

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The road is light-colored and contrasts with the dark green of the trees. The perspective is from above, looking down at the road as it snakes through the landscape. The overall tone is natural and serene.

# The Carbon Neutral Dental Office

# About Us: Artisan Dental

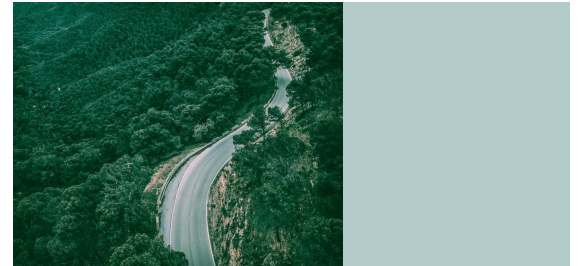
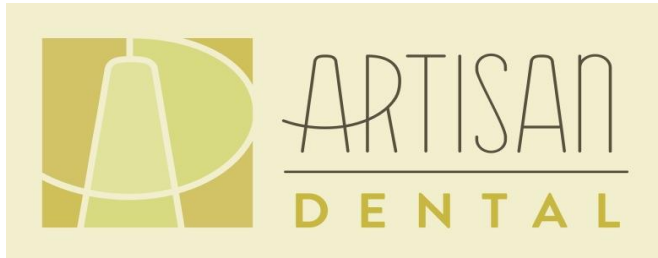
We are a general dentistry practice in Madison, WI.  
23 team members - 3 dentists.

We are Mission, Vision and Value oriented.  
Members of wider “Business For Good movement.

