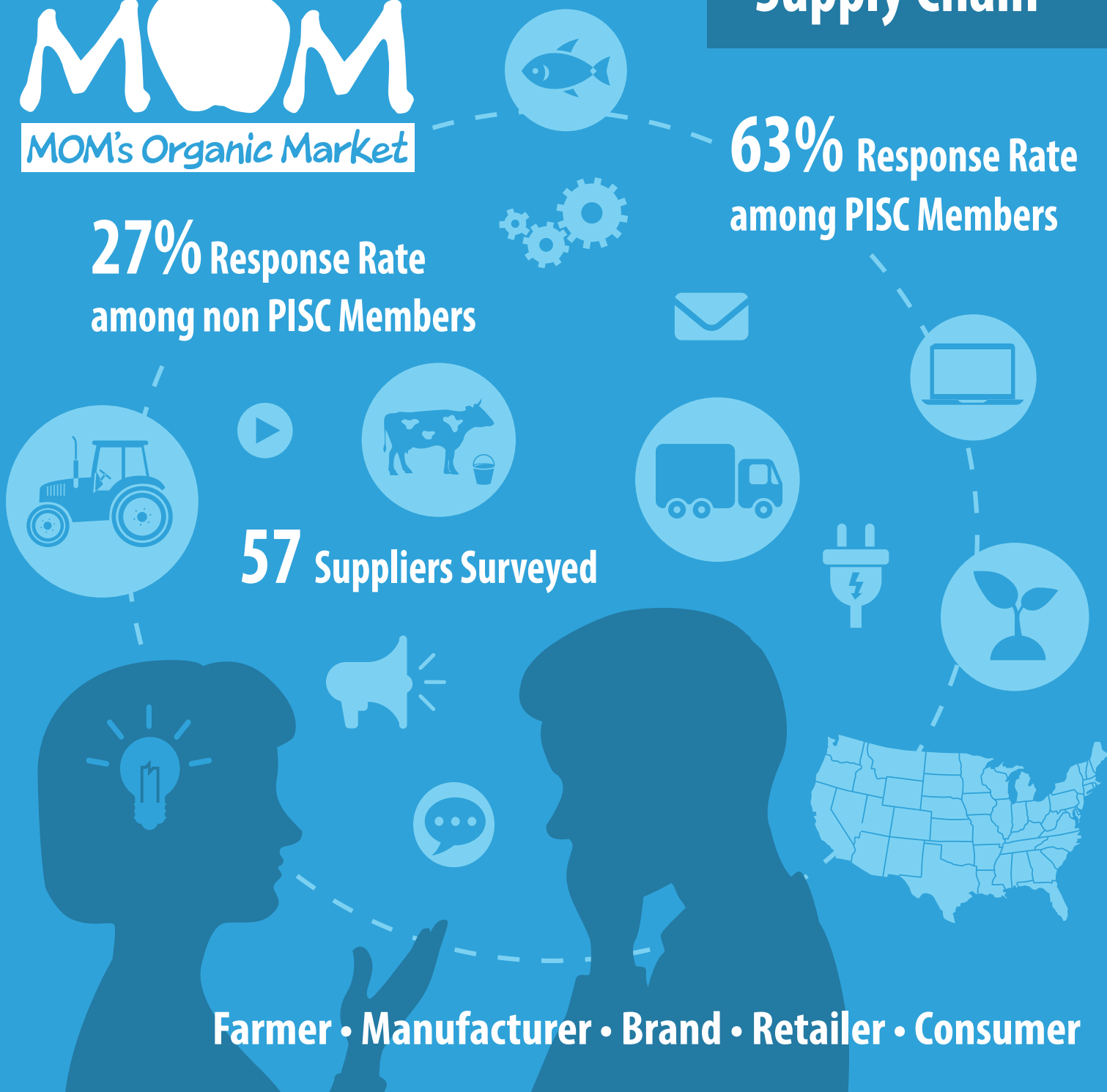
Supply Chain

27% Response Rate
among non PISC Members

63% Response Rate
among PISC Members

57 Suppliers Surveyed

Farmer • Manufacturer • Brand • Retailer • Consumer



Building a startup with sustainability at its core

"I and love and you"

How can a company advance sustainability in a startup environment when staff is busy and budgets are lean, but commitment to doing the right thing is high?

PROCESS

- Identify sustainability areas for improvement, catalog existing successes, and determine future challenges
- Build internal alignment on sustainability by facilitating company prioritization of various sustainability elements according to the company's culture, employee interest, customer demands and operations
- Select Executive-led priority strategies that tie specifically to defined parameters of business success

TOOLS



Sustainability Lens Module
NOW AVAILABLE



B-Impact Assessment
NOW AVAILABLE



Employee Survey
NOW AVAILABLE



PISC Partner Support
NOW AVAILABLE

ACCOMPLISHMENTS

- Improved unity within Executive Leadership team on what sustainability is and what it means to the company
- Defined sustainability budget and employee ownership for execution
- Roadmap for 2015 priority goals and strategies
- Handful of low-hanging-fruit strategies underway

NEXT STEPS



- B-Certification



- Integrate sustainability performance into existing employee review process

"I and love and you" had been struggling to maintain a motivated green team. Now that the entire C-suite has a unified vision for what a successful sustainability program looks like, I have the budget and leverage to push "I and love and you" to the next level.

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Chris Bentley
VP of Sustainability



“I and love and you”



“I and love and you” embraces sustainability as a key strategy for maximizing our business success. We know that our consumers, retailers and employees are looking for healthy, responsible products and we are dedicated to helping lead the industry toward these goals.

