



# EXECUTIVE DIRECTOR'S NOTE

## A YEAR OF INGENUITY

One of the most popular movies of 2015 was *The Martian*, a story of an astronaut, stranded on Mars, who uses ingenuity to grow food in poor Martian soil, capture solar energy to extend the distance he can travel in rovers, and communicate with the public on Earth at large. This captivating movie has a lot in common with the year we had at Sustainable America.

### *Ingenuity in Food*

The seeds we planted in 2013 and 2014 started to grow and flourish in 2015. One of our biggest success stories was our work with NASCAR and the Richmond International Raceway in making their food efforts more sustainable. A typical race weekend can generate the same amount of waste as a mid-size city. We helped divert thousands of pounds to feed the hungry, and tens of thousands of pounds to create compost, which will be returned to enrich the soil and grow more food. Best of all, we identified savings that made the entire effort cost effective so they can repeat this work in the future.

We also found interesting early-stage food companies to support with investments, including California Safe Soil and Imperfect Produce. Like Matt Damon's character Mark in *The Martian*, both companies are finding new ways to transform former waste products into valuable products that increase food availability.

### *Ingenuity in Fuel*

The fuel story in 2015 was one of plunging gasoline prices and lots of vehicle sales. Overall fuel economy declined even though most experts agree that the price of oil will climb again before long. Now, with prices low, is the perfect time to invest in fuel efficiency technologies and alternatives to oil to make our transportation network more resilient and efficient in the

future. Our fuel conservation efforts continue as we work to help individuals and fleets of all sizes find ways to make their vehicles more fuel-efficient. One example is FleetPrint, a new program we created to help fleet managers improve miles per gallon (MPG) and reduce fuel waste.

We found two great investments in the fuel space, too. EV Connect and Infinite Composites are two exciting companies expanding the efficiency of alternatives to oil-based transportation.

### *Communicating with the Public*

Our websites —[sustainableamerica.org](http://sustainableamerica.org), [iturnitoff.com](http://iturnitoff.com), [sharedearth.com](http://sharedearth.com), and [ivaluefood.com](http://ivaluefood.com) — continue to provide a wealth of information to help the general public understand why the issues of food and fuel are so important. Our materials were discovered and shared by influencers, including celebrity chef Andrew Zimmern, New York Yankees baseball player Mark Teixeira, and hip-hop star Sandra “Pepa” Denton from Salt-N-Pepa. *Smithsonian* magazine used our materials as a guide to a more sustainable Thanksgiving. We stood with the U.S. EPA and USDA as they announced a groundbreaking national goal to reduce food waste by 50 percent. We were interviewed by National Public Radio and ABC News (and even the Biogas Channel!). We've developed creative ways to get sustainability messaging to a large segment of the public, and have now reached at least 18 million consumers nationwide.

We are working every day to make our nation's food and fuel systems more efficient and resilient, which in turn will improve the environment, reduce hunger, help our nation's economy, and create a more sustainable America. Thank you for your continued support.



Regards,

A handwritten signature in black ink that reads "Jeremy Kranowitz". The signature is written in a cursive, flowing style.

Jeremy Kranowitz  
Executive Director

# ABOUT SUSTAINABLE AMERICA

## WHO WE ARE

Two of the top three expenses for most Americans are food and fuel. Sustainable America is an environmental non-profit organization with the mission to make the nation's food and fuel systems more resilient, efficient and sustainable. We have a 50-50 by '35 plan for America to reduce oil consumption by 50 percent and increase food availability by 50 percent, all by the year 2035.

## WHAT WE DO

### *Educate*

We deliver eye opening information and actionable solutions that lead to long-term change and a more sustainable future.

### *Invest*

We find and support early-stage companies with innovative solutions to improve our food and fuel systems.

## WHAT MAKES US DIFFERENT

We are unique in our combination of investments in for-profit companies alongside our education, awareness and action efforts.

