



BALANCED APPROACH
STRATEGIC SUSTAINABILITY SERVICES



The Nexus of Local-Global Solutions

BALANCED APPROACH is a mission-driven consulting firm designed to help businesses, public agencies & municipalities **Conserve** Resources, **Reduce** Costs & **Enhance** Well-being. We help clients go beyond compliance; attract recognition; build employee & customer loyalty.

STRATEGIC SUSTAINABILITY SERVICES

- ✓ Environmental Compliance Assistance
- ✓ On-site Assessments & Reporting
- ✓ Policy & Program Dev. & Mgmt.
- ✓ Sustainable Business Certification
- ✓ B-Corp, GRI & Zero Waste Planning
- ✓ Tracking & Benchmarking
- ✓ Climate Action Planning
- ✓ Stakeholder Engagement
- ✓ Rebates, Grants, Awards

CLIENTS INCLUDE

- Akasha
- Athens Services
- City of Culver City
- Criteo
- Moving Picture Company
- Pop Sugar
- Rockenwagner Bakery
- Servicon
- Sony Pictures Entertainment

BALANCED APPROACH is led by Shea Cunningham, a dedicated sustainability professional with 20+ years of proven success creating, managing & directing sustainability-centered projects & programs across multiple sectors.



SHEA CUNNINGHAM, MPP, LEED GA
Principal/Chief Strategist
310 663 9749
Shea@BalancedApproach.net
www.BalancedApproach.net

Geographic Coverage: National
Certifications: WBE/SBE/WOSB

NAICS: 541611, 541618, 541620, 923110
SICS: 8742, 8748, 8999, 9411
PSCs: R405, R406, R408, R410, R499, R799, U001, U008
D&B: 080787481 Cage Code: 7Y4D6



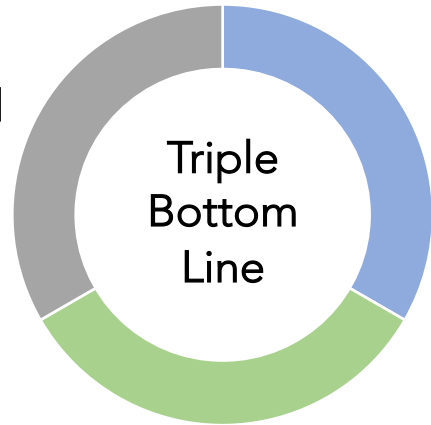
Culver City
SUSTAINABLE BUSINESS
CERTIFICATION PROGRAM



BALANCEDAPPROACH

helps clients achieve the
Triple Bottom Line
of Fiscal, Social &
Environmental Responsibility

Fiscal



Social

Environmental

TESTIMONIALS

"I recommended Shea without reservation to Sony Pictures Entertainment and believe she would be a tremendous asset to any organization."

- Heidi Kindberg Goss, Sustainability Manager, SPE

"I would rank Shea as one of the top individuals I have ever worked with in sustainability, and I've worked with hundreds of people from all sectors. Her commitment is unprecedented; this combined with her education and knowledge makes her an incredible asset."

- Casandra Rauser, Ph.D., Director, UCLA Sustainable LA Grand Challenge

"Balanced Approach has been a tremendous asset to Athens Services. Ms. Cunningham is skillful, innovative and passionate about forwarding sustainable practices and delivering high-quality work. Moreover, she is exceedingly adept at building and nurturing key relationships."

- Jessica Aldridge, Sustainability Manager, Athens Services

"Shea did an amazing job in helping MPC LA become one of the first sustainable businesses in Culver City. Her knowledge, guidance and enthusiasm helped the studio become a Certified Sustainable Business. As a result, MPC is conserving water, reducing pollution and enhancing the well-being of our 150 employees. Not only have we reduced our environmental footprint, but we have also reduced costs."

- Patrick Davenport, COO, Moving Picture Company

CLIENT AWARDS

- Culver City Sustainable Business and California Green Business Network Certifications (2018)
- SoCal Environmental Excellence Development (SEED) Award, Pollution Prevention (2017)
- California Department of Education Green Ribbon Green Achiever Award (2017)
- US Department of Education District Sustainability Green Ribbon Award (2017)
- Cornell University's Smarter Lunchrooms Program Gold Award (2016)
- SEED Award, Education & Outreach (2015)
- California Green Schools Leadership Award for Leadership in Energy (2013)