

Energy, Resources & Sustainability Sustainability & Resource Productivity

Energy, Resources & Sustainability Services

Oil & Gas

Sustainability &
Resource Productivity

Utilities

The Challenge

The rapidly evolving landscape around energy, natural resources and sustainability requires public and private organizations to make fundamental shifts in the way they operate and position for growth. Organizations that leverage technology, harness financial innovations, and lead in global citizenship can create new opportunities for differentiation, value creation and profitable growth.

Our Services

Point B brings a fresh approach to managing social and environmental risk and opportunity by focusing on practical solutions that address the financial, operational and human hurdles associated with resource productivity and social innovation. Our experts have experience working side by side with clients in aerospace, healthcare, oil and gas, retail and consumer packaged goods, real estate, public and social sectors, technology, telecommunications and utilities—designing and implementing solutions to their most challenging energy, resource and sustainability initiatives. Our capabilities include:

- **Sustainability Strategy & Leadership** – We help our clients design and execute performance-based sustainability strategies that emphasize long-term return on investment. We work at the intersection of finance, technology and innovation to develop cross-sector solutions that reduce waste, manage risk, and position our clients for sustainable growth.
- **Resource Productivity** – Point B helps our clients optimize their natural and financial capital through deep environmental management and financial expertise, and by leveraging scenario planning and advanced analytics methodologies.
- **Emerging Technology** – We help our clients identify, utilize and invest in next-generation energy and resource productivity technology by applying expertise from our venture capital and consulting business units.

Point B has a track record of delivering results at the leading edge of sustainability and resource productivity. The following are a few examples of our work with clients around the country:

Sustainability Strategy and Organization Development – Point B defined the vision and strategy for a global software company's multi-billion dollar environmental sustainability program in partnership with the client's chief environmental strategist. We provided interim leadership to develop a public-sector service offering for a city's management of greenhouse gas emissions and managed the methodology and operations to achieve its carbon footprint goal. Our work included the design of internal and external carbon reduction strategies and business plans, including an innovative internal carbon fee.

Sustainability Development and Implementation – We conducted a maturity assessment for a global fitness apparel company, as the baseline to developing a sustainability strategy to operationalize cost reduction and business innovation initiatives at a multi-billion dollar fitness apparel company. The assessment benchmarked the client's performance against peer organizations to identify gaps and opportunities to improve its sustainability initiatives. We identified and prioritized recommendations, and

Sustainability & Resource Productivity

Offices

Austin

Bay Area

Boston

Chicago

Dallas

Denver

Minneapolis-St. Paul

Phoenix

Portland

Seattle

Southern California

developed a roadmap to integrate sustainability objectives into operations, creating opportunities for business model and product innovation.

Business Model Design & Customer Segmentation Analysis – An emerging distributed generation solar street lighting start-up needed help to develop and test a new energy services business model, called “Lighting as a Service.” We reviewed the landscape of similar business models to identify key design aspects and conducted an analysis of customer segments to assess potential demand in the U.S., considering environmental, economic and regulatory risks and opportunities.

Marketing Strategy & Sustainability Report Development – Point B designed a sustainability marketing strategy for a \$120 million professional services firm. The project included a baseline assessment of the firm’s energy, water and carbon performance. We also developed a Global Reporting Initiative-based sustainability report to market the firm’s progress against its sustainability and resource productivity goals.

Airport Green Building Renovation & Expansion – Point B partnered with a major U.S. airline and a major shipping port to establish green building criteria and implement green design elements, including: rainwater capture for toilet flushing; heat capture from building exhaust for heating of an air conditioning system; a solar photovoltaic system on the roof; clearstory daylighting for use of natural light and U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) Silver Certification.

Energy Demand Response Technology Pilot Implementation – Point B led the implementation of energy demand response and home control hardware, software and services for three Canadian distribution utilities. The project included the implementation of platforms to monitor and present energy usage to customers and facilitate demand response events.

Developed Citywide Energy Management Analytics Framework – We defined measurement and verification algorithms for energy efficiency technology and developed a system to acquire, store and analyze energy benchmarking data for a major U.S. electric utility’s service area.

Why Point B?

Point B, Inc. helps organizations form, execute, and thrive. With capabilities including Management Consulting, Venture Investment and Advisory, and Property Development, our integrated businesses provide value to the organizations and communities we serve. Our 100% employee-owned firm was named a Best Workplace in the United States by Fortune magazine, and is regularly honored as an exceptional place to work.