- We believe that taking action to improve sustainability is good for every American and for the nation as a whole.
- We believe in the power of market innovation to drive environmental, social and economic sustainability at scale.
- We believe that clear, concise, and compelling social media can inspire and affect societal behavior change.
- We believe that our future is a Sustainable America.

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*Join us. Support us. Make a difference.*

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## MAKING AN IMPACT

Since it was founded in 2012, Sustainable America has made a direct impact on food and fuel sustainability through campaigns, consulting, investments, and events.



**26.6 MILLION**

pounds of food waste diverted from landfills



**971,000**

gallons of fuel saved



**43.2 MILLION**

pounds of CO<sub>2</sub> emissions reduced



**18 MILLION**

people educated

# FUEL PROGRAMMING



## FLEETPRINT

In 2015, we expanded Sustainable America’s green fleet program, launching FleetPrint, a practical and affordable program that helps fleets of varying sizes and functions reduce fuel waste, improve MPG, save money, and achieve sustainability goals. Through personalized technical assistance and guidance, the FleetPrint program helps fleets become more efficient by:

1. Establishing a current baseline of fuel use and fuel waste — a company’s baseline “FleetPrint.”
2. Identifying opportunities to reduce fuel usage and waste, improve MPG, and extend vehicle life.
3. Recommending appropriate and effective strategies to successfully act upon opportunities.
4. Supporting fleet managers through the implementation of desired changes, including the development of educational materials, connections to qualified vendors, and creative financing opportunities.
5. Providing optional assistance for application to notable certification programs, including EPA’s Smartway and the National Association of Fleet Administrator’s (NAFA) Sustainable Fleet Accreditation.
6. Helping fleets celebrate and market their successes.

We are actively recruiting companies interested in money-saving fuel and food sustainability efforts. Please contact Katrina Kazda, Director of Programs, (203) 803-1250 [katrina.kazda@sustainableamerica.org](mailto:katrina.kazda@sustainableamerica.org).

## SPOTLIGHT: ATLAS SUSTAINABLE AGENT CERTIFICATION

In 2015, Sustainable America worked with Atlas World Group, parent company of Atlas Van Lines, the country’s second-largest moving and logistics company, to develop and launch a new sustainability certification program for its agents nationally and globally. The Atlas Sustainable Agent program allows agents the opportunity to reduce their environmental impact, save money and get recognized.

For the first level of certification, agents need to improve fuel efficiency through activities like installing auxiliary power units, developing idling reduction programs, and training drivers on fuel-efficient driving techniques. Agents are also encouraged to join the Move For Hunger program, which rescues and facilitates donations of non-perishable food items from moving clients to local food banks. Additional actions include reducing paper use, boosting recycling and making facilities more energy efficient.

Atlas Van Lines’ 315 U.S.-based agents manage over 7,500 medium and heavy-duty trucks. Atlas’ agents traveled over 88 million miles in 2015, averaging 5.5 miles per gallon. If 25% of agents participate in the certification program and improve their fuel efficiency by only 5%, they would save 200,000 gallons of fuel every year. Even with the price of diesel hovering near \$2/gallon, that’s \$400,000 in savings and 2,000 metric tons of reduced CO2 emissions (22 lbs CO2/gal diesel) annually.

Ultimately, the program will feature three levels of certification, offering agents the opportunity to deepen their commitment across five focus areas that positively impact the environment, their host communities and their bottom line.

# FOOD PROGRAMMING



## WE VALUE FOOD

In 2015, we launched a companion program to I Value Food called We Value Food, which helps ongoing food service operations — from corporate cafeterias to hotels and event venues — reduce and divert food waste, improve the environmental impact of food service operations, and save money. Sustainable America’s We Value Food program looks at five key areas:

1. Source Reduction: reducing food waste at its source
2. Food Rescue: rescuing and donating edible food to the hungry
3. Composting: returning unavoidable food waste to the earth to create new soil
4. Sustainable Food Serviceware: reducing overall food service waste and improving food waste capture
5. Local and Sustainable Food Growing and Purchasing: because valuing food is about more than not wasting it. Growing and purchasing food locally reduces food miles and supports local jobs

In addition, the program looks at employee education and engagement to ensure the greatest impact and success of the program; metrics collection to measure and report on outcomes; and communication and celebration of efforts both internally and externally.



