

The Business Case for Sustainability

Prelitz + Partners

solar design + green building

GC, LEEDap, CGBP

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- Who I Am . . . Why Listen?
- What is Sustainability ?
- Why it's a Mega-Trend
- Making Green by Going Green



Mercedes Benz
Phoenix, Az.

First Solar - LEED
Auto Dealership
in U.S.



GREEN MADE EASY

The **EVERYDAY GUIDE**
for Transitioning
to a Green Lifestyle

CHRIS PRELITZ



- Fortune 500 Companies
- Cities
- Fresh and Easy Markets

- OC Green Chamber
- Transition Laguna Beach
- Sierra Club



GREENOVATE

SUSTAINABILITY

Meeting the needs
of the present, without
compromising the ability
of future generations
to meet their needs.

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TIFF (Uncompressed) decompressor
are needed to see this picture.

“ . . .sustainability qualifies as an
Emerging Megatrend”

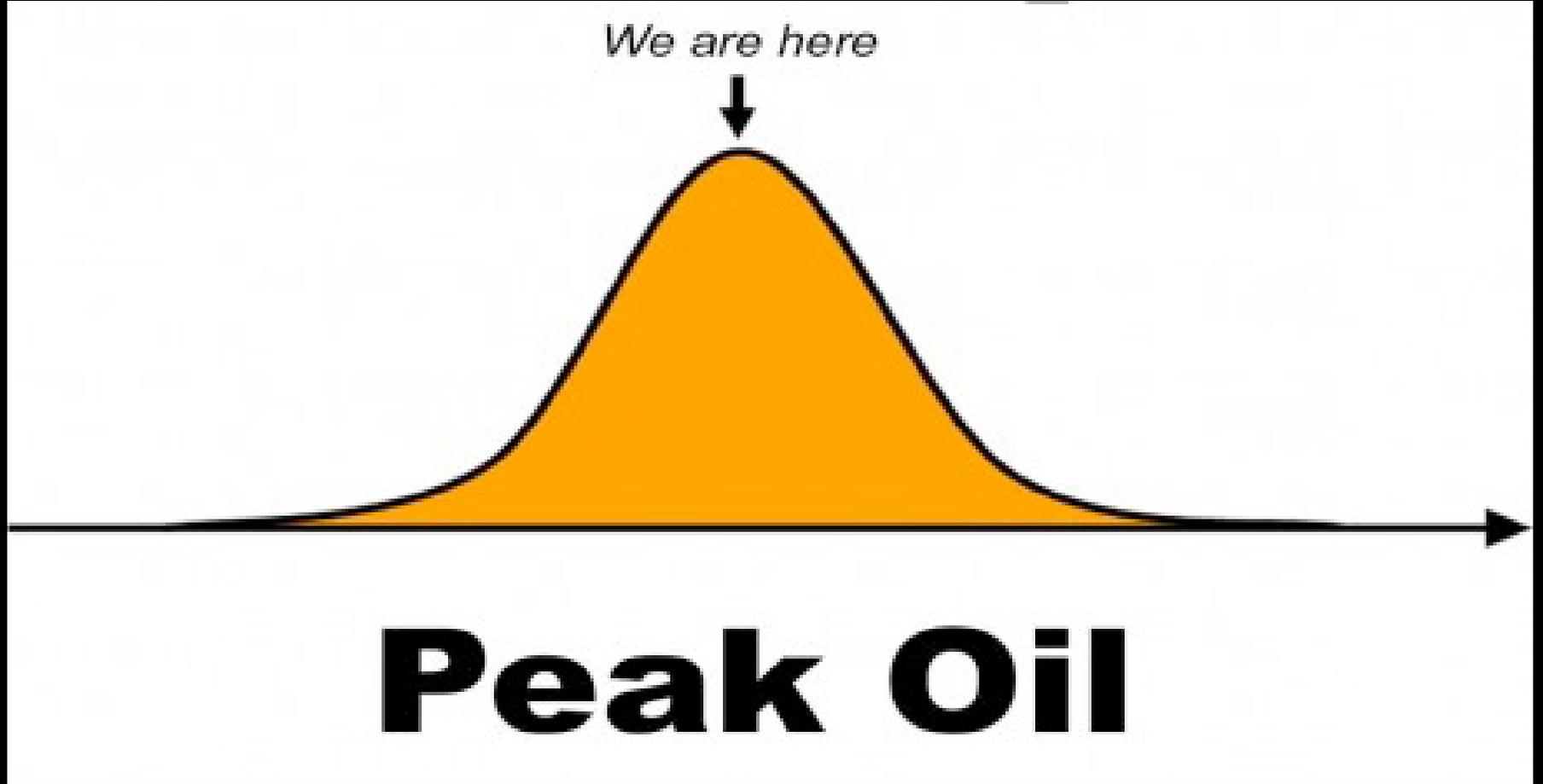
WHY?

