

ARC

SUSTAINABILITY

CORPORATE SOCIAL RESPONSIBILITY,
SUSTAINABILITY & EVENT CONSULTING

WHO WE ARE

ARC SUSTAINABILITY IS AN ENVIRONMENTAL CONSULTING FIRM THAT DESIGNS CORPORATE SOCIAL RESPONSIBILITY PROGRAMS, MEASUREABLE SUSTAINABILITY SYSTEMS AND ENVIRONMENTAL MARKETING CAMPAIGNS FOR TELEVISION AND MOVIE STUDIOS, CORPORATIONS, GLOBAL EVENTS & PRODUCTIONS, CONVENTIONS, CONCERTS, NON-GOVERNMENTAL ORGANIZATIONS, HOTELS AND RESIDENCES. WE HAVE EXTENSIVE EXPERIENCE PLANNING AND GREENING SOME OF THE WORLD'S LARGEST AND MOST HIGH PROFILE PRODUCTIONS, AND BUILDING SUCCESSFUL PARTNERSHIPS BETWEEN BUSINESS, GOVERNMENT AND NON-GOVERNMENTAL ORGANIZATIONS.



WHAT WE DO

ARC SUSTAINABILITY IS DEVOTED TO BUILDING A STRONG LEGACY OF ENVIRONMENTAL STEWARDSHIP AND RESTORATION IN ALL OF OUR PROJECTS. WE PRODUCE GRI FRAMEWORK REPORTS AND QUANTITATIVE RESULTS IN ENERGY EFFICIENCY, WATER CONSERVATION, CARBON ACCOUNTING, WASTE MINIMIZATION, RESOURCE RECOVERY, SUSTAINABLE MATERIALS, GREEN BUILDING PROPERTIES, LOW-CARBON FOOD AND BEVERAGE SERVICES, AND GREENHOUSE GAS EMISSIONS. WE BELIEVE WE HAVE A RESPONSIBILITY TO NOT ONLY MAKE YOUR BUSINESS, EVENT, PRODUCTION OR RESIDENCE TRULY SUSTAINABLE, SOCIALLY RESPONSIBLE AND COST-EFFECTIVE, BUT ALSO TO EDUCATE AND INSPIRE LONG-LASTING CHANGE IN THE PROCESS.



ARC SUSTAINABILITY.COM

323.250.0510

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SERVICES



FROM STUDIO LOTS OVER 130 BUILDINGS AND 400 ACRES, TO PRESIDENTIAL NOMINATIONS IN MULTIPLE VENUES OF OVER 300,000 ATTENDEES, TO LIVE GLOBAL CONCERTS INVOLVING OVER 2 BILLION PEOPLE AROUND THE WORLD, ARC SUSTAINABILITY HAS BEEN TREMENDOUSLY SUCCESSFUL IN PLANNING AND BUILDING GREEN PRODUCTIONS. WE HAVE CREATED MEASURABLE AND VERIFIABLE SUSTAINABILITY PROGRAMS AND THRIVE UNDER THE PRESSURE THAT COMES WITH PRODUCING HIGH-QUALITY RESULTS UNDER OFTEN-LIMITED TIMEFRAMES. WHATEVER THE VENUE SIZE OR TYPE OF PRODUCTION, WE COLLABORATE WITH ALL ENTITIES INVOLVED TO BUILD INTEGRATED BEST PRACTICES FOR CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY.

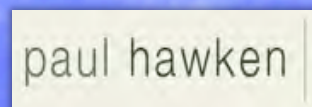
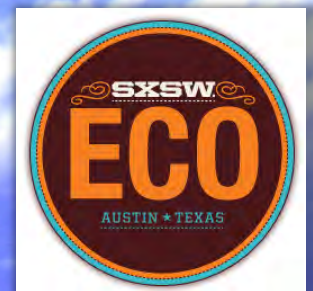
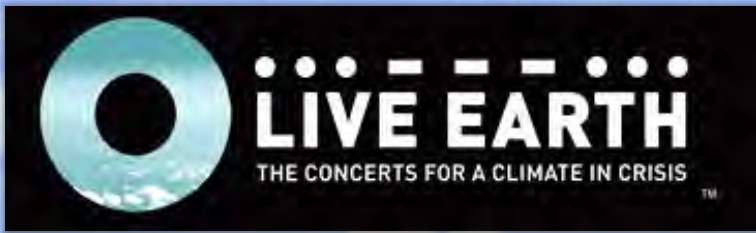


