



Green Team Services

Is your company...?

- Looking for new ways to engage employees in a tight economy?
- Struggling with declining employee morale?
- Interested in jumpstarting its environmental program?

An ever-increasing number of people – employees and recruits – want to work for companies that are good stewards of the environment. That grassroots enthusiasm can be a powerful force if it’s mobilized around a common goal and process.

An employee Green Team is an easy, efficient and effective way to reduce your company’s environmental footprint, while:

- **Saving money**
- **Improving efficiency**
- **Boosting recruiting and retention**

Whether organizing a new green team or jumpstarting an existing group, Paydirt helps organizations derive real business value from their employee-based sustainability efforts.

Adding Value to your Bottom Line:

Within three months of launching a green team at an 8,000-employee company, Paydirt and the team identified sustainability initiatives that would result in annual cost savings of more than \$1M. Similarly, a Paydirt-led green team at a 370-employee company identified annual savings of \$34,000.



Innovative Solutions, Guaranteed Results

Rather than trying to boil the ocean, we design manageable, fact-based programs to build momentum and drive quick results. Paydirt will focus your green team on the opportunities that have the potential for the biggest impact by looking at factors such as return on investment, relevance to your customers and other key stakeholders, and metrics for measuring success.

Employees on the front lines are in the best position to identify and implement new environmental practices for your company. Rather than trying to learn how to do our clients’ business for them, we empower green team members with the strategic framework, context and resources needed to uncover smart, innovative solutions.

"We're exceptionally pleased with the progress of our employee green team. We couldn't have done it without you!"

Bob Tomaschko
Human Resources Director
Land O'Lakes, Inc.



For more information contact Eliza Clark at 612.385.3710 or eclark@thinkpaydirt.com.

Proven Process

At Paydirt, we employ a proven operating framework with corporate green teams that allows the team members to remain focused and achieve greater results in less time – without stifling creativity. Using sustainability as a lens, we build cross-functional teams to comprehensively assess operations, new business channels and new ways of serving customers.

There are five high-level stages within our operating framework:

- Establish Strategy, Objectives and Scope
- Assess Baseline Environmental Impact
- Define Initiatives/Solutions to Reduce Impact
- Plan and Implement Initiatives/Solutions
- Measure and Monitor Results

There is also a crucial, overlapping element that remains constant throughout the process: **communication**.

The operating framework is represented as a continuous cycle because improving sustainability is an ongoing, iterative process. Your organization's environmental footprint will decrease with each pass through the cycle.



About Us

At Paydirt, we help clients implement sustainability solutions that deliver maximum value to both the environment and the bottom line. We devise powerful strategies that align stewardship initiatives with our client's core business objectives and catapult them to their desired market position.

Paydirt's diverse staff has deep expertise in strategic planning, environmental assessment, management consulting, internal communications, employee engagement and marketing communications.

Our list of satisfied clients range from pro bono nonprofits to blue-chip corporations, including Land O'Lakes, C.H. Robinson, 3M, the Minnesota Twins and more.

"Paydirt approached the sustainability process for a firm of our size based not on a cookie cutter approach, but on what our business culture could support. We were impressed with the personalized attention and customization Paydirt provided, and we intend to continue our relationship with Paydirt to broaden and support our sustainability efforts over time."

Mary Franklin
Former Chief Operating Officer
Monroe Moxness Berg



According to Brighter Planet's 2009 Employee Sustainability Engagement survey, the organizations with the highest effectiveness and employee satisfaction tend to encourage conservation frequently, promote sustainable actions in a diversity of arenas, establish ways for employees to share ideas with each other, and collect data on their efforts.

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