## SPOTLIGHT: RACING TO END FOOD WASTE

In 2015, Sustainable America conducted a pilot program with NASCAR to speed up the food waste reduction movement.

Sustainable America chased down food waste at a group of food service areas at Richmond International Raceway in Virginia in April and again in September. Together with NASCAR Green and Natural Organic Process Enterprises (NOPE), and with added assistance from Henrico County, we worked to reduce waste in two ways: by donating prepared food that didn’t get eaten to Good Samaritan Ministries and Doorways, and by sending food scraps and plate waste to be composted rather than to a landfill.

In order to close the loop, we are also working on coordinating efforts to install a community orchard at the Raceway nourished with the compost created as a result of these food waste efforts.

These two weekends of food waste reduction were only the beginning. Beyond rescuing and composting food, information was gathered that will help expand the Raceway’s food waste reduction efforts and engage with fans at future events. As these efforts grow, the benefits start to multiply. More hungry people will be fed, less methane will be emitted from food rotting in landfills, more compost will be made, and more fans will learn about the food waste issue. We will bring this work to even more raceways in 2016. Interested in making your venue more sustainable? Please contact Heide Hart, Director of Events, (203) 803-1250, [heide@sustainableamerica.org](mailto:heide@sustainableamerica.org).



# CAMPAIGNS



## SHARED EARTH

The interest in growing food at home is increasing, but according to a survey by the Garden Writers Association, nearly one in five Americans report that they cannot grow plants because they live in a home where gardening is not possible.

At the same time, we have enough front and backyard space in America—4.5 million acres—to grow 43.5 million tons of food.

We saw these trends as an opportunity to spur more local food production. In June 2015 we unveiled a new and improved [SharedEarth.com](http://SharedEarth.com). This website, which Sustainable America acquired in 2014, is designed to connect people who want to garden or farm with people who have land or tools to share.

Shared Earth is a simple idea that taps into a growing desire to share resources, food and knowledge with others in our communities. This free website allows individuals to log on and find potential matches in their area in less than a minute. So far, more than 2,500 users have created accounts.

Shared Earth will soon be set up to accommodate larger commercial connections as well, like hydroponic gardeners looking for warehouse space and landowners looking for professional farmers to tend their land.

Facilitating land sharing and local growing increases access to fresh, healthy, and affordable food, while reducing energy use and creating tangible connections to the sources of our food.



## I VALUE FOOD

In January 2015, Sustainable America introduced [IValueFood.com](http://IValueFood.com), a digital campaign that offers American consumers a new way to enjoy, celebrate and learn about food. Based on the latest research on wasted food, this interactive, mobile-friendly campaign is designed to educate consumers about the urgent food waste problem and empower them to take ownership of the solutions. Considering the scope of the problem, there is a strong demand for a clear, compelling, consumer-facing website that raises awareness and empowers consumers to make lasting behavior changes.

I Value Food is designed to reach American household decision makers who are open to making small behavior changes for socially and environmentally responsible causes — especially when it can also save them money. From an entertaining video and attention-grabbing infographics to a thought-provoking quiz and practical tools, I Value Food offers numerous ways to engage in the site and share its messages. For those who are already aware of the issue, I Value Food offers ways to get more deeply involved in food waste reduction efforts.

I Value Food has the support of a growing list of organizations concerned with reducing wasted food in the United States. So far, more than 5,000 visitors have taken the quiz on the site, and we have plans to enhance the site with more hands-on food waste reduction tools in 2016.