WE SPECIALIZE IN:

- SUSTAINABLE PRODUCTIONS & STUDIOS
- LARGE SCALE GREEN EVENT PLANNING & MANAGEMENT
- CORPORATE SOCIAL RESPONSIBILITY PROGRAMS
- CSR COMMUNICATIONS & ENGAGEMENT PLATFORMS
- VENUE SUSTAINABILITY
- WASTE STREAM MANAGEMENT: MINIMIZATION, UPCYCLING & RESOURCE RECOVERY PROGRAMS
- CARBON FOOTPRINT MEASUREMENT, REDUCTION, & OFFSETTING
- ENERGY EFFICIENCY & RENEWABLE ENERGY PROJECTS
- NGO PARTNERSHIPS



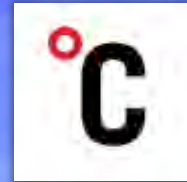
SOME OF OUR CLIENTS



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THE ALLIANCE FOR CLIMATE PROTECTION
THE CLIMATE GROUP
THE SIERRA CLUB
ENVIRONMENT COLORADO
OCEANA
350.ORG

CHINA:
UNITED NATIONS DEVELOPMENT PROGRAMME
CHINA ENVIRONMENTAL AWARENESS
PROGRAMME (CEAP)
UNITED NATIONS VOLUNTEERS PROGRAMME
THE CLIMATE GROUP CHINA
WWF CHINA
GLOBAL VILLAGE
FRIENDS OF NATURE
ROOTS AND SHOOTS
UNITED NATIONS ENVIRONMENT PROGRAMME
(UNEP)

SOUTH AFRICA:
CLIMATE ACTION PARTNERSHIP
UNITED NATIONS DEVELOPMENT PROGRAMME
WWF SOUTH AFRICA

BRAZIL:
UNDP IN BRAZIL
WWF BRAZIL
FÓRUM BRASILEIRO DE ONGS E MOVIMENTOS
SOCIAIS
FRIENDS OF THE EARTH BRAZILIAN AMAZONIA.
REBRAF- THE BRAZILIAN AGROFORESTRY
NETWORK
UNITED NATIONS ENVIRONMENT PROGRAMME

MAYORS GROUPS:
MAYORS FOR PEACE
ICLEI

JAPAN:
WWF JAPAN
UNITED NATIONS ENVIRONMENT PROGRAMME
(UNEP)

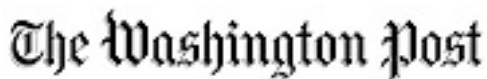
AUSTRALIA:
CLIMATE ACTION NETWORK OF AUSTRALIA
WWF AUSTRALIA
AUSTRALIAN CONSERVATION FOUNDATION
WILDERNESS SOCIETY OF AUSTRALIA
THE CLIMATE GROUP AUSTRALIA
THE CLIMATE INSTITUTE

TURKEY:
DOGA DERNEGI
DENIZ TEMIZ
WWF TURKEY
TEMA

GERMANY:
UNITED NATIONS ENVIRONMENT PROGRAMME
(UNEP)
WORLD FUTURE COUNCIL

EDUCATIONAL NGOS:
INTERNATIONAL ACTION ON GLOBAL WARMING
UNISDR
PROJECT S.N.A.P.
ONE.ORG





FOUNDER & DIRECTOR



ANDREA ROBINSON is the Founder and Director of ARC Sustainability, a California-based environmental and corporate social responsibility (CSR) consulting firm. Andrea is certified in GRI Sustainability Reporting and her work focuses on producing measurable results in energy efficiency, water conservation, waste diversion, transportation minimization, sustainable materials sourcing, and greenhouse gas emission reductions for corporations, productions and live events. ARC's clientele includes NBC Universal, BMW DesignworksUSA, the Producers Guild of America, Paul Hawken, The Sierra Club, E.ON US Energy Utility, The Liberty Hill Foundation, and Insomniac's 350,000-person Electric Daisy Carnival.

For Comcast NBC Universal Studios, Andrea project managed in "Spotlight on Zero Waste" program. Encompassing 130 buildings and stages over 400 acres, she focused on designing, sourcing and implementing a comprehensive three stream waste system for the Lot in collaboration with Studio Management, EHS, Production, Communications, Operations, Facilities, Landscape, Janitorial Department and the Studio's vendors and contractors.

