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May 2011



Practically Green is the smart, fun and easy service that helps people make healthy, green changes in their lives -- at work, home and in their communities.



Practically Green uses power of work networks to connect behavior change to sustainability goals



Diagnostic
Assessment

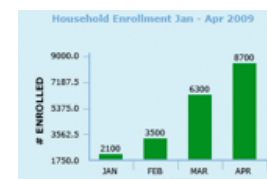


Personalized &
Group Plans



Compare & Share Badges

Social
Recognition &
Behavioral
Science



Performance &
ROI



Over 400 Actions in Database

- Scientifics, Proprietary Content & Points System
- Curated “Truly Green” Products & Services
- Social Mechanics: share, rate, review



About Us

- Founded, February 2010, by Susan Hunt Stevens & Jason Butler
- Went live in a public beta in July 2010
- By Jan '11, growing rapidly and one of most popular consumer web sites for taking healthy green actions
- Backed by Boston Common Angels
- Launched 1st corporate partner - NBC Green is Universal - in November 2010
- Winner, William James Foundation, 2011 global business plan competition for "Best New Socially Responsible Business"
- May 2011 - Introduced Practically Green for Business (SaaS)





Experienced, Proven Leadership

Susan Hunt Stevens, Founder & CEO

- SVP/GM, Boston.com
- SVP/Marketing Boston Globe Media (\$150MM database marketing driven consumer business); director of marketing for NYTimes.com
- Graduate program in sustainable design at Boston Architectural College; Tuck School of Business MBA

Jason Butler, Co-Founder

- 15 years of digital media product management experience
- Planet All, Amazon.com, Abuzz, New York Times Digital, Boston.com

Sarah Finnie Robinson, Head of Social Programming

- Launch programming director of iVillage
- Editorial promotion and sales at New Yorker, Atlantic Monthly

Alexandra Zissu, Editorial Director

- award-winning author, most recently Planet Home with Jeffrey Hollender
- environmental health journalist, speaker and eco-consultant

Linda G. Natansohn, Corporate Development

- 15+ years digital experience at public and private companies
- COO/Eons.com - Digital platforms for wired 40+ adults, baby boomers
- SVP/Monster.com - SVP, Strategic Development



Influential Advisory Board

Jeffrey & Sheila Hollender, Co-Founder/President & Director of Seventh Generation

* largest “truly green” consumer packaged goods company

Seth Bauer, former editor of National Geo Green Home Guide, Body & Soul

* one of leading consumer green experts in country

Eric Hudson, CEO Preserve Products

* kitchen/bath products from recycled #5 plastic sold in Target, Trader Joes, Whole Foods

Stephen McDonnell, Founder & Chair, Applegate Farms

* one of the largest all natural and organic meat companies

Andrew Winston, Expert in Sustainable Business

* author of Green to Gold, Green Recovery and regular speaker at Sustainable Brands

Dominique Browning, author, blogger for Environmental Defense Fund

* long-time editor of House & Garden, a media brand with green content before it was cool



Gaining Momentum Among Recognized Leaders

Media & Blogs



Partners & Sponsors





The Good News: Employees Want to Support Sustainability Goals

The Opportunity: Most Feel Companies Should Do More to Engage Them

60% want to learn more about their employers & co-workers sustainability efforts

85% say their company promotes sustainability efforts but

- only 16% of companies collect related data
- only 14% said their employer had an official sustainability engagement program*

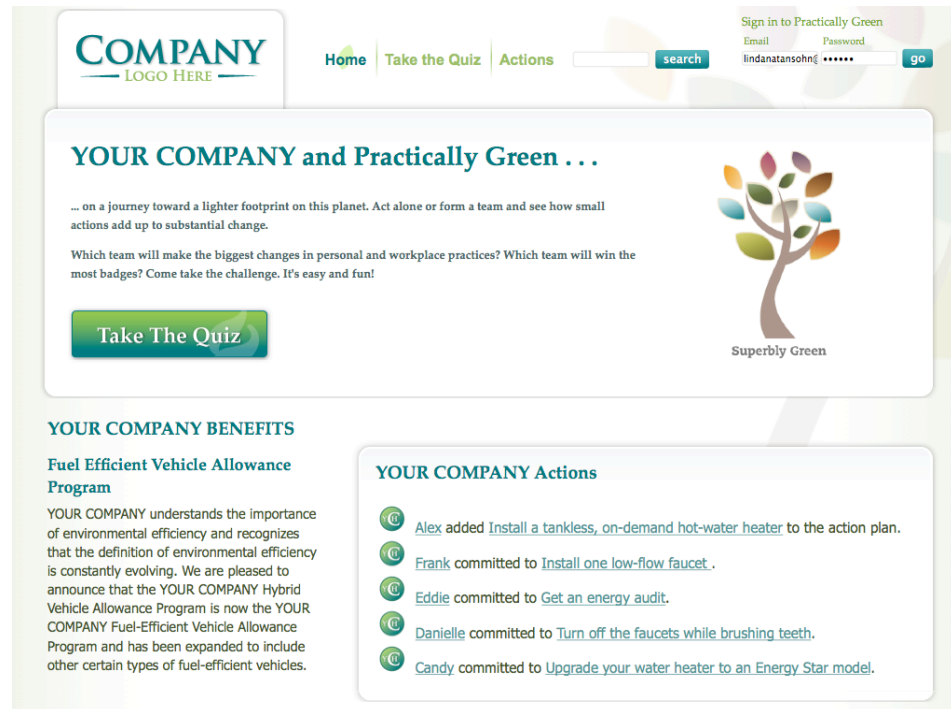


“When we asked our associates “What does sustainability mean to you?” **Their response was clear; sustainability had to be personal and relevant in their everyday life.**”