Steve Ball
CEO

Strategy



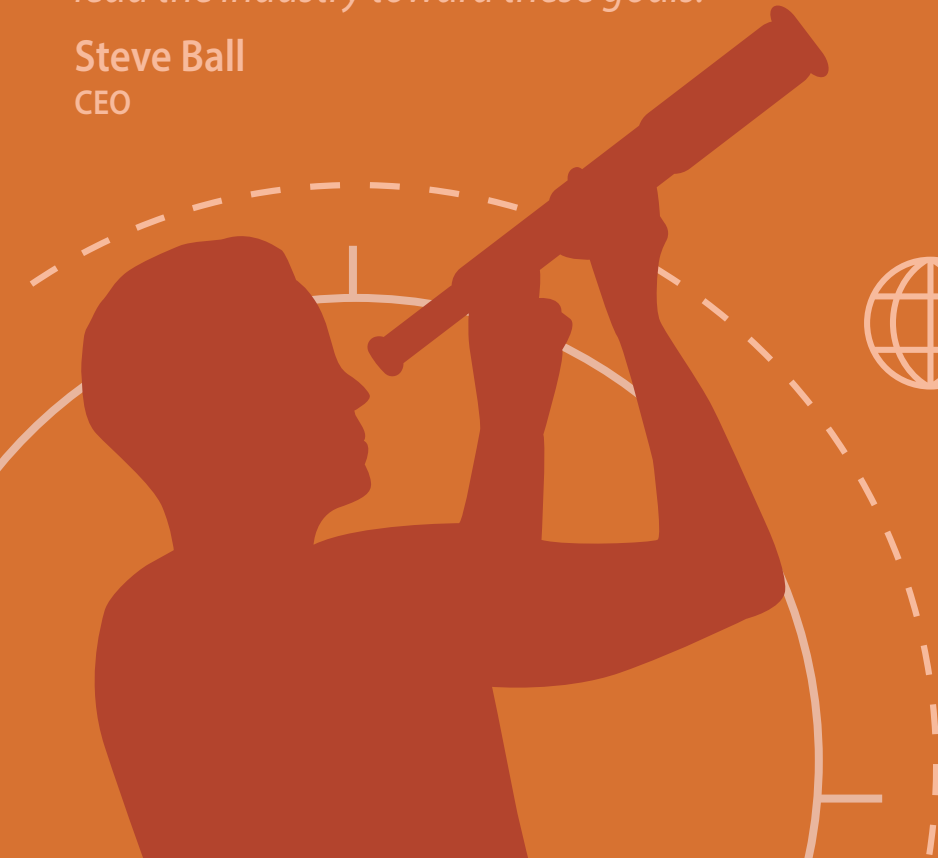
Brand

Financial

Feasibility

Environment

Social



Applying sustainability measures to create financial savings

Camp Bow Wow

How can a franchise develop a standardized sustainability program to identify quick wins for cost savings throughout a portfolio of operations?

PROCESS

- Conduct on-site visits to identify opportunities to improve facility operations in key areas of energy, waste, water, and indoor air quality
- Analyze data to prioritize opportunities for improvement by ROI, capital investment, and environmental impact
- Model and scale potential savings across entire portfolio to account for variance in building age, size, and geographic location across U.S.

TOOLS



Maximizing building efficiency module
COMING SOON



PISC Partner Support
NOW AVAILABLE

ACCOMPLISHMENTS

- Identified portfolio-wide ~\$200,000 worth of savings with ROI < 3 years
- Demonstrated leadership within pet daycare sector
- Identified multiple zero-cost strategies with financial savings over \$10,000

NEXT STEPS



- Schedule audit and analyze audit data for alternative building types in portfolio
- Develop employee incentive program to encourage behavioral changes with high ROI
- Roll-out robust Scout Sustainability Program across franchisee operations

To find out more about this case-study visit the Pet Industry Sustainability Toolkit at
www.petsustainability.org/toolkit.

Environmental Stewardship is part of Camp Bow Wow's commitment to providing a premium experience for dog parents around the United States. We are excited to develop a program that can help our franchisees save money while demonstrating responsible citizenship in their local communities.

Heidi Ganahl
CEO





Efficiency

3 Year
Simple Payback



17%
Reduction in
annual energy use



\$200,000

In annual utility savings
when rolled out across portfolio

*based on preliminary data analysis

1 ACCEPT THE
CHALLENGE

2 MEASURE YOUR
IMPACT

4 SHARE YOUR
SUCCESS!

3
TAKE
ACTION »



Get started now at www.petsustainability.org/the-accelerator

THE ACCELERATOR

Your roadmap for
**ACTIONABLE
SUSTAINABILITY**

- 1 Accept the Challenge:** For some, this will be a routine breeze. For others, it may take a big push! **PISC will be your Accelerator \ guide** to support you all the way through and ensure your success.
- 2 Measure Your Impact:** You can't manage what you haven't measured. **PISC has partnered with B-Lab** to provide you with a customized assessment. In less than an hour, gain a birds-eye view of your sustainability performance and compare it with the **24,000** others who have answered the same questions.
- 3 Take Action:** Address an area of performance that needs work or strengthen an existing sustainability program. Use your invaluable membership consulting hours with **Natural Capitalism Solutions** to unlock your potential. Whatever your goal may be, with PISC you have the tried-and-true partners to get you on the path to success.
- 4 Share Your Success:** Make your efforts count by sharing your sustainability story with your most important stakeholders. PISC will work with you to develop a communications campaign that celebrates your accomplishments to build stronger relationships with your employees, consumers, investors, retailers, and peer businesses.

30%
of PISC Members
are currently
participating

Strategic Partners



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The Pet Industry Sustainability Coalition accelerates environmental and social sustainability through education, implementation tools, and collaboration.

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