



Sustainability Management

Sustainability means that private/public sector organizations should not only create economic value and provide goods and services that enhance the standard of living, but that they should also engage actively in mitigating the different environmental and social problems they cause through their activities.

Affinity works with organizations to better understand their environmental impacts, create corporate sustainability reports, facilitate strategic sustainability planning, and drive sustainability implementation programs throughout the organizational culture.

The results have been improved ecological and social footprints, unique forms of product branding, competitive distinctions, customer loyalty, retailer negotiating leverage, improved workplace conditions, and reduced costs-of-operations. Our customers have been nominated for regional and national sustainability awards, while being recognized as leaders within their communities.

Sustainability Services

- Sustainability Program Development and Planning
- Corporate Social Reporting
- Sustainability Assessment
- Greenhouse Gas Inventory
- Cultural Evaluation
- Ecological Benchmarking
- Life-Cycle Assessment
- Recycling Initiatives
- ISO 14001 Environmental Management Systems
- Certified Greenhouse Gas Verifiers (GHG-V)
- LEED Consultation
- Environmental Compliance

Sustainability Management In Action

Private Sector



Affinity has partnered with MAGNET to create the eco-SMART Manufacturing Program. Eco-SMART a new comprehensive set of services designed to help manufacturers meet the growing worldwide consumer and regulatory demand for products that are made which respect environmental, conservation and safety concerns. The eco-SMART Manufacturing Program's services have been designed to meet the U.S. Department of Commerce definition for sustainable manufacturing as, "...the creation of manufactured products that: use processes that minimize negative environmental impacts; conserve energy and natural resources; are safe for employees, communities and consumers; and are economically sound."

Public Sector



Affinity was contracted by Keep Akron Beautiful and the City of Akron to assist with the development of the *Greenprint for Akron*, a comprehensive sustainability plan that effectively positions the city for environmentally-friendly and energy-efficient growth through the 21st century. Publicly released in April 2009, it brings the government, the community, and the private sector together in a collaborative effort to promote a common vision of a vibrant urban city where people want to live and business want to grow. Additionally, Affinity successfully completed Akron's Energy Efficiency and Block Grant application and Strategy, securing over \$2 million in U.S. Department of Energy allocations.

Institutional Sector



Affinity is working with institutions to inventory, assess, and analyze their facilities, policies, and processes in order to establish and report a measurable sustainability baseline. This includes a Greenhouse Gas (GHG) Emissions Report to determine institutional carbon intensity as well as utilizing the Association for the Advancement of Sustainability in Higher Education's (AASHE) Sustainability Tracking, Assessment and Rating System (STARS) that will allow for meaningful comparisons between institutions over time and internal benchmarks and targets. Critical analysis of this data will enable institutions to develop effective plans and programs to become more sustainable and less carbon intensive.