- Environmental Pressures
- Competition for Resources
- Consumers want Green
- Govt. are supportive
- Innovation that works
- Better for the Bottom Line



Environmental Pressures and Liabilities

Pollution has no Borders



Competition for Resources
- Especially OIL

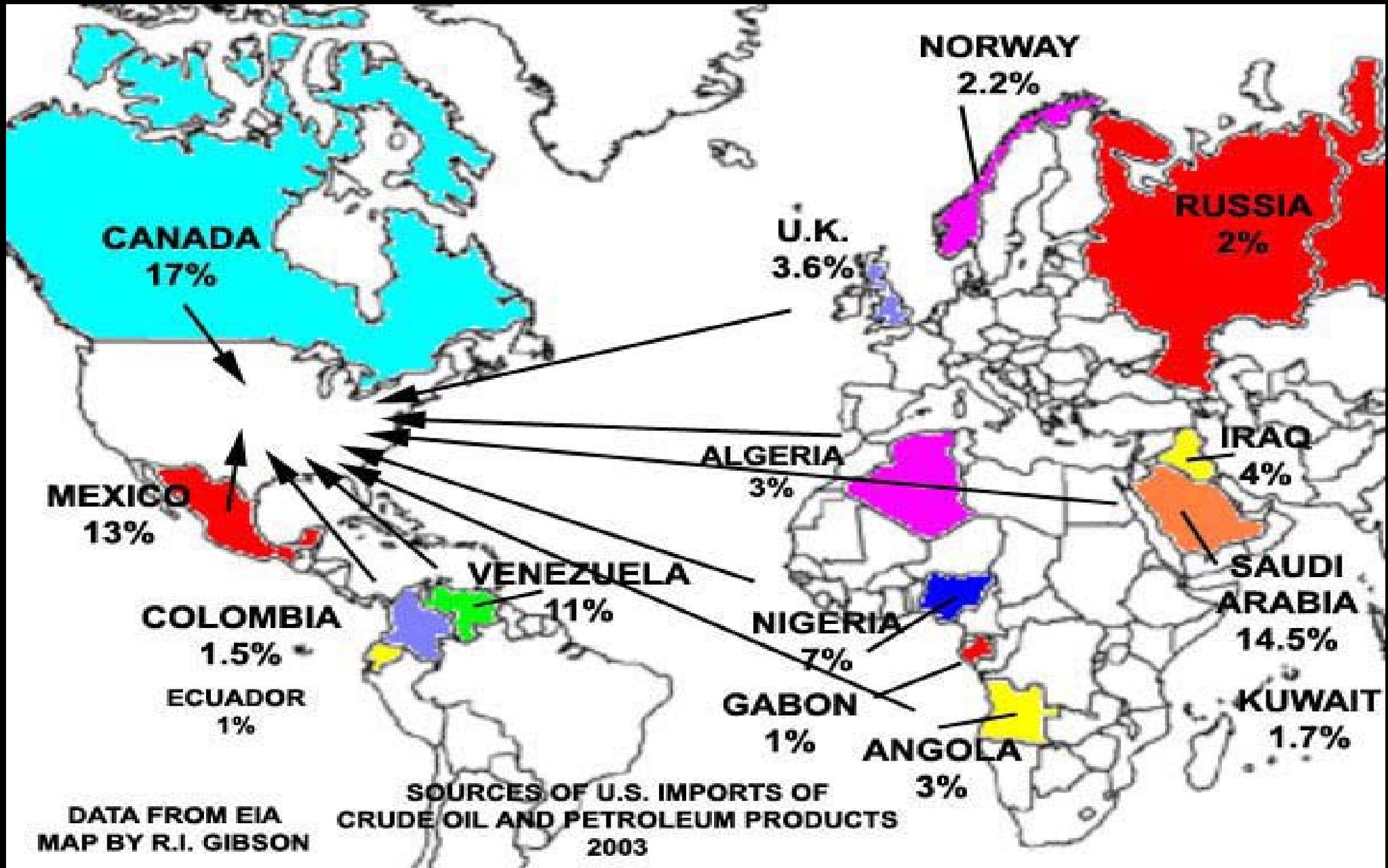


Peak Oil

=

PEAK EVERYTHING

US imports ~65% of its oil



. . . It took nature 100 million years to create the energy the world uses in 1 year.”

*U.S. Army Corps of
Engineers*

Accidentally

Released

September, 2007

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Consumers want Green

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**Enormous Market ~77% of
Population**

- 65% make effort to buy Green
- 63% will spend more on Green
- Value is Dominant factor

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**Governments are interceding
with Regulation and Stimulus \$\$**

Rebates Incentives, etc.

www.DSIRE.org



Explosion of Innovation
that Works

UPS using EV's

Tesla Available



solar-powered station
Eugene, OR

Bio Fuel Station Eugene, Oregon

Masdar - Solar City

Incandescent - CFL -
LED

The Path to Sustainability is
Better for the Bottom Line



Green Business is
growing

Greenhouse gas emissions down 82 %
Fossil Fuel usage down 60%

Water usage is down 75%
Renewable energy is 27% of total energy
Diverted 74,000 Tons of carpet from Landfill

Over the same span of time -
Sales have increased by TWO THIRDS
and Profits have DOUBLED

Wal-Mart installed machines called sandwich balers to recycle and sell plastic that it used to throw away

The balers have added \$28 million to the bottom line

Reduced energy usage of Air Conditioners
by raising temperatures one degree
at one of their offices and product assembly facilities.

Energy Savings ~ 6 megawatt-hours and \$400,000
IN FIRST YEAR

COSTCO installed daylighting
Cut lighting bills 50%
~ \$150,000 per year/ store

Stores average 30% less energy
than typical supermarkets.

Upcycling

Waste Units Collected	1,901,868,632
Money For Charity	\$2,342,516.83

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200 watt

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Change Four
75 watt incandescent
To 25 watt CFL or
LED

200 watts

Sustainability

is 2nd

Industrial

Revolution

Triple Bottom Line -

People

Planet

Profit

THINK Sustainably

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