

Sustainable Business Development List of Consulting Projects Conducted in 2006-2010

Small and Medium Sized Clients (19)

Boyd Coffee. Determining what supply chain information customers desire about coffee products. Choosing which information to provide and how to display it, including that which concerns growing and roasting.

Burgerville. Providing business development advice on market expansion using NOMAD, a portable store format useful for bringing Burgerville presence to events and to introduce company to new markets. Analyzing new markets (e.g., market potential, pragmatic opportunities for introduction via NOMAD, etc.), prioritization of target cities and opportunities, and sustainable operations of the NOMAD.

Dolphin Software. Identifying innovators in the chemical supply chain management field that can serve as targets for an innovative software package that tracks purchase and inventory of chemicals. Evaluating different marketing thrusts for the package.

Flexcar. Collecting and analyzing university data for the company as it seeks to expand its market to include college campuses.

gDiapers. Exploring more ecologically friendly packaging for company's line of flushable diapers. Evaluating advantages and drawbacks of alternative designs on multiple dimensions.

Hartmann and Forbes. Assessing the environmental performance and developing sustainability metrics for a maker of exclusive window coverings.

Jibe Consulting. Analyzing a new consulting business line for the company, focused on providing sustainability-related services to companies looking to produce sustainability reports, satisfy supply chain reporting requirements (e.g., in response to Wal-Mart, Nike and others), meet GRI standards, etc.

KEEN Footware. Working with company on messaging and reporting related to the sustainability component in its products. Developing methods for communicating its policies and programs to customers.

KEEN Footware. Conducting a sensitivity analysis of how companies in the outdoor and footwear industry are responding to climate change. Summarizing key climate change developments, and detailing how plans reflect commercial risks and opportunities.

Nau Apparel. Providing a deeper understanding of different models for post-consumer product takeback infrastructure for a new, sustainability-oriented apparel business. Suggesting an optimal reverse logistics strategy for the firm.

Neil Kelly Company. Studying the market structure of the wood cabinet industry, and the possibilities for licensing Neil Kelly's brand and expertise to small and medium-sized companies that would sell cabinets with environmentally-certified wood. Identifying alternatives for expansion via licensing.

Organically Grown Company. Evaluating the merits of setting up and operating a returnable plastic container operation. Developing alternatives for dealing with cleaning & sanitation (including setting up an OGC operation), for tracking the containers through the supply chain, and for minimizing the upfront investment required.

Pivotal Investments. Collaborating with a new, early-stage investment firm that focuses exclusively on companies with strong potential to accelerate market transformation and advance sustainability performance. Working with Pivotal to analyze the market potential, key business development strategies, performance benefits of one of their target companies.

Portland Business Journal. Creating a methodology for evaluating the business-oriented sustainability programs and performance of cities in the United States. Applying this methodology to create a ranking system for cities, with special reference to Portland.

Rejuvenation Hardware. Helping Rejuvenation appreciate how its customers understand, evaluate, and embrace compact fluorescent lighting (CFL) technology overall and in relation to the company's product line and brand (*two projects*, one each for residential and commercial customers).

Sockeye Inc. Validating a company-developed sustainability rating system for major league professional sports franchises. Developing a system that takes into account both team and venue operations creating quantifiable metrics that allow comparison amongst peer organizations.

Yakima. Recommending a template and implementation plan for Yakima's first corporate social responsibility report that would reflect the company's core values and priorities. Developing implications for the company's supply chain strategy.

YOLO Colorhouse. Assessing the feasibility of onsite renewable energy generation at a Texas manufacturing facility. Recommending a cost-effective option to approach carbon-neutrality without resorting to offsets.

Large Clients (10)

Costco Wholesale. Reviewing prospects for using worms to digest organic waste created at locations of foods retailers and food services, and converting it to rich soil amendments. Assembling a workable sustainable business plan that could be used to open a worm farm or network of farms in any location.

Fred Meyer. Exploring how to create brand image advantages by creating a regression specification to isolate effect of new green store features on sales. Identifying and documenting state, federal, and local tax credits, subsidies, and other support for commercial buildings that employ environmental features.

Hewlett-Packard. Reviewing end of life legislation across the United States and internationally, to bring the company's knowledge base up to date.

IHS. Recommending a template and implementation plan for IHS's first corporate social responsibility report that reflects the company's values and market aspirations.

Intel. Surveying the socially responsible investing community, to ascertain whether the author of the assurance statement in Intel's sustainability report (e.g., PriceWaterhouseCoopers vs. AccountAbility) influences its confidence in the report.

Knowledge Learning Company. Promoting organizational change that will drive sustainable practices within a company that manages day care centers. Developing an appropriate environmental strategy for the company and its customers.

NW Natural Gas. Recommending a template and implementation plan for NW Natural's first corporate social responsibility report that can utilize the utility's information base effectively and communicate clearly with its stakeholders.

NW Natural Gas. Analyzing new energy services models, including a distributed solar thermal package deployed through a utility structure. Including among deliverables the financial modeling and analysis, analysis of varying revenue streams back to utility service provider, and development of performance metrics for the project, including efficiency benefits, carbon emission reductions (near term and potential) and end user cost impacts.

Nike. Evaluating Nike's Corporate Responsibility Report, with specific emphasis on review of detailed performance metrics underneath the broad categories of the corporate social responsibility (CSR) framework available through the Website and printed report. Where appropriate, analyzing the performance metrics and offer recommendations to Nike management on refinements to the performance management and reporting process within the CSR area.

Paccess Global Logistics. Developing qualitative and quantitative criteria, metrics, and measurement systems to grade the ecological footprint of packaging design options for a global consumer packaged goods company. Assessing alternatives with respect to material choice, life cycle costs, and CO2 footprint from transportation, recovery, and recyclability

Government and Non-Profit Clients (8)

City of Eugene. Assisting the City in understanding how businesses in the city prioritize sustainability as a business challenge. Identifying the information necessary to help companies make progress in this area and articulating the proper role for the City of Eugene in this effort.

City of Portland. Evaluating the potential for further innovation by analyzing how to increase the regional economic benefit of Clean Energy Works, an innovative new program for accelerating the pace of building efficiency improvements throughout the city. Identifying local and regional businesses that provide products or services necessary for building energy efficiency upgrades and renewable energy installations.

Eugene Water and Electric Board. Conducting original market research on EWEB's customer base to recommend how to broaden subscription to its wind energy program and to explore possibilities for sales of renewable energy certificates.

Eugene Water and Electric Board. Evaluating the sunset of the utility's downtown steam heating system. Analyzing items including determination of how EWEB will maintain its role as a service provider to the current buildings connected to the system, capital planning, pricing analysis, and review of customer service needs related to the system conversion.

Lane County. Working with the economic development office, conducting market research on cleantech operating businesses, in order to guide the development of a cleantech cluster in Lane County. Analyzing public policy alternatives for promoting the cluster.

Next Step Recycling. Collaborating with a non-profit organization that funds international social justice projects by recycling and refurbishing computers. Providing assistance in creating a plan for the rapid commercial ramp-up of a program that has already placed computer labs into 20 states and 12 countries.

Oregon Home Builders Association. Developing a plan for OHBA to create a subsidiary to aggregate carbon emissions credits made available when energy and other innovative building components are used in homes, and then sell the offsets for revenue.

Travel Oregon. Conducting a carbon footprint analysis for Travel Oregon's internal operation using a system similar to other state agencies that have already created a carbon footprint. Providing specific recommendations on strategies to reduce the organization's footprint.