## I TURN IT OFF

Our idling reduction campaign [ITurnItOff.com](http://ITurnItOff.com) continues to grow with 11,000 new drivers pledging to “idle for no longer than 10 seconds when I am not in traffic” in 2015. Most exciting, however, has been the growth in community partnerships including Wilton Go Green, Wilton, CT; Turn Off Your Car, Orange County, CA; and Idle Free Bay Area, Marin County, CA.

# INVESTMENTS



## CALIFORNIA SAFE SOIL: LIQUID FERTILIZER MADE FROM FOOD WASTE

Sustainable America invested in a company with an exciting product that helps farmers shift from chemical-based fertilizers to organic soil amendments. **California Safe Soil** has developed Harvest-to-Harvest, or H2H, a liquid fertilizer made from food waste. Comprised completely of organic matter, H2H vastly reduces the amount of chemical fertilizers needed by a crop. Just as important, the liquid can be applied to crops with farmers' existing irrigation equipment.

In addition to improving soil health, California Safe Soil is also making a measurable environmental impact on the supply side of its equation by sourcing food waste from a number of Sacramento-area grocery store chains to create its product.

The fertilizer itself is made in about three hours through a proprietary process of grinding, heating and enzymatic digesting – a major differentiation from compost, which can take several months to create.

Field trials and studies from UC Davis have found that H2H also increases yields over time. H2H increases organic matter in the soil, which helps the plants' root systems expand and retain more water and nitrogen. In turn, less water is needed to grow certain crops – a key benefit in California, where extreme drought conditions persist.

While we are enthusiastic about California Safe Soil's ability to generate measurable environmental impacts, we're also keen on their prospects to be a profitable business. California's \$1.7 billion annual agricultural market is a promising starting point, and it could be highly profitable by gaining significant traction in that state alone. California Safe Soil and its investors believe that there are likely applications for H2H beyond California, and we'd love to see farmers nationwide try this beneficial product.



## IMPERFECT PRODUCE: GIVING 'UGLIES' A CHANCE

**Imperfect Produce** is a Bay Area company developing a market for so-called "ugly" fruits and vegetables. "Our mission with Imperfect is to find a home for the six billion pounds per year of fruits and vegetables that are rejected from grocery stores because of their cosmetic defects," says co-founder Ben Simon.

Imperfect Produce sources produce that grocery stores won't buy straight from California farms and sells weekly subscription boxes to Bay Area consumers. It's similar to the community-supported agriculture model, but it's priced about 30% lower. A 10- to 14-pound box that includes four to seven types of produce costs just \$12, plus a small delivery fee.

The company sources produce from up to 20 California farms and currently has about 800 weekly customers, nine full-time staff and 20 part-timers.

A passionate, knowledgeable team of founders is one of the reasons Imperfect Produce has been able to ramp up so quickly. Ron Clark, chief supply officer, has worked for California food banks for the last 15 years sourcing ugly produce. Ben Simon and Ben Chesler launched Food Recovery Network, a successful college campus food recovery program, while they were in college.

As one of the first U.S. startups to build a business model around selling ugly produce directly to consumers, we see great potential for Imperfect Produce to make a measurable impact on food waste, resources and food insecurity. In addition to moving this food back onto our plates, they are recovering the energy, water, and other resources used by keeping this food in the supply chain. Plus, they're creating new jobs.

Their goal is to expand the Imperfect Produce distribution model regionally and then nationally. "There are large amounts of produce going to waste all across the country," Simon says. "It's just going to take work to build up that supply chain."

# INVESTMENTS



## EV CONNECT: CHARGING AHEAD IN THE CLOUD

**EV Connect**, a six-year-old company based in El Segundo, Calif., is working to streamline the electric vehicle charging ecosystem for drivers, property owners and electric utilities through a hardware-agnostic, open-standards, cloud-based management system.

