The Carbon Neutral Dental Office
About Us: Artisan Dental

We are a general dentistry practice in Madison, WI. 23 team members - 3 dentists. We are Mission, Vision and Value oriented. Members of wider “Business For Good movement.
Why Artisan Became Carbon Neutral:

1. Mission to serve all stakeholders (patients, team, suppliers, community, **environment**, key stakeholders.
2. Climate change one of the most significant threats to ecosystem stability. Balance ecosystem support life, economy, dental industry.
3. Deeper value alignment with stakeholders (e.g. patient, team members, community partners.)
4. Attract & retain patients and the best team members.
Artisan Dental Climate Neutral Journey

2014
- Artisan Founded
- Use Energy Star Appliances, Compact Fluorescent Lighting, Natural Day Lighting, Recycled

2015
- Artisan purchases 100% of electricity from renewable sources, Madison Gas & Electrics - Green Power.
- Reduced total carbon footprint by 83%.

2018
- Artisan offers team member alternative transportation subsidy of $1.00 per day.

2019
- Artisan decides to become carbon neutral.
- Begin working with Carbon Credit Capital to measure total carbon footprint.

2020
- Artisan becomes 1st general dentistry practice in United States to become carbon neutral.
Changing Consumer Preferences: Consumer Wish to “Buy for Good”

2018 - 29,530 Consumer - 25 Countries

- Beyond price and quality (Purpose - Transparency - Beliefs)
- 52% attracted to brand stands something beyond its product or service.
- Brand belong to company and “eco-system of stakeholders”.

KiwiConnect: Social Listening and Data-Driven Insights
Changing Consumer Preferences: Wish to “Buy for Good”

2015 - +9,000,000 Consumer - 9 Countries

- 93% think positively of companies addressing social/environmental issues.
- 91% expect companies to do more than make a profit.
- 90% trust a company if they are addressing social and environment issues.
- 83% loyal to companies who address social/environmental issues.
- 71% pay more for a socially/environmentally responsible product.
Changing Employee Preferences: Wish to “Work for Good”

- 61% - believe sustainability is mandatory
- 58% - environmentally conscious practices are key to engaging workforce
- 46% - top talent will only work for companies w/ sustainability practices
- 45% - sustainability is a major factor when choosing a company to work for.

Workforce Sustainability Survey, April 2019
10,000 Citizens, 5,000 Office Workers, 5,000 Purchasers
*10 Countries
Changing Leadership Preferences: Wish to “Work for Good”

- 79% “brand, trust and reputation drives them to act on sustainability.”

- 80% “commitment to societal purpose is a differentiator in their industry.”

- 97% “sustainability is important to future success of their business.”
"The analysis of more than 2,200 academic studies and more than 60 review studies published since the early 1970s concludes that companies that have strong performance on ESG (Environmental, Social, Governance) measures also have stronger corporate financial performance (CPF) that is ‘stable over time’."
Easy Carbon Reduction Strategies:

1. Reduce energy use through more energy efficient equipment, appliances, HVAC and insulation.
2. Purchasing 100% renewable electricity from public utility or renewable energy credits.
3. Fewer larger shipments from suppliers.
4. Identify suppliers with carbon neutral shipping.
Moderate Effort Carbon Reduction Strategies:

1. Measure your total carbon footprint.
2. Offset all or a portion of footprint by purchasing carbon offset credits.
3. Educate your team and patients on low carbon living.
4. Offer alternative transportation subsidies to your employees.
Carbon Measurement Process - Working With carbon management company - Carbon Credit Capital:

1. Artisan sent carbon relevant data in spreadsheet to Carbon Credit Capital.
2. Carbon Credit Capital (CCC) - Calculated Scope 1, 2, 3 Greenhouse Gases.
3. Select a Carbon Offset Projects - Artisan choose - GreenTrees

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>February 1 2020</td>
<td>February 20 2020</td>
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**Selected Carbon Neutral Products**

