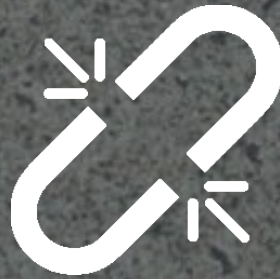
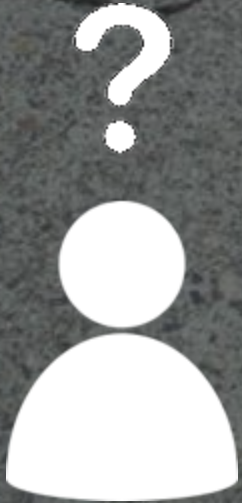




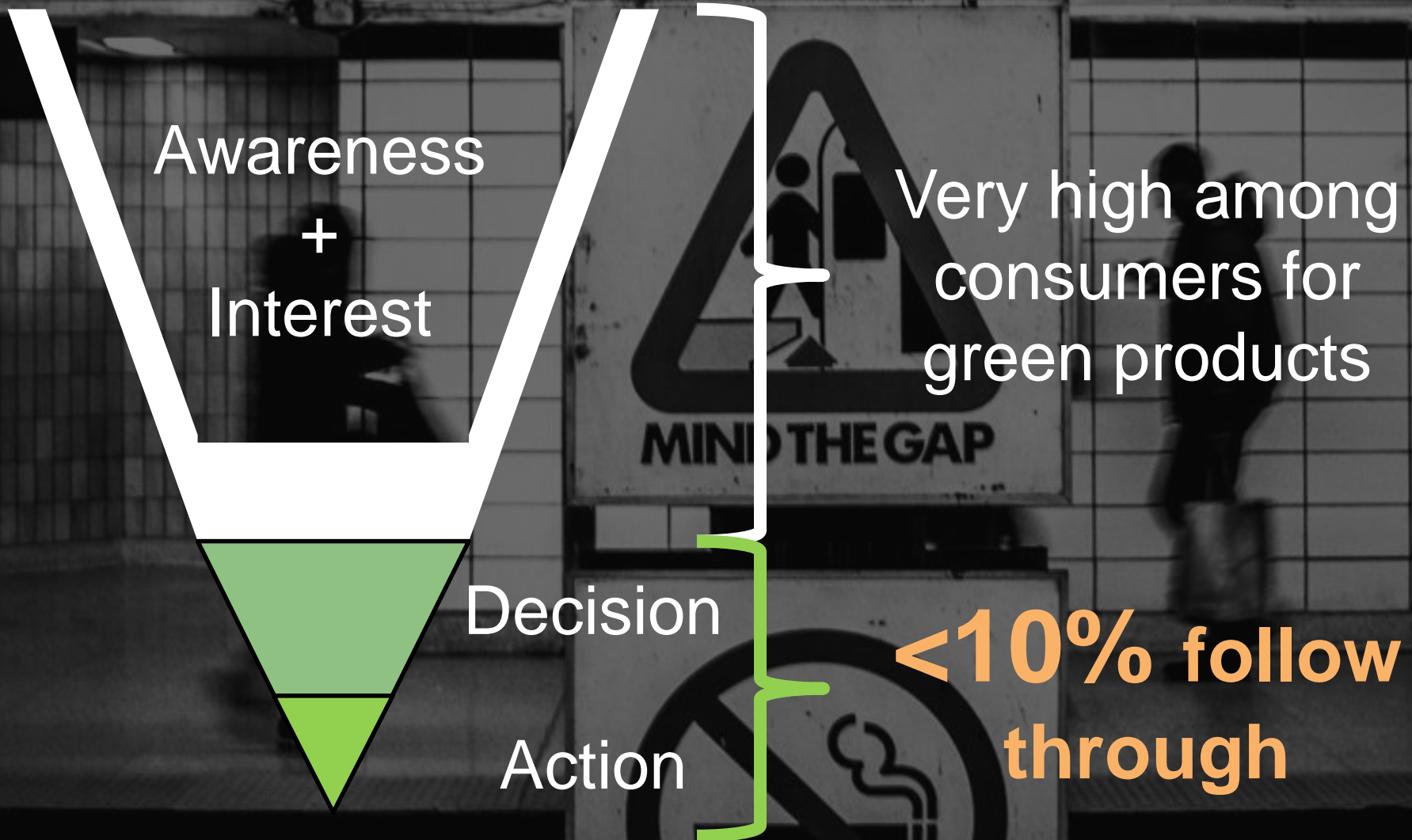
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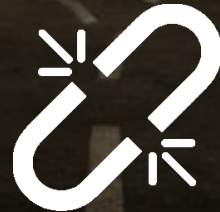
Intent vs. action