“Our innovative software enables us to manage the charging station, the EV driver experience and the charging station’s interaction with the electric utilities that feed those charging stations,” says EV Connect CEO Scott Jarus. Most of the players in the EV charging industry lease spaces from property owners and put in their own infrastructure with minimal management, or property owners buy chargers and manage them themselves.

Unlike other EV charging companies, EV Connect doesn’t manufacture chargers. Instead, they work with a variety of manufacturers to acquire EV charging stations best suited for their customers, and then they facilitate the installation and management for the site host. This means that property owners aren’t locked into a particular hardware or operating system.

EV Connect currently manages approximately 700 charging ports located in just about every type of parking facility: corporate campuses, office buildings, universities, government properties, and multi-family residential buildings. In October, the company announced a deal with Hilton Worldwide to provide and manage the EV charging infrastructure for its 3,700 U.S. properties.

The company is opening up EV charging to new markets by offering the industry’s first EV “charging-as-a-service” financing option (EV CaaS), which cuts the up-front costs of installing chargers by turning what is usually a capital expenditure into a pay-as-you-go operating expense.

EV Connect just closed a \$2.7 million round of equity financing that will help the company grow. Even if consumer EV sales stall for now, Jarus says other entities, like federal, state and local government agencies, are not slowing down their investment in EV infrastructure. “They have a much longer view for transportation,” he says.



## INFINITE COMPOSITES TECHNOLOGIES: BUILDING A BETTER GAS TANK

Tulsa-based **Infinite Composites Technologies** (ICT) is working on ways to make vehicles that run on compressed natural gas (CNG) more efficient by focusing on the fuel tank itself. ICT’s patented design is a lightweight composite tank that holds 10% more fuel than current steel and aluminum CNG tanks, weighs 90% less and has a 10% smaller footprint.

ICT’s founders Matt Villarreal and Michael Tate got the idea to design a better CNG tank as college students at Oklahoma State University, where they converted a quarter-scale Formula 1-style racecar to run on CNG. In the process, Tate and Villarreal found that range anxiety was a problem for natural gas vehicles; without a strong network of CNG fueling stations, natural gas vehicles are limited on where and when they can refuel.

ICT’s tanks are suited to taking natural gas from a variety of sources, including natural gas derived from renewable sources like anaerobic digesters or landfill methane. The impact of these improvements could enable more trucks to switch to CNG. ICT’s tanks installed on a class 8 tractor trailer truck, for example, would save 422 gallons of fuel per year versus diesel, would reduce emissions by 30%, and reduce fuel costs by \$353,000 over the life of the vehicle.

The ICT team has found that their carbon fiber tanks have applications across a wider array of industries and potential uses, from bulk gas transport to aerospace, and may even have applications for hydrogen-fueled vehicles. ICT has some early customers from several different industries, including NASA.

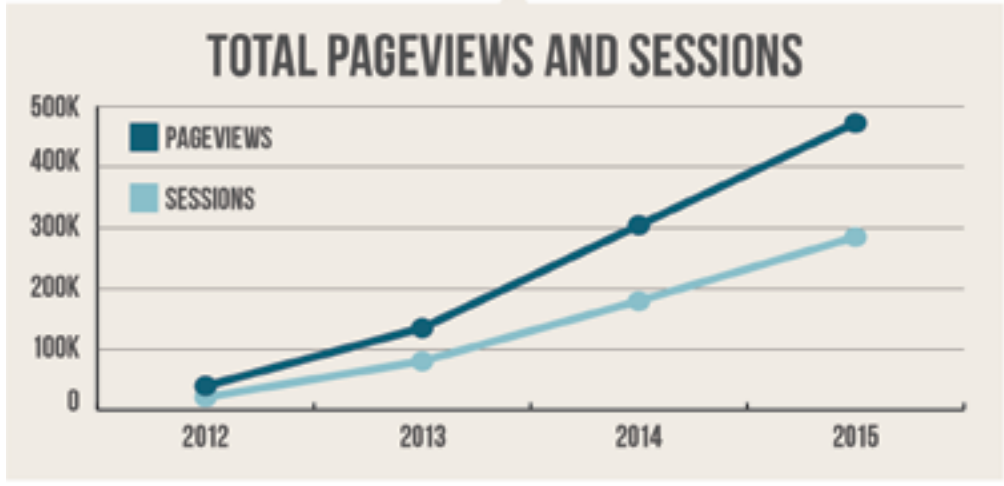
“When we started the company, our original mission was to increase the fuel capacity, efficiency and safety of natural gas vehicles,” says Tate. “Today, our vessels accomplish those things, but we’re positioning ourselves for a much larger markets down the road.”



