

ABOUT GREENERU



HELPING INSTITUTIONS
MITIGATE
CLIMATE CHANGE



BY ACHIEVING
CLIMATE
NEUTRALITY



THROUGH
PLANNING,
ENGINEERING
AND IMPLEMENTATION



GreenerU envisions educational and community institutions leading the world in mitigating climate change. **Our mission is to help our clients achieve climate neutrality and sustainable operations.**

From big-picture planning and programming to detail-driven project orientation, GreenerU helps institutions navigate the organizational, operational, and infrastructure changes required to reach climate neutrality.

Since 2009, GreenerU has become a vital and active partner with more than 50 educational and community institutions that are looking to see significant progress in the fight against climate change.

We provide a broad range of program- and project-management services for our clients:

- o data gathering and baselining
- o strategic planning facilitation
- o stakeholder engagement
- o engineering design
- o feasibility assessments
- o financing navigation
- o project management
- o efficient lighting design
- o energy-conservation measure implementation
- o mechanical infrastructure projects
- o measurement and verification

We're in this because we care—about the planet, about our clients, and about each other.

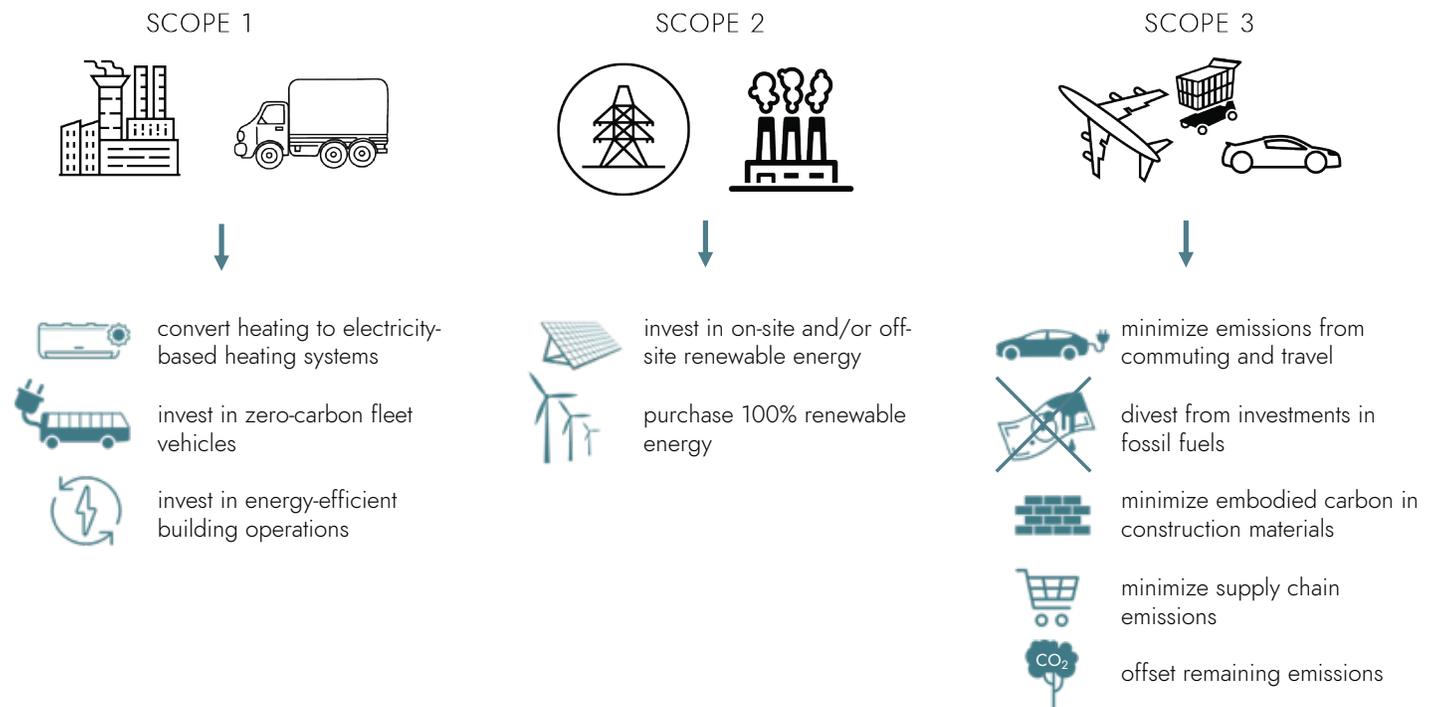
Through a passion for excellence in customer service, results-driven performance, and sustainability in our own lives and practices, we give our clients the attention and dedication they—and the earth—deserve.

CLIMATE NEUTRALITY

Second Nature defines climate neutrality as having no net carbon (greenhouse gas) emissions.

This is to be achieved by “minimizing carbon emissions as much as possible, and using carbon offsets or other measures to mitigate the remaining emissions.”

There are known technical solutions for offsetting or eliminating emissions from all three scopes:



So why aren't we there yet?

There are all kinds of road blocks to achieving climate neutrality that don't have simple or technical solutions: financial, political, infrastructural, operational, and more. Educational and community institutions are mission-driven organizations—solutions to climate change must align with the institution's core mission, vision, and values, as well as fit within the framework of other institutional plans and strategies.

