

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