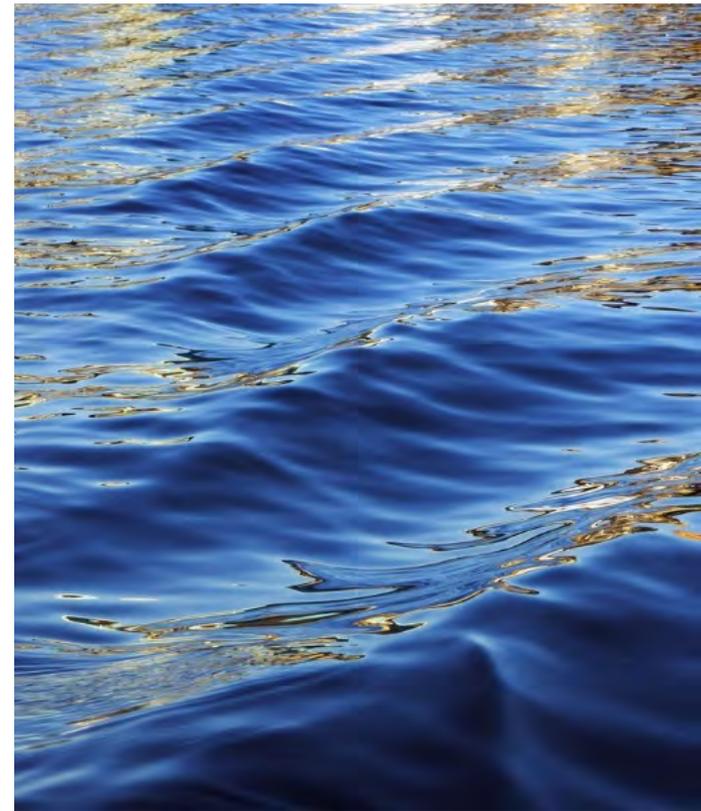




Why Sustainability?

Buzzword or Benefit



A BOLD STEP



- Green Supply Chain
- Best solution not lowest price
- Every employee a scientific problem solver
- Lean environment
- End to end (cradle to cradle) procurement review

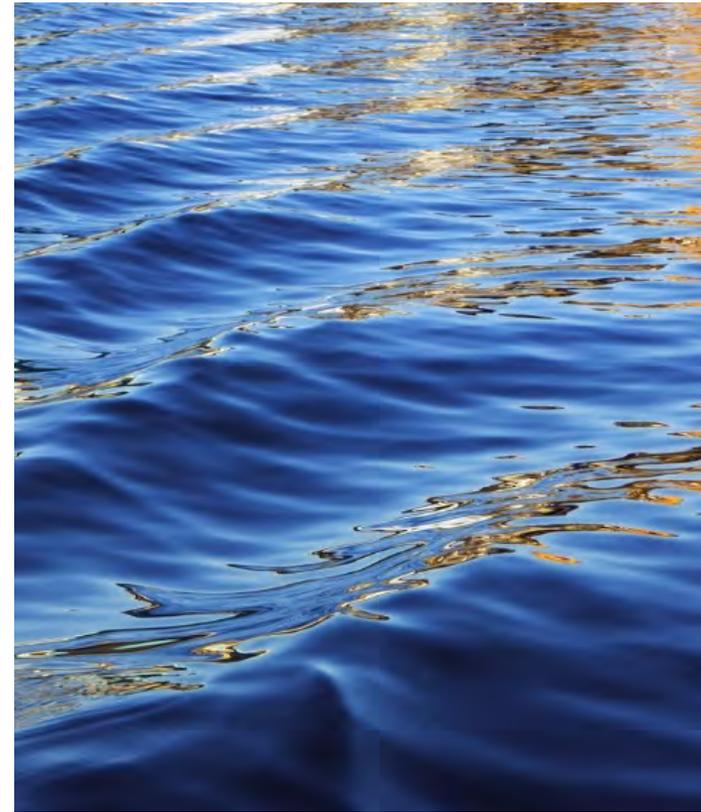
Truly Becoming a Green State





Who and What is the Clean Technology Trade Alliance

And why you should care



The Clean Technology Trade Alliance

The Clean Technology Trade Alliance (CTTA) Mission is to bring clean, efficient, sustainable technology, products and services into the mainstream.

CTTA is a completely new type of business affiliate built on a not-for-profit 501c6 trade organization framework.

- CTTA is a bridge, carefully evaluating select companies with clean and efficient solutions, then actively connecting those member companies to customers who need them.
- Partnership is key to this process, partnering with businesses in the process of identifying needs and solutions and making the connections.

Defining a Business Cluster

In most cases a business cluster is well defined by the time a trade organization is launched. There have been some exceptions, most notably high tech, which shares some other similarities with clean technology.