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Total Number of Products Processed within Reporting Period</th>
<th>Product Weight (LBS)</th>
<th>Origin of Product</th>
<th>Mode of Delivery to Distribute</th>
<th>Product Packaging when Delivered</th>
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</thead>
<tbody>
<tr>
<td>Plastic Tubes (1-6, 10, 100)</td>
<td>1000</td>
<td>0.40</td>
<td>China</td>
<td>Truck</td>
<td>Cardboard box and plastic bag</td>
</tr>
<tr>
<td>Plastic Bags</td>
<td>2,000</td>
<td>2.50</td>
<td>Taiwan</td>
<td>Truck</td>
<td>Cardboard box and plastic bag</td>
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<tr>
<td>Recycled Plastics</td>
<td>5,000</td>
<td>3.50</td>
<td>United States</td>
<td>Truck</td>
<td>Cardboard box and plastic bag</td>
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<tr>
<td>Molding for seats</td>
<td>200</td>
<td>2.34</td>
<td>China</td>
<td>Truck</td>
<td>Plastic bag</td>
</tr>
<tr>
<td>Vitreous range</td>
<td>500</td>
<td>2.40</td>
<td>Canada</td>
<td>Truck</td>
<td>Cardboard box and plastic bag</td>
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**Total Emissions & Offsetting Cost**

Carbon Credit Capital offers a number of projects through which you can offset your product’s emissions. Please look through our portfolio [here](#) by clicking on different project location icons on the world map.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total Emissions</th>
<th>$ Carbon Offset</th>
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<tbody>
<tr>
<td>Kg CO₂e</td>
<td>11,926.6863</td>
<td>11,92668</td>
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<tr>
<td>=mt CO₂e</td>
<td>144</td>
<td></td>
</tr>
</tbody>
</table>
Share your success with Your Stakeholders:

1. Enhance your brand and logo.
2. Strengthen brand message.
3. Website footer sustainability partner logo placement.
Share your success with Your Stakeholders:

1. Create opportunity for acknowledgement in your community w/ free marketing.
2. Public speaking opportunities for your organization.
Share your success with Your Stakeholders:

Share your success with Your Stakeholders:

1. Web-pages
What is Carbon Neutrality?

Being carbon neutral means that your company eliminates as much greenhouse gas as it creates.
Why Carbon Neutrality Matters To You?

Consumers
88% prefer carbon neutral products and services
– NREL

Investors
$32 trillion committed to low-carbon transition
– Reuters

Businesses
More and more companies set goals to reduce carbon emissions or aim to achieve carbon neutrality.
– Multiple media
STEP 1 - DATA COLLECTION
Easily available from business records, product information

STEP 2 - LIFE CYCLE ANALYSIS
Apply data to world-class methodology
Transparency in all GHG calculations
Calculated emissions determine cost of neutrality per unit

STEP 3 - OFFSET AND CLAIM
Purchase the same amount of carbon offsets to mitigate your carbon emissions. Let your network know what you have achieved!
Your Business: Drive Impact You & Stakeholders Care About

- Address investor, policy, & market pressures
- Verifiably calculate and reduce emissions
- Authentically integrate CSR marketing strategies

Other than GHG emission reduction, each carbon offset project has multiple co-benefits that can be measured by the Sustainable Development Goals developed by the United Nations in 2015.
Public transparency drives goodwill and brand value to increase sales.

Sale of carbon neutral products/services fund projects that create co-benefits.

Co-benefits are attributed to your brand through public retirement.

Growth and Impact Flow Together
Carbon Management Consultants:

1. Carbon Management Consultants:

2. Carbon Credit Capital - https://carboncreditcapital.com/


5. CLevel - https://www.clevel.co.uk/
Renewable Energy Credits:

1. Native - https://native.eco/
3. 3Degrees - https://3degreesinc.com/?nab=0
4. SCB - https://starcb.com/
Carbon Offset Companies:

1. Native - https://native.eco/
2. South Pole - https://www.southpole.com/
3. 8 Billion Trees - https://8billiontrees.com/
Free: The Carbon Neutral Dental Office Webinar:

https://www.youtube.com/watch?v=-WEeX9IIQ_s