



True Market Solutions

Sustainability Circles

Accelerate Your Sustainability Impact



Circle Benefits

Knowledge, confidence, competitive advantage, brand reputation, results.



Individual coaching that helps you **identify areas ripe for immediate savings & ROI.**

Highly relevant information from experts about current technologies, incentives, and approaches for **better resource and operational efficiency.**

A co-learning platform that generates **new insights and ideas for innovation** from like-minded peers.

A comprehensive curriculum with a focus on **employee and stakeholder engagement** for long-term results.

An action plan framework that ensures **achievable implementation of sustainability initiatives.**

Whether your organization is looking to improve operational performance, reduce energy costs and increase profits, find new sources of innovation, or make a positive impact, taking a sustainable approach to running your business is a proven path toward competitive advantage.

A Sustainability Plan for Action

A True Market Solutions **Sustainability Circle™** is a comprehensive 6-month peer-learning program that empowers you to improve the way you do business by helping embed sustainable practices across your organization. The outcome is an action- and results-driven customized Sustainability Action Plan that makes the business case for implementing both large and small-scale initiatives. By participating in a Sustainability Circle, you will gain the tools and ability to inspire employee engagement, improve your operations, and make an important difference — a single Circle has the potential to reduce CO2 by 5000 tons per year.

Substantial Results

We have a proven track record, having guided well over 100 organizations toward greater value. The results below reflect the average number of initiatives and average projected five-year annual savings per organization from recent Sustainability Circles.



28 Initiatives



\$288,544



1,412,042 kWh



2,270,584 gal.



1002 tons



“ This is a great way to put momentum behind your sustainability efforts. The information, the coaching, help from your cohorts will put you in a good position to move forward. It will help you improve your employee engagement, promote your brand, and insure higher profits by helping you find better ways to do what you do. ”

Gary Onstad, Product Developer
Circle Participant
The Ken Blanchard Companies

Is It Right For Me?

The Sustainability Circle™ program is designed so you achieve immediate and on-going business value, whether your organization is just starting down this path, or already has a strong sustainability strategy. Typical participants include enterprises and institutions in areas such as manufacturing, business services, retail, entertainment, and hospitality; cities and municipalities; educational institutions; and non-profits. Our [client list](#) will give you a good idea of the range of organizations who participate.

How Sustainability Circles Work

The TMS Sustainability Circle program brings together two representatives each from 10 organizations to engage in a powerful, diverse local peer-community experience. The 6-month program provides:

- One to one coaching and on-sites in between sessions
- Comprehensive curriculum covering strategic, tactical & behavioral approaches
- Interactive monthly sessions with subject matter experts in lighting, HVAC, water, waste, metrics, procurement, and more; and utility reps who provide specific program information and tours
- Support for employee engagement and Green Teams
- Implementable customized 5-year Sustainability Action Plan

Accelerate your efforts. Get started now.

Sustainability Circles are launching across California and the Mid-West.

To enroll in TMS Sustainability Circles™ visit

truemarketsolutions.com/how-to-join

or call 1-415-484-9044.



www.truemarketsolutions.com | info@truemarketsolutions.com

Why Now?

- Energy and resource costs are rising.
- Employees want to engage in sustainability
- Technology is changing rapidly. You may not be aware of the most energy and resource efficient solutions.
- Competitors are gaining ground in sustainability.
- Business actions are more radically transparent to customers than ever before.
- Marketplace demand for sustainably conscientious businesses is reaching a tipping point.
- Sustainability offers some of the best opportunities for bottom-line savings and top-line growth.



True Market Solutions (TMS) integrates the best of sustainability with behavior change to accelerate positive business impact.