In the case of Clean Technology the cluster is being defined by the business being done. CTTA is defining clean technology by the needs and projects where we are connecting those with needs to businesses providing the solutions.

Clean Technology is best defined as being more efficient, healthy and cost effective than the current solution.

Doing Real Business and Providing Real Outcomes

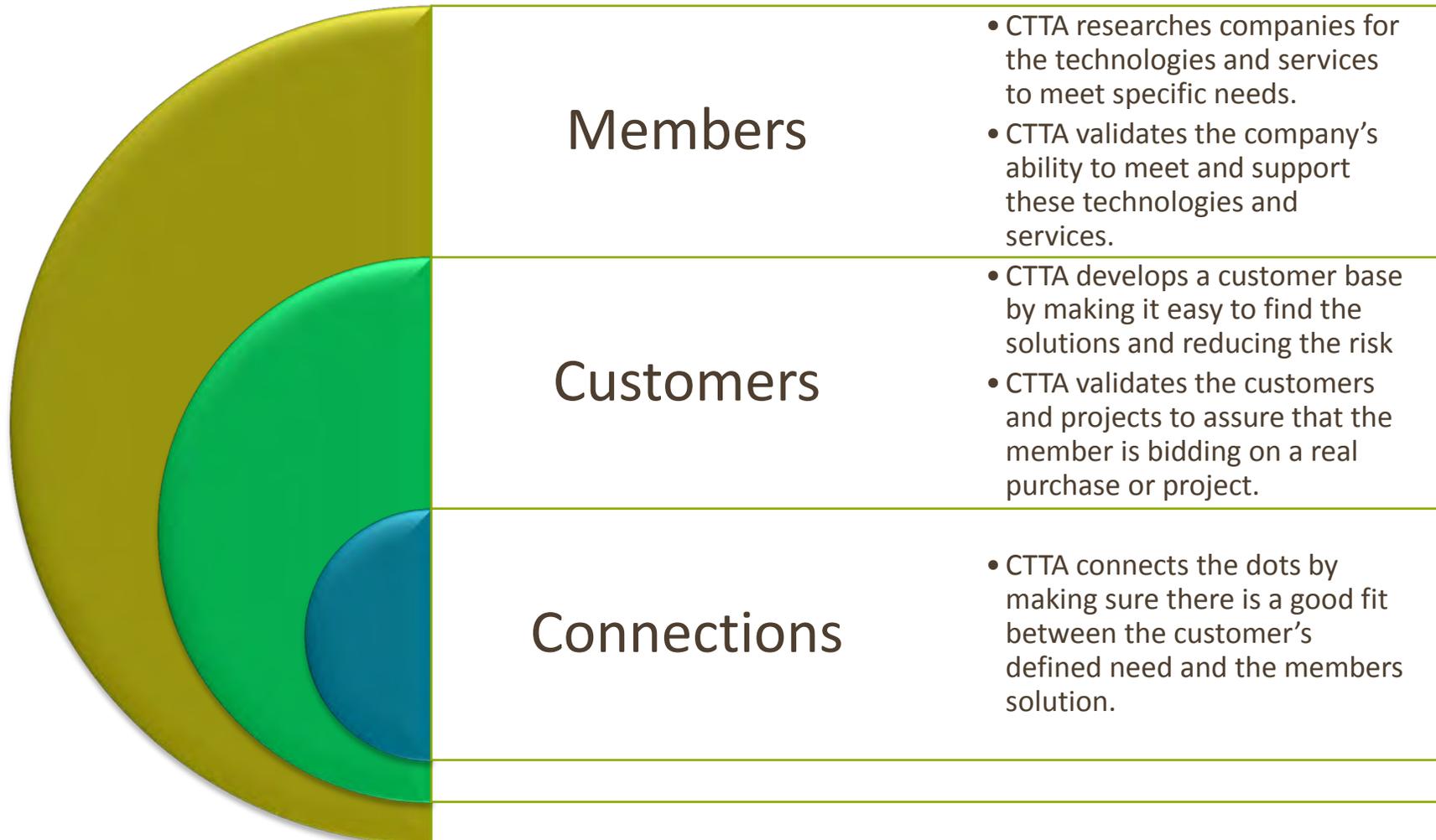
At its core, business is meeting a need and making a profit. In today's world, the term “business” gets a little murky and convoluted; it gets used to describe a range of efforts that have little to do with providing real solutions or meeting real needs and a great deal to do with profit.

CTTA requires its members meet the original and overriding definition of business. They provide a product, service or combination that solves real problems efficiently, with minimal impact, at a reasonable cost, and preferably have a direct return on investment.

By providing this service to customers that require improved processes, greater efficiency and lower impact, CTTA reduces the risk of adoption.

As a membership funded organization CTTA does not normally charge customers for this service. We do require the project be funded.