- Mike Duke, CEO of Wal-Mart Stores, Inc



Easy On-Boarding in a Secure Environment



- **Secure:** Works with your intranet or corporate system, adhering to your SaaS compliance policies
- **Single sign on:** Seamless integration makes sign up easy, lowers barriers to use
- **Customized:** Customize landing page with your brand logo and corporate welcome messaging



Each Employee's Experience is Personalized

The screenshot displays the Practically Green website interface, personalized for a user named Alex. The top navigation bar includes links for Home, Green Actions, Groups, Badges and Awards, and Blog. The main content area is divided into several sections:

- Your Progress:** Shows a progress bar for Level 7, Adventurously Green, with scores for Energy (1100), Water (160), Health (790), and Stuff (520).
- Your Scores:** Displays scores for Energy, Water, Health, and Stuff.
- Your News:** Lists news items such as "Eddie committed to Get an energy audit" and "Frank committed to Install one low-flow faucet".
- Your Friends:** Includes a Facebook connection button and a list of friends.
- Welcome Back, Alex! You are Adventurously Green.** A personalized greeting with a social media share button.
- Your Recommendations for Today:** A section titled "Check your cosmetics against the Skin Deep Cosmetics or Good Guide Database" with buttons for "I have DONE this", "ADD to my plan", and "DOES NOT APPLY to me".
- Your Groups:** A list of groups including "All of DemoCo", "DemoCo Boston", "Boston, MA", "Massachusetts", "United States", and "All Practically Green".
- Your Action Plan:** A table listing actions and their corresponding points.
- Your Completed Actions:** A section for tracking completed actions.
- Your Badges:** A section for displaying earned badges.
- BLOG NEWS:** A section for blog posts, including "Organic Food with the Nutrition Twins! Get Obsessed with the Dirty Dozen".
- Your friends on Practically Green:** A section for viewing friends' actions.
- Invite Your Friends:** A button to invite friends to the site.

At the bottom, there is a footer with links for About Practically Green, News, Twitter, Facebook, Site Map, Terms of Use, Privacy, Product Guidelines, Methodology, Jobs, and Contact Us.

- **Individual assessment:** Quick, fun quiz scores individuals in four categories - water, energy, health and stuff
- **Personal action plan:** Each employee creates their own
- **400+ actions searchable database:** Integrates content, ratings, links to good green products and services
- **Recommendation engine:** Individualized recommendations suggest actions for employees to take based on individual and group behavior
- **Social integration:** Peer to peer comparisons, actions drive social norm awareness



Use Group Social Norms/Performance to Motivate



- **Customize to your organization:** Group employees by geography, division, functional groups or team initiatives
- **Share & compare:** Employees can see how their individual actions compare to others and which groups are at the top of the leader boards
- **Identify champions:** See real-time who is leading and influencing others across the company
- **Measure your impact:** Watch your group impact grow daily as members take action. See top actions, collective impact points, how green the group is and more.



Ties recognition elements to corporate goals



Healthy Green Lunch Badge

The Healthy Green Lunch badge rewards you for reducing waste and choosing all-natural or organic lunch food choices, whether it is that all-natural turkey sandwich or organic yogurt.

Guidelines

Complete any 5 of these actions and you will earn your badge.

ACTIONS

✓ Replace soda with fizzy all-natural juices or sodas regularly	10
✓ Buy organic or all-natural chips regularly	10
✓ Switch to all-natural or organic deli meat	10
✓ Switch to a reusable lunch-box	20
✓ Switch to reusable sandwich bags	10
✓ Buy organic yogurt regularly	10
✓ Buy organic vegetables regularly	50
✓ Buy organic fruit regularly	50
✓ Buy organic milk regularly	20
✓ Buy organic cheese regularly	10

Our Partners Can Help

Applegate offers several products that can help you earn your badge, including:



[Natural Honey and Maple Turkey Breast](#)



[Natural Honey Ham](#)



[Natural Provolone Cheese](#)

Sponsored By:



APPLEGATE
ORGANIC & NATURAL MEATS

Recent Badge Earners

7	KellyAnn
	Della from Santa Fe, NM
8	emma
8	Jeannine from Grayslake, IL
7	Tara from Bloomington, IN
	Timoney from Alexandria, VA
6	Manal from Houston, TX
	abbie from Whitingham, VT
	Vicky from Yachats, OR
10	Kate from Cleveland, OH

- **Customize badges:** Support key corporate initiatives with virtual badges that reflect your organizational goals
- **Share externally:** Employees become ambassadors by easily sharing “wins”
- **Reward employees:** Create badges that tie into corporate reward programs



Turn-key Program, Measurable Difference

- **Scalable:** A singular solution that engages employees across the entire organization. Turns one-offs into united goals and actions.
- **Easy to deploy** and maintain
- Powered by **scientifically sound**, proprietary tools and content
- Uses **social norms** to elicit action, overcome barriers, reinforce motivators
- **Customizable:** Organize around your corporate sustainability goals, departments, business lines, geography and functional groups
- **Secure:** Works with your corporate intranet to comply with security
- **Recruit and retain** the best talent by leading the crowd and showcasing your commitment