Tackling climate neutrality is like assembling a 7,500-piece jigsaw puzzle...with no edges.

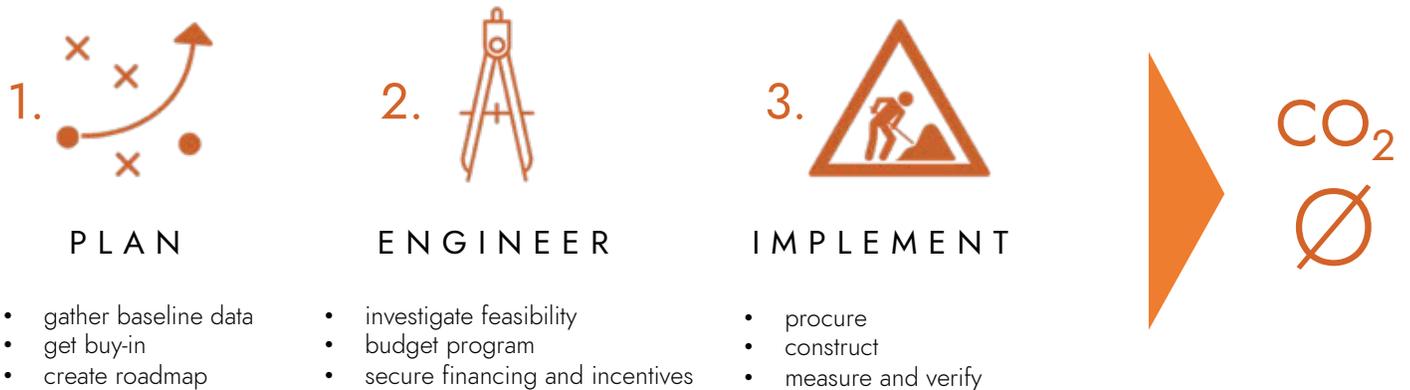
When institutions take on any or all aspects of climate neutrality, they need both the big-picture perspective of a planner who can pull together the many facets of institutions' unique goals, needs, and circumstances into a cohesive program—combined with a details-driven project implementer.



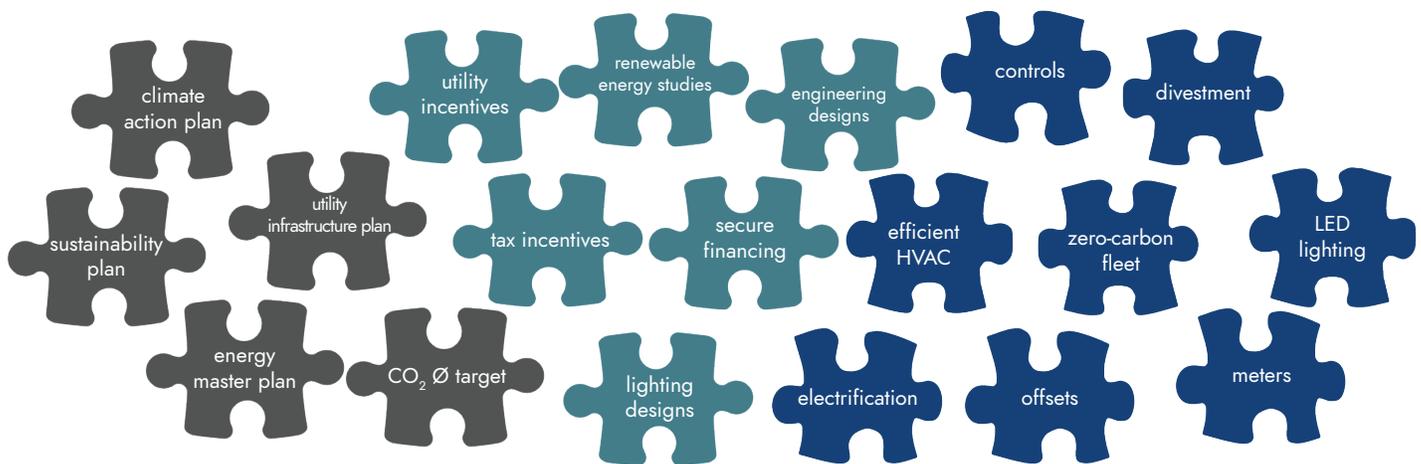
THE STEPS TO ZERO

From big-picture planning and programming to detail-driven project orientation, GreenerU helps institutions navigate the organizational, operational, and infrastructure changes required to reach climate neutrality.

We approach this in three steps.



Many institutions have some of these pieces in place already:



GreenerU pulls all the pieces together.

GreenerU helps community and educational institutions put all the pieces together to achieve climate neutrality and sustainable operations. We understand the full spectrum of technical, organizational, and operational support institutions need to tackle one of the greatest challenges of our generation—and we’re here to help you navigate the whole path.

“Having GreenerU support initiative development that required multiple layers of stakeholders, with varying priorities and visions, was instrumental in ensuring the collaborative approach and buy-in required to make implementation and operations successful.”

—Jessica Berry, Director of Sustainability, Brown University