Mind the gap



Intent to action



3 step process



Calculate
impact



Visualize
impact



Make it
interactive

1. Analysis

What you know



Materials



Utility bills



Location



Product weight



What you calculate



Carbon saved



Energy saved



Waste diverted



Water conserved



Define boundaries



Clear



Material

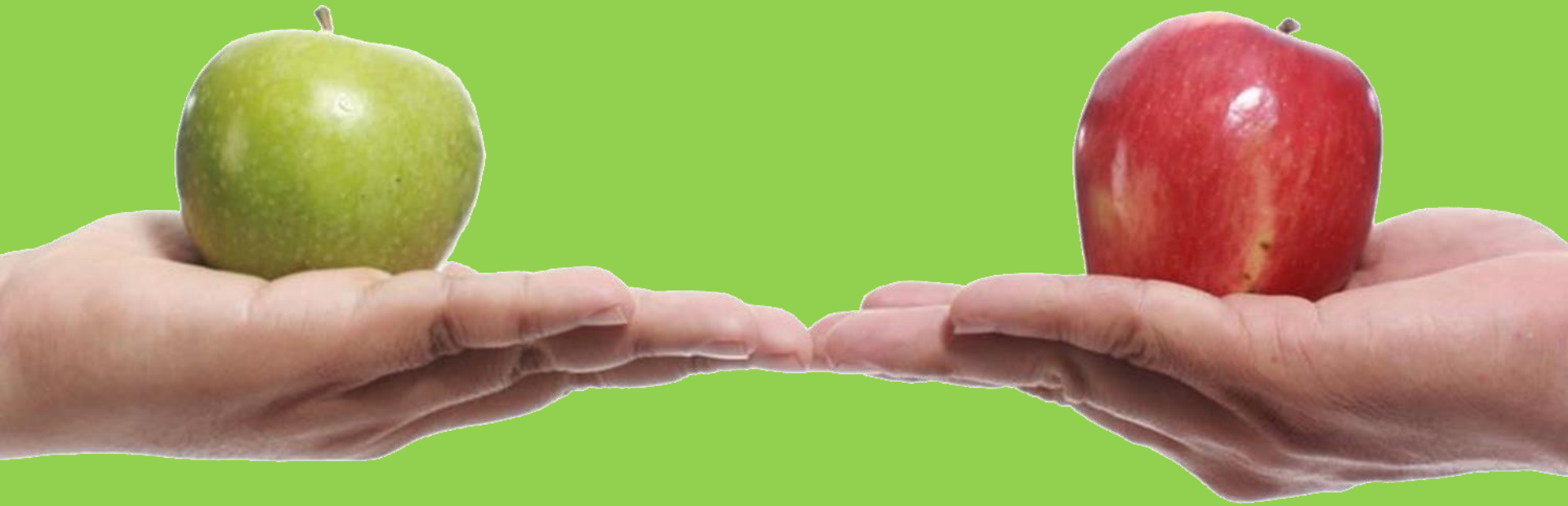


Measurable

Where does your impact lie?