What CTTA Does



Two Sides of the Coin

Customer Acquisition

- **Providing** solutions by identifying needs, researching solutions and building relationships.
- **Reducing** risk by providing an easy, single point of entry to getting vetted, sustainable solutions and complex problems addressed.
- **Building** partnerships between businesses and helping facilitate adoption.
- **Creating** industry specific portfolios with a wide range of real, cost effective, proven solutions.

Member Acquisition

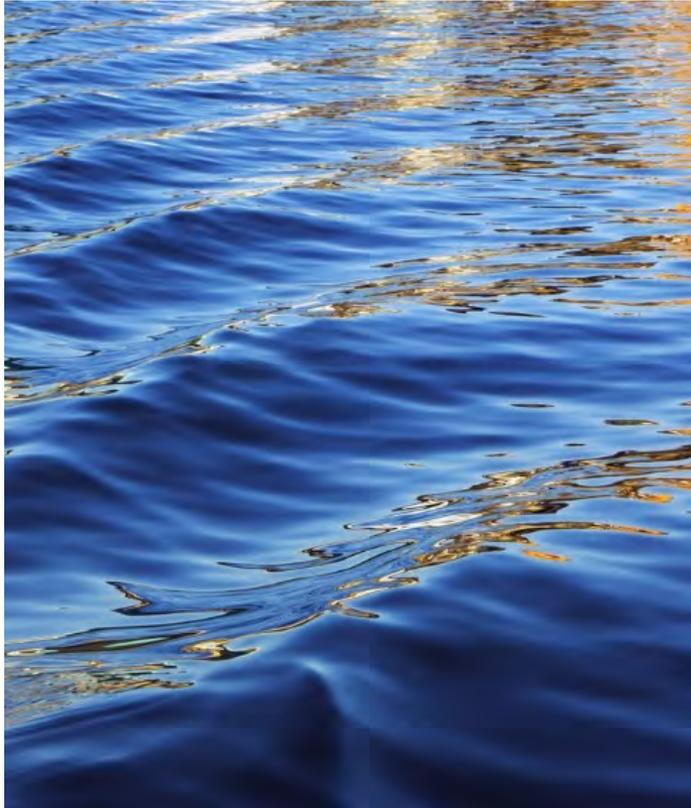
CTTA utilizes a multi stage approach to identify and evaluate potential members.

1. Define the need through:
 - Customer request
 - CTTA project
 - Identified gap in an industry portfolio
2. Research industry information to develop a familiarization.
3. Research companies at many levels to determine if they meet basic CTTA standards.
4. Perform initial exploration to determine if the potential member meets requirements.
5. Engage in validation interview and scoring process.
6. Invite to become a member.



A Business Case for Sustainability

The Why and How of it



Contents

- What is Sustainability?
- What are the Objectives?
- How do we get there?
- Conclusion



Sustainability

IF IT CANNOT BE MEASURED IT IS NOT SUSTAINABLE

As the market demand trends more towards all things “green” we have to ask ourselves what that really means.

Sustainable has a specific meaning that can be quantified and measured.

- A sustainable approach uses less resources and included reuse and repurposing
- A sustainable process is inherently efficient
- A sustainable process will have little or no adverse health effects

Green is a color. In the context of building projects, green is essentially a marketing word used to elicit an emotional response.

The conclusion is that a sustainable approach is both quantifiable and measurable and a green approach is just marketing.