Andrea managed the greening of Insomniac's Electric Daisy Carnival (EDC) Las Vegas, the largest dance music festival in the United States with over 350,000 attendees. ARC produced comprehensive environmental baseline reports for EDC 2011 & 2012, measuring the total impacts of each event and efficiency improvements from year to year.

Andrea served as the first-ever Director of Sustainability & Greening for the Democratic National Convention. In 2007 & 2008, she was responsible for designing, managing, implementing, and messaging the comprehensive sustainability, carbon footprint and CSR efforts for the DNC. She Co-Chaired the Denver Mayor's Energy and Waste Minimization Task Forces, collaborated with environmental agencies, research institutes and utilities. The 2008 Democratic National Convention is considered to be the most sustainable political convention in modern American history.

Live Earth 07.07.07, Vice-President Al Gore's Live Earth: Concerts for a Climate in Crisis, was the largest musical event in world history with over two billion people participating worldwide. Andrea managed the greening of Live Earth's New York, Shanghai and Johannesburg venues and was the International NGO Director, developing and managing the collaboration of over 650 non-governmental, intergovernmental and civil society organizations around the globe. Andrea was also a contributing author to the *Live Earth Green Artists Handbook* and the *Live Earth Greening Guidelines*.

Andrea has extensive media experience and has appeared on CNN, NPR's 'All Things Considered', ABC, NBC, FOX, The New York Times, The Chicago Tribune, The Daily Show and the Wall Street Journal. She has contributed her expertise to the Clinton Global Initiative, Maria Shriver's Women's Conference and the campaigns of Obama/Biden, Kerry/ Edwards, Gore/Lieberman, Representative Jerry McNerney (CA) and worked with Madeline Albright on communications for Proposition 87, California's alternative energy initiative. Andrea received her degree in Environmental Studies from the University of California at Santa Barbara, with an honors thesis on Biodiversity and the United Nations Earth Summit in Rio de Janeiro.



OUR TEAM



DAVID PASCAL David has broad clean technology and environmental sustainability experience in the private, non-profit, and government sectors. He was formerly the President of the San Francisco Carbon Collaborative, a non-profit partnership of government, business, and environmental organizations working to accelerate the development of effective policy and market-based responses to climate change. Prior to that, David was the Lead Clean Technology and Green Business Advocate for the City and County of San Francisco, where his time was split between the Mayor's Office of Economic and Workforce Development and the City's Department of the Environment. Before entering the government sector, David served as the Director of Events and Entertainment for Al Gore's Alliance for Climate Protection. In the later role, he was responsible for coordinating the organization's involvement with the 2007 Live Earth Concerts for the Environment, a 24-hour global event to raise awareness for climate change. David was the first Chair of the San Francisco Public Utilities Commission's (SFPUC) Citizens Advisory Committee, offering assessment and analysis of the agency's management of the region's water, wastewater, and power infrastructures.



ELIF BEALL offers a rich and varied background in sustainability consulting, both in the production and corporate contexts. Her experience in the entertainment industry includes greening concerts and film productions. She was part of the Green Team for the 2007 Live Earth concerts, a 7 continent 24-hour concert series that, in partnership with Al Gore's Alliance for Climate Protection, helped to launch the movement for mass action against climate change. She has also led environmental initiatives for large studio feature film productions, as well as corporate sustainability initiatives for NBC Universal and CB Richard Ellis. Elif is a main author of the *Live Earth Green Guidelines* for the Live Entertainment and Events Industry (Second Edition), and is a LEED Accredited Professional through the U.S. Green Building Council. Elif received her law degree, with Honors, from George Washington University Law School with a focus on International Business.

NATACHA ARNAUD-BATTANDIER has more than 14 years of experience as a sustainability and strategic planning consultant for mid size and international companies from various sectors. She has worked with companies such as L'Oreal, Brita, Balenciaga to define their corporate social responsibility strategies, stimulate responsible innovation and assist them in implementing their action plans and monitoring tools. A native of France, Natacha worked on the greening of Francofolies, one of France's major outdoor music festivals in 2009-2010. In 2011, Natacha held the position of Sustainability Director for the Opportunity



Green Conference in Los Angeles. She managed Opportunity Green's sustainability strategies including a comprehensive resource recovery program, alternative travel solutions for attendees, an electronic conference program, a sustainability report using the GRI framework, stakeholder engagement, and offsetting 100% of the conference's travel and energy carbon emissions.