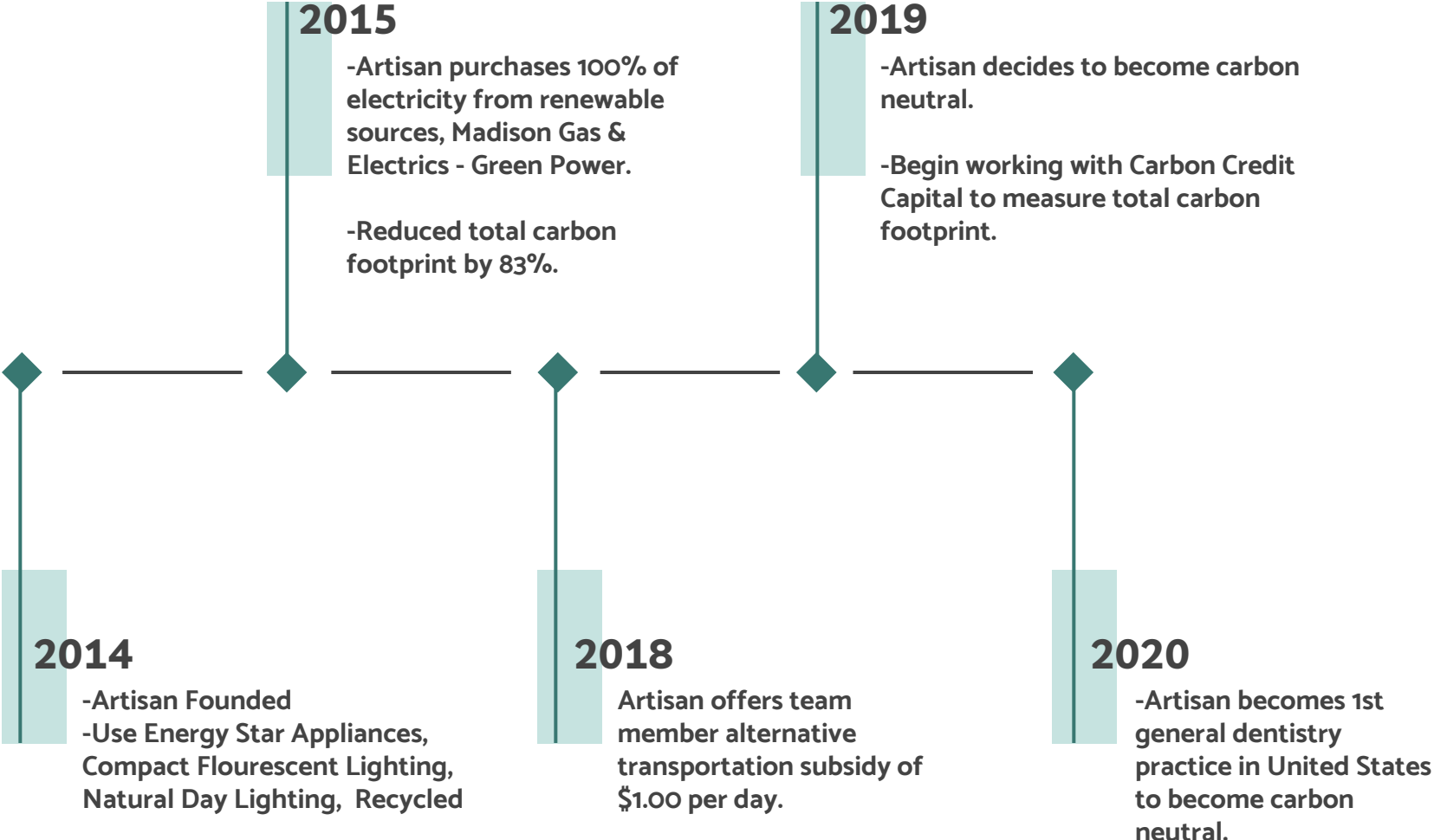


# Why Artisan Became Carbon Neutral:

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



# Changing Consumer Preferences: Consumer Wish to “Buy for Good”

  
**accenture**

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”.



# Changing Consumer Preferences: Wish to “Buy for Good”

**CONE**

A PORTER NOVELLI COMPANY

**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”



**Workforce Sustainability Survey, April 2019**

**10,000 Citizens, 5,000 Office Workers, 5,000 Purchasers  
\*10 Countries**

- 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.**

# Changing Leadership Preferences: Wish to “Work for Good”



**1,000+ CEO - 103 Countries - 27 Industries**

**-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.”**



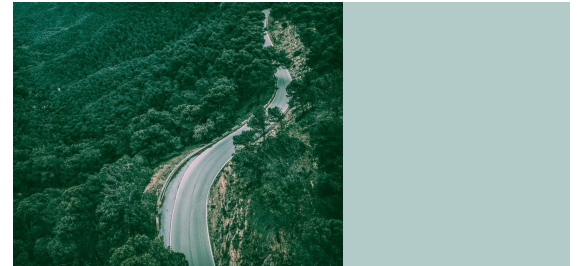
# Business For Good: Return on Investment



"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'".

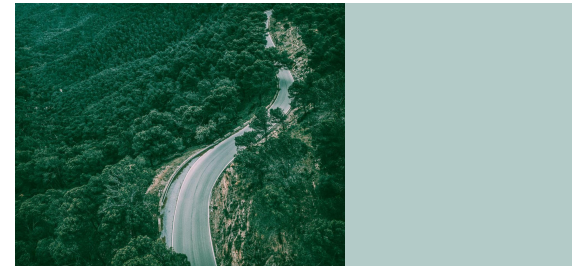
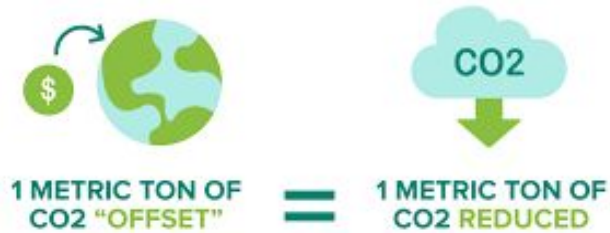
# Easy Carbon Reduction Strategies:

