

LifeCity Membership

Sign up for a free assessment at www.MyLifeCity.com
 Email green@mylifecity.com • Phone 504-909-CITY (2489)

Your Impact Directory Profile

FIND SERVICES • MARKET YOUR IMPACT



Your Personal Action Plan

Company Action Plan		Start	End	09/01/15	09/15/15	10/01/15	10/15/15	11/01/15	11/15/15
2	Carbon Neutrality	Signage for computers off in office	9/1/15	10/31/15	✓				
3		Check server where website is hosted to see if it is purchasing renewable energy credits to offset its carbon	9/1/15	9/30/15	✓				
4	Zero Waste	Policy on recycling printer/toner cartridges	9/15/15	9/30/15	✓				
5		Purchase sustainably harvested paper (FSC or SFI certified)	9/15/15	9/30/15	✓				
6		Policy for event hosts to hold zero-waste events	10/15/15	10/31/15	✓				
7	Team Happiness	Check pricing on public transit and offer as alternative to paying for parking	10/1/15	10/31/15		✓			
8		Get sustainability policy from LifeCity to put in handbook	9/1/15	9/4/15	✓				
9		Connect to Edward Jones for FSA/HAS	9/1/15	9/4/15	✓				
10	Community Engagement	Add sustainability message into email signature	9/1/15	9/15/15	✓				
12		Add messaging about community impact on website	10/1/15	10/30/15		✓			
13		Add messaging about community impact into posts on social media	10/1/15	10/30/15		✓			
14		Talk to TV advertising about including community impact	9/1/15	9/4/15	✓				
15		Integrate community impact messaging into reports,	11/1/15	11/30/15			✓		

Benefits at Each Level

BASIC

Join the Social Enterprise Chamber

- Impact Assessment
- Impact Certification
- Access to exclusive discounts to social enterprises
- Marketing to local businesses and consumers
- Action Plan for Impact Goals
- Personal Introductions to local resources
- Quarterly check-ins
- Impact Directory Profile listing online

ADVANCED

Become a Preferred Marketing Member

- Basic Membership benefits
- Preferred marketing placement online and in print
- Monthly check-ins
- Dashboard provided to track impact and goals
- Regular progress reports

PREMIUM

Leverage a LifeCity In-house Consultant

- Basic and Advanced benefits
- Premium Marketing as a part of LifeCity's Impact Circle
- Technical Assistance Partner Assessments
- Departmental assessments
- Monthly on-site consultation (8hr/month)
- Participate in the waste-to-resource exchange program
- Staff sustainability trainings

Working with LifeCity has just been bringing us to the next level in making sure that we are contributing to the community and the environment in the best ways that we can. Even when we thought we were being green, LifeCity showed us innovative ways to leverage our commitment to the environment to benefit our bottom line.



KIRK COCO, CEO & Founder, NOLA Brewing

SET GOALS • TRACK PROGRESS • GROW REVENUE










“As one of Louisiana’s oldest social enterprises, LifeCity has helped us gain new clients that help us grow while helping other organizations increase their social and environmental impact. Joining LifeCity has been one of our best decisions for growth!”



STEPHANIE BENEDETTI
Director of Sales and Marketing,
Lighthouse Louisiana

Premium Membership Partners and Process

LifeCity partners with experts in seven areas of business development:

-  Business Excellence
-  Quality and Lean Review
-  Energy Systems
-  Waste Stream Optimization
-  Water Systems
-  Worker Health and Safety
-  Workforce Development

+ Department Trainings

= LifeCity Comprehensive Report

LifeCity coordinates partner assessments and funnels results into one comprehensive report.



CASE STUDY

Landrieu Concrete & Cement Industries

Through the Premium Process, LCCI was able to get a discounted energy and lean assessment that helped them reduce water consumption, reducing costs and increasing revenues. This company is learning how to become a for-benefit through the development of pervious concrete, increasing purchasing from for-benefit companies, and enjoying the benefits of maximizing profits through social and environmental impact. **Over \$1 million in savings were discovered through our model.**