Sustainability in Context

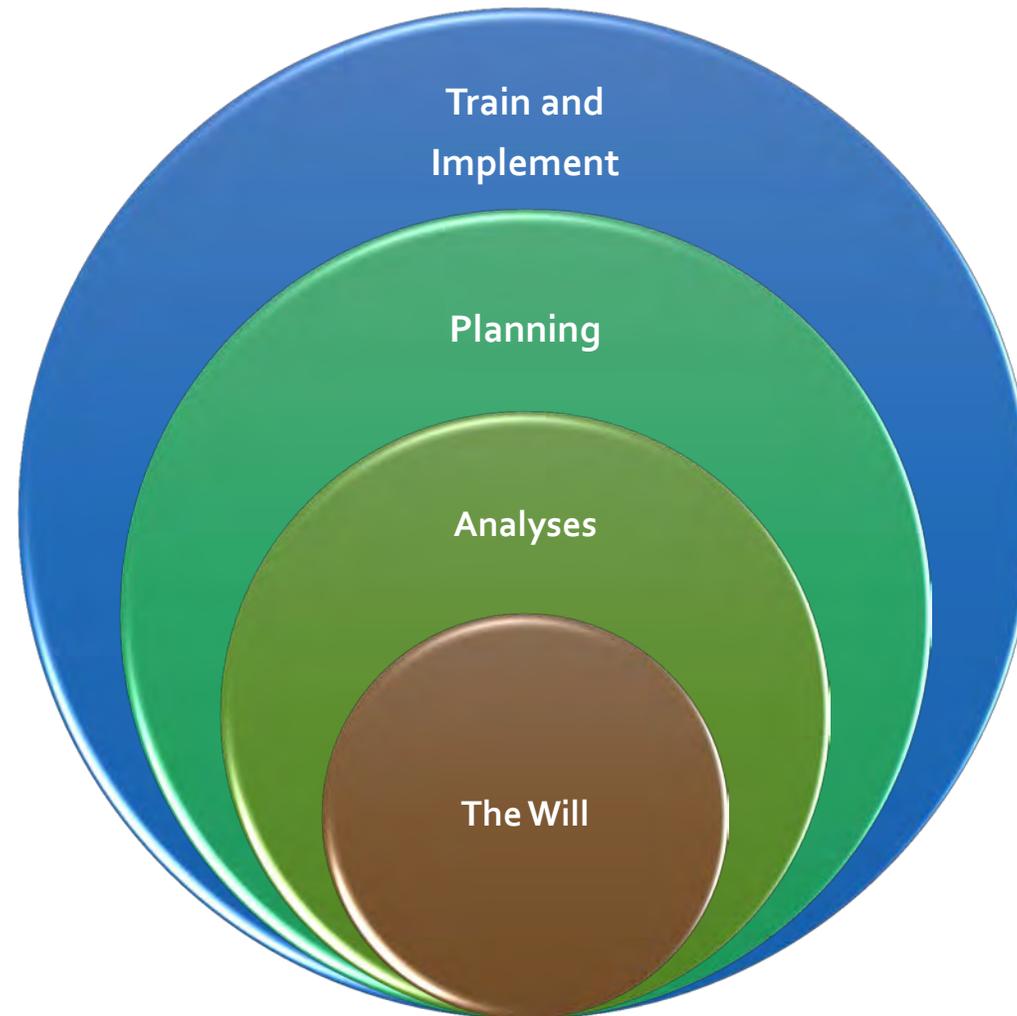
What does a sustainable approach mean for a business or a government?

1. Lower costs over time due to greater efficiencies
2. Fewer repercussions due to unintended consequences
3. Better roadmaps for service delivery
4. Improved services delivery due to approach and training
5. Fewer resources utilized meaning lower materials costs
6. Healthier outcomes
 - Fewer sick days
 - Increased Productivity
 - Reduced costs
7. Lower environmental impact

Sustainable Objectives

- Provide services at the same or improved levels at reduced costs
- Improve productivity and efficiency further reducing costs
- Improve environmental and safety conditions through better, safer, more cost effective choices
- Attract cleaner, more profitable business by providing a cultural attractor and economic growth and greater business opportunities
- Increase property values and general population by becoming a beacon of prosperity and sustainability
- Create an atmosphere of hope through demonstrated improvement over time that will engage the community in continual improvement

How to Make this Happen



Analysis and Process

Need

- Discovery of what currently exists (Baseline Analysis)
- Review of current and future needs and requirements (Gap Analysis)

Value

- Determine value/cost of gap closure to the residents and to the city itself
- Develop a cost benefit analysis and a financial model for funding, total cost of ownership and return on investment

Goals

- Set clear goals based on the data provided in the earlier steps
- Set timelines for goals to be implemented based on initial understanding of funding and process

Outline

- Create an outline with which to develop a draft
- Develop a draft plan and presentation for public outreach

Present

- Begin public outreach and engagement, focus on education and benefits, talk about cost, funding sources and return s
- Begin public hearings and continue the outreach and education process

Develop

- Develop the final plan with included changes introduced in public review process
- Develop process overview identifying and codifying steps to implementation

Return on Investment

Cost

Benefit

Metrics, Tracking and Reporting



Conclusion

Sustainability begins with a philosophical change that leads to a methodology that can be applied and measured. This does not change the needs of the city , rather it provides a set of tools for making decisions and identifying solutions that provide:

- Services at the same or improved levels at reduced costs
- Improved environmental and safety conditions through better, safer, more cost effective choices
- Attractive cleaner, more profitable business by providing a cultural attractor and economic growth
- Increased property values and general population by becoming a beacon of prosperity and sustainability
- An atmosphere of hope through demonstrated improvement over time that will engage the community in continual improvement

CTTA

CTTA eases the adoption of clean technology and creates a single access point to solutions for a wide range of issues. CTTA evaluates companies who provide the sustainable, clean and cost effective solutions that meet the growing needs of businesses, industry and government.



Low Risk

Clean

Efficient

Sustainable

Solutions

Contact us

Corporate Headquarters

2817 Wheaton Way #202

Bremerton, Washington 98310

360-525-6000

866-685-6417

www.cleantechtradealliance.org

info@thecta.org



How can we assist you?