

# Office "Going Green?"

## SSC Green Audits

Perfect for organizations making a commitment to going green yet need help determining the next best practical steps.

Our audits will help you:

- **Determine** employees' attitudes and awareness about "going green."
- **Assess** environmental strengths, weaknesses, and opportunities for improvement.
- **Calculate** your carbon footprint.
- **Provide** relevant, cost-effective, and impactful green recommendations.

## The Power of the Network

The **SSC Consultant Network** is a group of over **280** Freelance Sustainability Consultants - in **four continents** - with a wide range of expertise. **CROGS LC** is your **local partner**.

We have the ability to draw on **experts** in the fields of:

- strategic planning
- energy efficiency
- waste management
- community impact
- dialogue and facilitation
- project management
- public-private partnerships
- stakeholder engagement
- business ethics
- human rights
- international development



Creating Realistic Opportunities for Going Sustainable

**Bobby Croghan**  
CROGS LC

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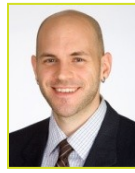
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## More About CROGS LC

**CROGS LC** believes in connection to the local community. Bobby stays in touch through various organizations and volunteering efforts including Chair of the Residential Green Building Advocacy Committee of the USGBC National Capitol Region, Alexandria Chamber of Commerce, Del Ray Business Association, USGBC National Capitol Region, and Habitat for Humanity of DC & Northern Virginia. With years of interior design experience, **CROGS LC** has the partnerships to provide the costs of any necessary upgrades to fully appreciate lowering your carbon footprint.

### Mission

**CROGS LC** guides businesses and homeowners in lowering their environmental footprint through strategies that will enrich their lives and surroundings.

Part of this mission includes giving back to the local community and promoting "green collar" jobs. As such, 1% of CROGS' annual company profits will be donated to ReBuild of Alexandria, a 501 (c) (3) nonprofit organization that sells sustainable building materials and supports "green collar" jobs.



The auditor providing this service has been certified by Strategic Sustainability Consultants (SSC) to use SSC's Green Audit Methodology. Learn more at [www.sustainabilityconsulting.com/greenaudit](http://www.sustainabilityconsulting.com/greenaudit)

# What Can CROGS LC Offer?

## Carbon Footprints & Offsets

- Our carbon footprinting tool was developed by the prestigious Redefining Progress and licensed through Strategic Sustainability Consultants. This is a great measurement tool to gauge your current standing and measure progress over time.

## Cost / Benefit Analysis

- Costs come in many forms, and so do returns. Get a full understanding of the effort and expense of your initiatives and the range of benefits - including economic, reputation, brand, marketability, stakeholder analysis and employee retention.

## Risk Management

- Have you addressed the risks to your organization from a changing world? You need to know how to minimize impacts and create opportunities.

## Strategy & Planning

- Individual initiatives can take on a life of their own if you don't plan, track progress, monitor scope and evaluate their fit in your ever evolving strategy. **CROGS LC** can teach and augment your internal leadership team providing an objective voice with an industry view.

## Project Management

- Critical initiatives require tight management to ensure firm requirements, a well-defined scope, and close tracking to budget and plans. Through years of managing extensive interior design projects, **CROGS LC** can manage individual projects, groups of related initiatives, or provide guidance to your program management team.

## Education & Coaching

- From lunchtime seminars to multi-day curricula, we have the knowledge and experience to help fill the critical knowledge gaps on your staff. We can customize curricula to meet your schedule, industry and needs.

## Recent Press on Corporate Responsibility

"V. Kasturi "Kash" Rangan, the Malcolm P. McNair Professor of Marketing at Harvard Business School, argues that corporate social responsibility (CSR) initiatives are more necessary than ever. Rangan says that when carefully planned and managed, such efforts can strategically tackle important societal issues and at the same time enhance business success, yielding a "double bottom line." (*Harvard Review*, August 2009)

"Sustainability initiatives have become a "must have" business imperative for companies, despite budget and return on investment (ROI) challenges, according to a new study from Aberdeen Research. Aberdeen Group has benchmarked over 200 enterprises involved in sustainability initiatives for its ROI of Sustainability survey. The research company says that top performers excel at matching potentially hard-to-grasp concepts like environmental and social stewardship to actionable and measurable improvements to their bottom lines." (*Environmental Leader*, June 2009)