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

Reporting Period		Start Date	February 1 2020		
		End Date	February 29 2020		
<b>Selected Carbon Neutral Products</b>					
Product(s) Name	Total Number of Products Procured within Reporting Period	Product Weight (LBS)	Origin of Product	Mode of Delivery to Distributor	Product Packaging when Se
Gauze Company's Gauze (pack of 200 2" x 2" pads)	5,000	0.20	123 Fake St., Phonytown, USA	Truck	Cardboard box and plastic b
Plastic tubes (1 and 3/4" tubes)	10,000	0.83	Bigsand	Truck	Cardboard box and plastic b
Plastic Gloves	2,000	1.20	456 Don't Exist Pl., Los Angeles, California	Truck	Cardboard box and plastic b
Braces Metal (pack of 200 wires)	1,000	2.50		Truck	Cardboard box and plastic b
Retainer Plastic	3,000	3.00		Truck	Cardboard box and plastic b
Moldings for teeth	250	2.34		Truck	Plastic jug
Film for x-rays	6,000	2.00		Truck	Cardboard box and plastic b
				Truck	Cardboard box and plastic b
				Truck	Cardboard box and plastic b

## Total Emissions & Offsetting Cost

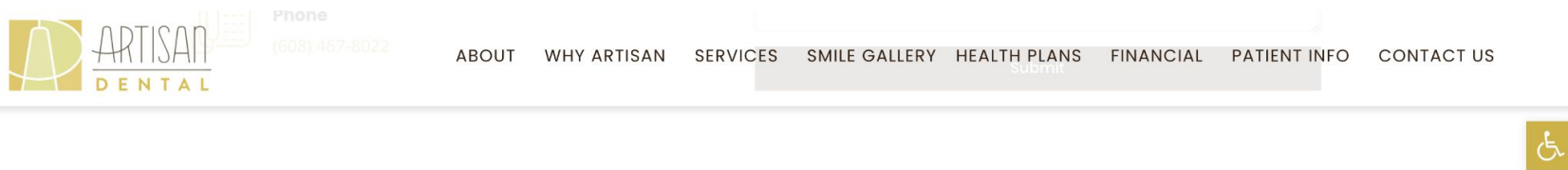
Carbon Credit Capital offers a number of projects through which you can offset your product's emissions. Please look through our portfolio [here](#) by clicking on different project location icons on the world map.

Metric	Total Emissions		\$ Carbon Offset
	Kg CO <sub>2</sub> e	=mt CO <sub>2</sub> e	
The Company's Annual Carbon Emissions	11,926.6863	11.92668	144



# Share your success with Your Stakeholders:

- 1. Enhance your brand and logo.
- 2. Strengthen brand message.
- 3. Website footer sustainability partner logo placement.



### Professional Affiliations:



### Sustainability Affiliations:



# Share your success with Your Stakeholders:

- 1. Create opportunity for acknowledgement in your community w/ free marketing.
- 2. Public speaking opportunities for your organization.



- Moms & Dads of Monona Grove**  
2.5K members · 5 posts a day Join
- Monona Grove Soccer Club**  
198 members · 10 posts a year Join
- Columbus, WI 🇺🇸 What's Going On?**  
4.6K members · 10 posts a day Join

See All

**Photos** See All

with carbon neutral operations and net zero buildings. Hear about the successes and challenges they encountered while working toward their vision. Take away case studies and innovation you can apply to your own carbon neutrality and building energy reduction projects. To register follow this link; <http://ow.ly/eCSI50FmOph>

