

Strategic Planning

As environmental issues have become more visible and important to the public, investors, and other stakeholders, successful businesses have responded by incorporating environmental issues into their business planning and decisions. Business planning that effectively integrates and balances environmental and social issues with economic and technical realities is vital in today's business climate.



Zephyr's professionals have a variety of experiences in industry and have been involved at all levels of the business decision-making process. Zephyr can help your business, whether on the plant level or the corporate level, with:

- Developing appropriate and relevant metrics
- Tracking environmental performance
- Compliance program development
- Corporate reporting and verification
- Product and supply chain sustainability
- Life cycle assessment
- Full cost accounting and budgeting of environmental costs
- Integration of environmental considerations into facility operational procedures
- Permitting strategy

SUSTAINABILITY STRATEGIES

Companies world-wide are developing sustainability programs in response to the demands from customers and employees, as well as the market. Creating a successful strategy can be challenging — from determining priorities, to measuring results, to getting everyone from top management to line workers “on board.”

Zephyr professionals can assist your organization in developing a first time sustainability program or evaluating a current program for continued improvement. Specifically, Zephyr can help with:

- Obtaining executive and management buy-in
- Evaluating appropriate sustainability areas to consider (e.g., carbon footprinting, life cycle analysis, social impact, etc.)
- Setting attainable and relevant goals
- Evaluating future risk to allow focus on highest priorities
- Communicating to stakeholders
- Obtaining third-party certification, if applicable and appropriate
- Methods to maintain corporate momentum

Assisting clients worldwide with their EHS consulting, training, and data systems needs.

