

Sustainability is no longer a luxury investment or an eleventh-hour consideration – it's a strategic imperative.

We devise powerful strategies that align stewardship initiatives with our client's core business objectives and deliver maximum benefit to their triple bottom line.

Accelerate Your Progress

Time is money. Pressure from investors, customers, employees and NGOs continues to mount. Are you satisfied with the speed of progress in sustainability at your company?

Our team brings deep sustainability expertise, proven methodologies and a client-centric approach to empower your internal team to be more successful in a shorter amount of time. Think of us as your personal trainer – we bring the sustainability tools and experience, so you can **focus your efforts and achieve your goals**.

Capitalize On Your CSR Investment

Fight the perception that a lot of time and money is spent on sustainability without any measurable return. Communicate your progress to build market share and strengthen connections with the audiences that matter most. At Paydirt, we build sound communications strategy into the heart of every program to:

- **Build your brand**
- **Attract and retain customers**
- **Recruit and engage employees**
- **Protect your reputation**

Let Paydirt help craft your unique sustainability story so you can **grow your business and make a lasting impact**.



Break Free from the Status Quo

Sustainable innovation is the holy grail for every sustainably-minded company. But you can't transform your business unless you challenge the status quo and look "outside the corporate box" to unearth new opportunities. Sustainability is too multifaceted for any one department to manage singlehandedly – it requires the perspective and skills of every functional area.

At Paydirt, we take a **hybrid thinking** approach to tackling complex sustainability challenges. We view each problem through the lens of EHS, facilities, operations, human resources, sales, marketing, communications, IT and finance – and then design integrated solutions that work. We'll harness your internal power so you can **graduate from low-hanging fruit to market leadership**.

Our Clients

Our list of satisfied clients range from small nonprofits to blue-chip corporations, including Cargill, 3M, Land O'Lakes, University of Minnesota Physicians, C.H. Robinson Worldwide, Consulate General of Canada, Tennant Company, Gold'n Plump Poultry, the Minnesota Twins and more.

"Paydirt's collaborative environmental assessment process armed us with the tools necessary to measure and track our environmental progress over time. In addition, Paydirt highlighted practical strategies to maximize our investment in Target Field's green building features by emphasizing sustainable operational practices and enhanced communication with our fan base."

John McEvoy
Manager, Ballpark Operations
Minnesota Twins Baseball Club





Paydirt is a trusted advisor to seasoned veterans of corporate responsibility, as well as those newly contemplating the value of sustainability.

Where are you in your sustainability journey?

Building or Refining Your Strategy



You need credible research and insight to make a case for how sustainability can grow your business.

For a global, diversified technology company, Paydirt assessed customer attitudes toward “greener” product and service offerings, and identified actions they could take to expand market penetration.

Only a few members of your leadership team truly understand the opportunities and risks associated with sustainability.

Paydirt has delivered customized sustainability education for executive teams, including advanced sustainability concepts, industry and competitive trends, and building blocks for expediting progress.

Engaging Your Enterprise



You're working hard to be a good corporate citizen, but your employees have no idea how or why they should contribute.

We've deployed numerous multi-channel internal communications campaigns to help raise awareness of clients' sustainability efforts and inspire individual action.

You've got a passionate green team, but sustainability hasn't permeated your organizational DNA.

Paydirt has developed customized interactive learning modules to educate our clients' employees about sustainability fundamentals and boost employee engagement.

Assessing Your Impact



You're not sure what your environmental footprint even looks like – or where to focus your efforts to get the biggest bang for your buck.

Paydirt has worked with numerous organizations of all sizes to assess the environmental impact of their operations and recommend strategies for reducing impacts while saving money.

You've taken steps to be a better steward of the environment, but you're not confident your efforts are making a difference.

We helped a large agribusiness company develop a strategy and scorecard to measure and monitor environmental performance.

Telling Your Story



Your sales force doesn't speak sustainability.

We've educated sales and account management staff at a Fortune 500 service company about industry trends and competitors' sustainable service offerings.

You've spent a lot of time and money on your CSR report, but don't know if you're keeping pace with competitors – or if anyone is actually using it!

Paydirt has benchmarked clients' external sustainability communications compared to competitors and peers, as well as provided strategic recommendations to ensure reports are making an impact with key stakeholders.