# Share your success with Your Stakeholders:

1. Social media outlets, patient e-newsletter, in office flyers.



**Artisan Dental Madison**

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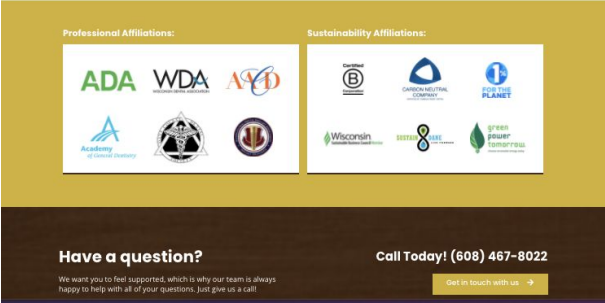
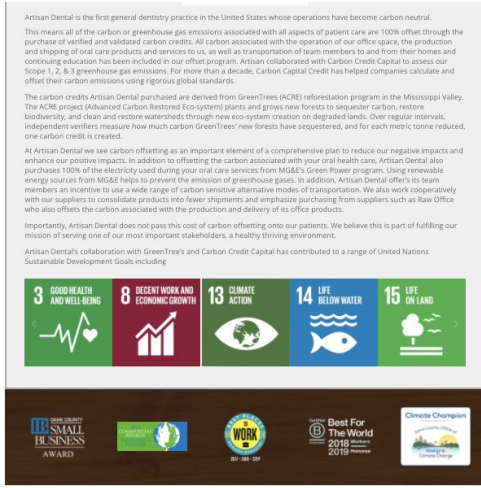
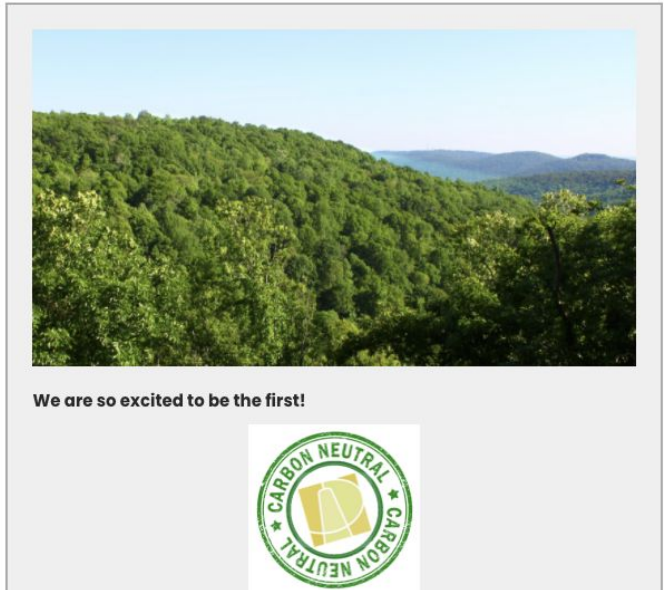
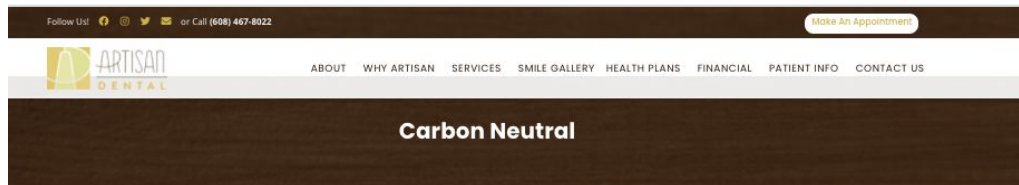


We are excited to announce that Artisan Dental has become the first general dentistry practice in the United States to become carbon neutral. Artisan Dental assessed its complete greenhouse gas emissions for 2019 operations in collaboration with [Carbon Credit Capital](#) and has off-set all of the carbon connected to providing oral health care throughout the year. Artisan chose to partner with the award-winning team at [GreenTrees](#) to purchase certified carbon credits through their... [See More](#)



