



## Services Overview

Sustainability is a strategy for success that simultaneously values environmental, social, and fiscal responsibility. Through assisting with sustainability **planning** and **implementation**, Verdis Group enables our client organizations, their communities, and the planet to thrive now and long into the future.

We help higher education institutions, school districts, healthcare campuses, zoos, municipalities, and other organizations by providing the following services. We can provide your organization with any of these services independently, or bundle them together as part of a more **comprehensive sustainability plan**.

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### Planning Services

#### **Identify sustainability successes and challenges**

We acknowledge your existing sustainability accomplishments and opportunities for improvement.

#### **Create and articulate a sustainability vision**

We lead you through the process of developing an inspired, shared vision for the future.

#### **Organize and analyze sustainability data**

We gather and interpret the information that will inform sustainable decision-making.

#### **Assess organizational sustainability engagement**

We survey and listen to stakeholders to discover their sustainability awareness, knowledge, attitudes, and behaviors. One method we employ is our Sustainability Engagement Index Survey, which allows us to calculate an engagement score and track it over time.

#### **Identify and quantify sustainability performance metrics**

We calculate the most appropriate baseline and ongoing measurements of energy and water use, greenhouse gas emissions, material waste production and recycling diversion, transportation modal share, student, faculty, and staff sustainability engagement, and other desired metrics.

#### **Establish near- and long-term sustainability performance goals**

We help you decide what metrics are important to track over time, then build consensus around organizational goals that lead toward the vision.

#### **Identify and prioritize sustainability solutions, strategies, and decisions**

We integrate our findings with research, experience, and expertise to recommend the most appropriate actions for your unique organization.

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### Implementation Services

#### **Implement strategic operational improvements**

We assist in devising, realizing, and monitoring appropriate operational solutions. These solutions take on endless forms and are dependent on your organization's circumstances.

#### **Implement engagement and behavior change solutions**

We help create and manage solutions for improving sustainability awareness, knowledge, attitudes, and behaviors. One method we employ is our online Pledge Tool, which asks stakeholders to commit to sustainable behaviors and aims to hold them accountable over time. These solutions are often designed to engrain sustainability into the culture and identity of your organization.

## Manage internal and external sustainability communications

We help strategically craft and deliver messages and materials to appropriate audiences. Whether rolling out a sustainability master plan to internal audiences or publicizing educational and marketing material to external audiences, these communications motivate buy-in, increase participation, and share sustainability successes.

## Coordinate and advise stakeholders

We provide ongoing consultative services and work alongside involved parties to ensure effective and timely progress towards your sustainability goals or aspirations.

## Monitor and share ongoing sustainability performance

We assist with ongoing data collection and analysis to determine the effectiveness of your sustainable decision-making. We develop easy-to-understand reports and tools, including our online Dashboard that shares progress with internal and/or external audiences.

## Other Services

### Facilitate immersive leadership workshops

We lead retreats designed to connect participants with nature and inspire a shared understanding of what sustainability means to your organization. These workshops are especially effective when incorporated parallel to some of our planning services.

### Conduct ad hoc studies and initiatives

We perform in-depth research and analysis to help with one-time or on-demand needs. For example, we completed an Energy Element (part of a county or city's comprehensive master plan) for Sarpy County (2012) and the City of Papillion (2012), and we completed a parking and mobility study for Metro Transit (2013).

### Advise on sustainable building design and end-user utility

We partner with architecture and engineering firms to incorporate sustainable design into buildings and spaces, train and engage building users, and measure/communicate post-occupancy sustainability performance.

### Share expertise & experience at speaking engagements

We participate in opportunities to educate and entertain others about sustainability concepts, best practices, and thought leadership.



Craig Moody captures notes while Daniel Lawse facilitates conversation during UNO's Sustainability Leadership Immersion. We often use several different mechanisms during the discovery phase of our planning efforts to uncover key information that directs long-term vision and goals.