Comparative impact



2. Visualization

So that you know you are having an impact



1 metric ton of CO2



20 cars off the road for a year

7

seconds

3. Interactivity

Fostering engagement and emotional bonding



Your
impact



Your friend's
impact



Collective
impact



1,000 cars
off the road for a year

Trends

The good

Cause-based marketing

Pre-shopping

Sustainability awareness

Millennials looking to do good

The bad

Increasing distrust of sustainability claims

Consumers experiencing label fatigue

Labels losing pull in B2C

One way communication dying

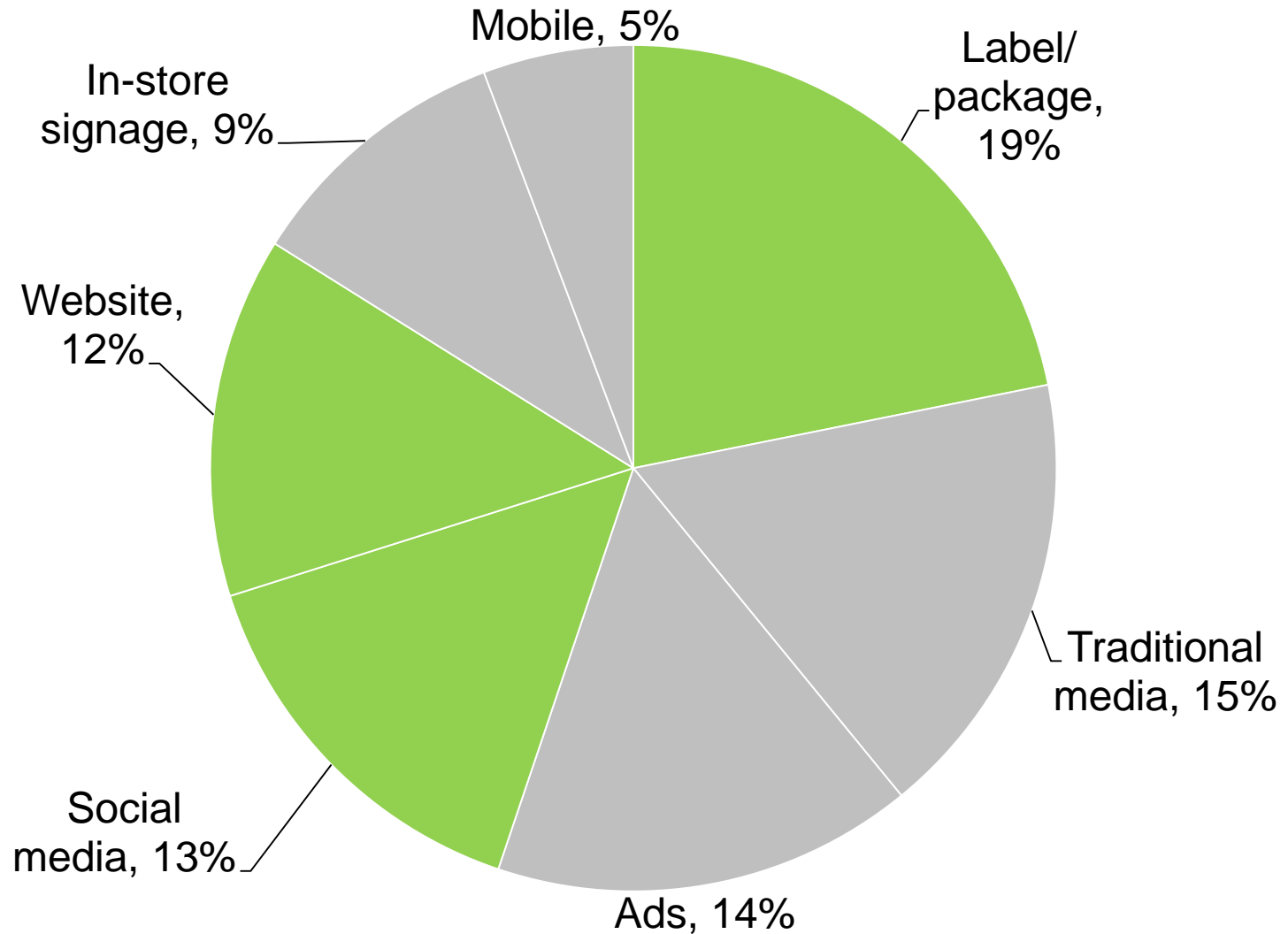
Getting to customers



VS.



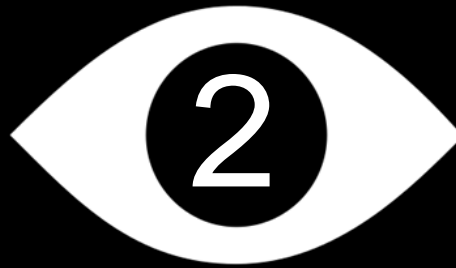
Information sources



3 step process



Calculate
impact



Visualize
impact



Make it
interactive



IMPACT

QUANTITY

- 3 +



306 days
of drinking water saved



13 hours
of bulb energy saved



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Put the planet in your portfolio:
Green Bonds backed by real clean energy projects

Invest
\$5,000

5 year Return:
\$5,640*

Impact:

Emission savings



54,883 km
of driving emissions
avoided

Energy savings



5,334 homes
powered for a day

Invest
\$100,000

Invest
\$1,000,000

*Target returns on CoPower Green Bond Series E. Refer to Offering Memorandum before investing



GreenStory

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Green Story's mission is help companies communicate environmental and social impact to stakeholders in a clear, credible and relatable manner.

We work with a range of companies from waste management firms to one of North America's largest bottled water manufacturers to engage stakeholders and measure and communicate impact.

Green Story is a Ministry of Environment Agent of Change, Social Capital Markets scholarship recipient, a member of the MaRS Centre for Impact Investing and of Ryerson University's Social Venture Zone

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Your
Narrative