# Share your success with Your Stakeholders:

## 1. Web-pages



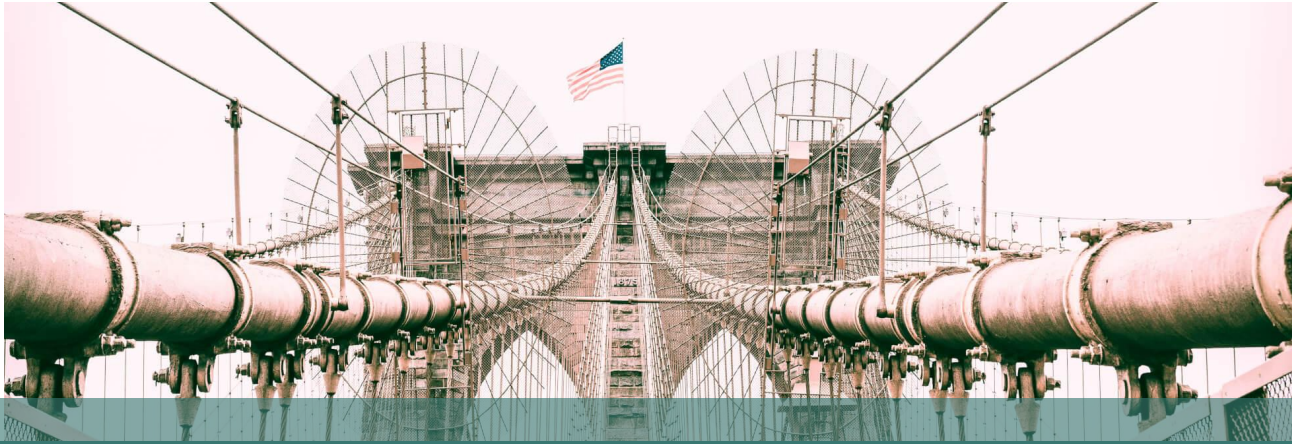




## What is Carbon Neutrality?

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

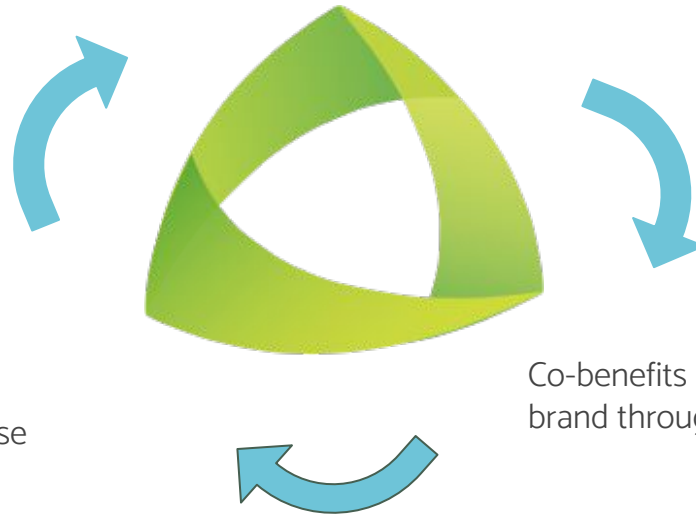
Other than GHG emission reduction, each carbon offset project has multiple co-benefits that can be measured by the Sustainable Development Goals developed by the United Nations in 2015.





# Growth and Impact Flow Together

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



Public transparency drives goodwill and brand value to increase sales

Co-benefits are attributed to your brand through public retirement

# Carbon Management Consultants:

- 1. Carbon Management Consultants:**
- 2. Carbon Credit Capital - <https://carboncreditcapital.com/>**
- 3. Consequence - <https://www.consequence.world/>**
- 4. Pangolin - <https://pangolinassociates.com/>**
- 5. CLevel - <https://www.clevel.co.uk/>**

# Renewable Energy Credits:

- 1. Native - <https://native.eco/>**
- 2. Pangolin - <https://pangolinassociates.com/>**
- 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/>**
- 4. Green Trees - <https://www.green-trees.com/>**



# Free: The Carbon Neutral Dental Office Webinar:

[https://www.youtube.com/watch?v=-WEeX9IIQ\\_s](https://www.youtube.com/watch?v=-WEeX9IIQ_s)



You >



Your channel



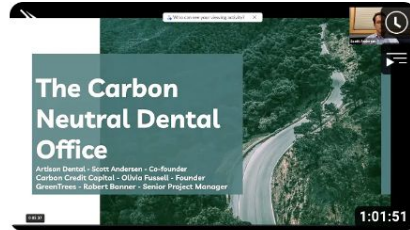
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## The Carbon Neutral Dental Office

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Artisan Dental, LLC

Learn how your dental practice or any organization can become carbon neutral using easy to moderate effort step to reduce and ...

Introduction | About Artisan Dental | Why did Artisan become carbon neutral | Our journey to... 24 chapters