

# SDG's: Converting Clients' Latent Needs to Active Goals

Building Energy NYC 2018  
Aris Energy Solutions, LLC

Pre-Conference Workshop  
Oct 1, 2018



# United Nations Sustainable Development Goals!

## Sustainable Development Goals



# Aris Offering - Example 1 - Hybrid Streetlight (RPU)



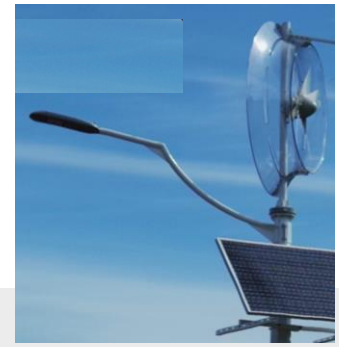
The Remote Power Unit (RPU) is a wind/solar powered, off-grid LED light with opportunity to power additional auxiliary power loads. It also includes a smart controller with self powered internet connectivity.

# Aris RPU Product – SDG Related Benefits

- **Enhanced Security with 100% Renewable and Resilient Power**
- Each RPU Eliminates ~ 1 MW-hr/year / ~ ½ ton CO<sub>2</sub>/year
- Highly Visible Sustainability Message via Banner/Tailfin
- STEM for Education
- Self-powered Internet Connectivity – Opens Up New “Smart City” Apps



# Aris' RPU Relevant on 9 of 17 SDGs



## Sustainable Development Goals



# 'Ready Commitment' ... 10 of 17 SDGs



## Sustainable Development Goals



## 1.4 Sustainable Development Goals



Launched in 2015, the United Nations Sustainable Development Goals (SDGs) provide a plan of action for people, planet and prosperity. The 17 goals are a call to action for countries and all stakeholders, including companies and civil society, to work collaboratively in areas of critical importance for humanity and the planet.

While TD contributes in some way to all 17 goals, we have prioritized the following 9 SDGs where TD can have the greatest impact through The Ready Commitment.

 <b>Financial Security</b>		Promote inclusive and sustainable economic growth, employment and decent work for all	✓
		Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	
		End poverty in all its forms, everywhere	
 <b>Connected Communities</b>		Reduce inequalities within, and among countries	✓
		Achieve gender equality and empower all women and girls	
 <b>Vibrant Planet</b>		Take urgent action to combat climate change and its impacts	✓
		Ensure access to affordable, reliable, sustainable and modern energy for all	✓
		Make cities inclusive, safe, resilient and sustainable	✓
		Ensure healthy lives and promote well-being for all	✓

### United Nations Sustainable Development Goals



# Technology Solutions, Corporate Sponsors, Major Cities, and Society...The SDG Connection!

A “working example” ....



Aris RPU  
Energy  
Technology  
Solution

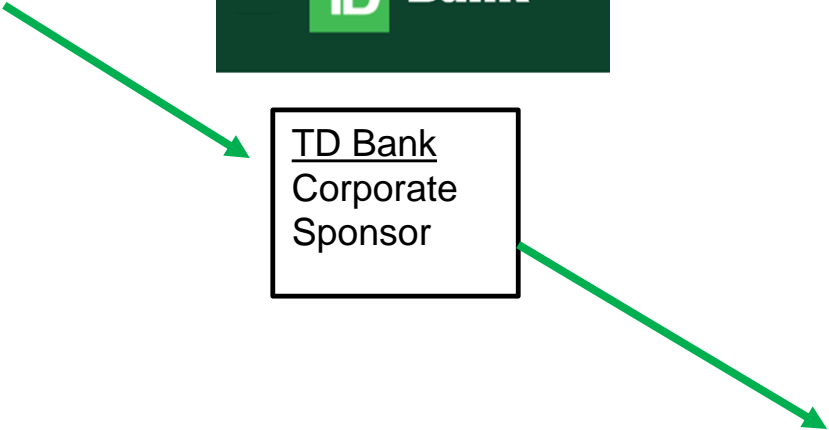


TD Bank  
Corporate  
Sponsor



City of New York  
Parks & Recreation

Major Cities and Society  
Realize Benefits





## Our Sales Sherpa ...

“People don’t buy Features or Attributes ...  
... they buy Benefits and Outcomes”

## Aris Offerings bring Novel Challenges ...

A wide range of novel Benefits & Outcomes  
means we needed speedy & intuitive alignment

## Sustainable Development Goals ....

Visually friendly, harmonized goals ... (Sophisticated)  
... framed with language of benefits

So, Intrinsic needs alignment is quick and easy...

... resonates loudly w sophisticated

clients

... fosters time and urgency finding explicit needs

## Aris Offering – Examples 2, 3 Combined Heat & Power



1.5kW SolidPower Fuel Cell



35 kW Yanmar CHP Engine

- High total efficiency (electric + thermal)
- Electric demand reduction
- Resilient

# Aris' CHP Products Relevant on 8 of 17 SDGs



## Sustainable Development Goals



# Danish Energy Management ...

## ... For Sustainable Impact



SDG Compass

We offer:

- SDG Business Strategy – providing the means to steer in a more sustainable direction
- SDG Materiality Screening/ Assessment – mapping key Sustainable Development Goals (SDGs) and targets
- SDG SMART Indicator (KPI) Identification – for simple, consistent measurement and reporting
- SDG Impact Tracking Cases/ Reports – providing visual representation of sustainable impact
- SDG Measurement System – a web-based system for tracking and reporting sustainable impact
- SDG Workshops – training, education and hands-on case development