OUR TEAM



BILLY CONNELLY has more than 22 years experience in corporate communications, marketing, business development, and sales. In addition to managing Native Energy's corporate communications, marketing, and branding activities for seven years, Billy was responsible for closing deals and developing strategic partnerships with some of the company's highest profile clients, including: aninconvenienttruth (the Academy Award® winning and first-ever carbon neutral documentary film); Warner Bros Pictures' Academy Award® winning film SYRIANA; Paramount Pictures' Academy Award® winning films No Country for Old Men and There Will Be Blood, 14 other motion pictures, MTV–Music Television and Comedy



Central; Sundance Channel; LIVE EARTH Concerts for a Climate in Crisis; The Doors Music Company; Salesforce.com; Ceres; Annie's Homegrown; The X-Prize Foundation; The Alliance for Climate Protection; GOOD Magazine; GreenForAll.org; LOHAS Forum; Reverb Rock; Grist.org; 2009 Green Inaugural Ball, and two 2008 U.S. presidential campaigns – Hillary Clinton and John Edwards – among many other clients and partners. His pro bono clients include: Kids vs. Global Warming and 350.org. Billy serves on the boards of the U.S. Native American Chamber of Commerce, the Telluride Power Project, the Sci-Fi Channel's "Visions for Tomorrow" campaign, and the 2009 Greater>Than Conference.

DAN THOMSEN is a licensed home performance contractor (LIC # 932241) specializing in building performance testing and energy efficiency retrofitting. He is a member of The California Building Performance Contractors Association (CBPCA), a certified HERS Existing Home rater through CHEERS0, a certified Green Building Professional with Build It Green, and a founding member of Efficiency First, an organization dedicated to increasing the efficiency of homes. As founder of The Building Doctors, Dan offers a complete energy efficiency prescription with a "Whole House Performance Check Up" using building



science and state of the art detection equipment. He designs residential treatment plans to prioritize each of the homeowner's needs and goals while increasing the home's overall energy efficiency and decreasing their heating and cooling costs anywhere from 20-50%. Dan received a Bachelor of Science from the College of Agriculture and Forestry at West Virginia University and a Master of Science from the School of Forestry at North Carolina State University and has also received a certificate of appreciation from The City of Los Angeles for his volunteer work with

"Andrea's fantastic. She has the key aspects everyone in her position needs - energy for the environmental program; the ability to make people understand how it affects us all and the ability not to alienate people," said Live Earth Environmental Director, John Rego
~ The Rocky Mountain News

Convention organizers hired the first-ever Director of Greening, longtime environmental activist Andrea Robinson [to] supervise "the most sustainable political convention in modern American history." Perhaps Ms. Robinson's most audacious goal is to reuse, recycle or compost at least 85% of all waste generated during the Convention. To test whether celebratory balloons advertised as biodegradable actually will decompose, Ms. Robinson buried samples in a compost heap. She will measure the greenhouse-gas emissions of every placard, every plane trip, every appetizer prepared and every coffee cup tossed. ~ Wall Street Journal



"This convention will be the greenest, most sustainable, most successful political convention in history and The Green Delegate Challenge is a critical part of that effort."
~ House Speaker Nancy Pelosi

A high-energy, blond speedster from Orange County, Calif., Robinson is spending hours indoors, roaming the backstage of each DNC facility, choosing superefficient light fixtures and Earth-friendly paints. She's helping Pepsi Center staffers find toilet paper and napkins made from 100 percent recycled paper, starch-based trash bags that don't tear apart when filled, and a fleet of trucks to haul compost.
~ Rocky Mountain News

"I know this is a shift that we've got to make as a culture. This is not something that happens overnight. But we have a lot of work to do, we have a lot of changes to make. We've got a serious climate crisis on our hands and we have serious environmental issues that we have to address- now. So as far as I'm concerned, I will take those challenges on every minute of every day."
~ ARC Sustainability Founder, Andrea Robinson, interviewed on NPR's 'All Things Considered'

Andrea Robinson, who has more than 25 years in the environmental field, was named by the Democratic National Convention Committee as the first person to hold the "Director of Sustainability & Greening" position for a Democratic National Convention. Robinson most recently held similar duties working for the Live Earth concerts series in New York; Shanghai, China; and Johannesburg, South Africa. As she did with Live Earth, Robinson will look at how the convention can use less energy and create less waste. ~ CBS News

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