# DIGITAL MEDIA

In 2015, we launched *IValueFood.com*, the digital home for our consumer food waste campaign. We also re-engineered and re-launched *SharedEarth.com* to make it easier and quicker for people who want to garden to connect with people who have available land to share. Launched in 2013, *ITurnItOff.com* continues to educate Americans about vehicle idling and fuel conservation.

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| <b>MAKING AN IMPACT</b><br>SUSTAINABLEAMERICA.ORG |  <b>WEBSITE SINCE LAUNCH</b><br>471K PAGEVIEWS |  <b>WEBSITE IN 2015</b><br>168K PAGEVIEWS |  <b>EMAILS IN 2015</b><br>17K OPENS |
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## A SELECTION OF 2015'S MOST POPULAR PIECES OF CONTENT:

- *Watch John Oliver Take Aim at Food Waste in America*
- *How the Fridge of the Future Will Fight Food Waste*
- *How to Compost at Work*
- *Building a Better Gas Tank*
- *USDA and EPA Set Historic Goal to Cut U.S. Food Waste in Half*

## 2015 PAGEVIEWS ACROSS WEB EFFORTS



**MORE THAN 266,773 TOTAL PAGEVIEWS**

# SUSTAINABLE AMERICA 2015 STAFF



*Jeremy Kranowitz, Executive Director*

Prior to Sustainable America, Jeremy worked for a decade at The Keystone Center on the nation's toughest energy and environmental issues as a mediator, facilitator, and educator. He worked for the Izaak Walton League on a clean air campaign on behalf of hunters and fishers, and helped launch Forest Trends, an international sustainable forestry non-profit. Jeremy has an MS in Environmental Science and BA in Social Sciences from Johns Hopkins University, and an MPA in Environmental Policy from New York University.



*Gray Peckham, Director of Investments*

Gray has more than 12 years of experience analyzing the energy sector from a variety of viewpoints, ranging from strategic to financial. Along the way, Gray earned several SEC/FINRA professional designations (Series 7, 63, 86, 87), started his own consultancy, and became an advisory board member of the Water Innovations Alliance. Gray earned a BA from Boston College, an MA in history from Yale University (focused on U.S. foreign relations), and served as an Officer in the U.S. Navy Reserve.



*Heide Hart, Director of Events*

Heide brings over 20 years of experience to Sustainable America in event planning, program management, and marketing in the for-profit and non-profit sectors. In her role at Sustainable America, she has implemented food waste reduction events and initiatives for various groups including NASCAR and South by Southwest Eco. Prior to joining Sustainable America, Heide served as Director of Marketing for Franklin Learning Systems, delivering skills-based training programs and curricula for schools and other institutions. Heide attended the University of California at Berkeley.



*Katrina Kazda, Director of Programs*

Katrina brings over 10 years of hands-on experience assisting businesses, non-profits, and academic institutions in the transition to more environmentally sustainable business operations and practices. Prior to joining Sustainable America, Katrina served as the Managing Director of the Sustainable Business Network of Massachusetts. Katrina received her B.A. in Visual Anthropology from the University of Massachusetts at Amherst and her M.A. in Sustainable International Development from Brandeis University.



*Katy Franklin, Office Manager*

An experienced office manager and bookkeeper, Katy previously worked for a CPA firm and a commercial real estate developer, and she held a marketing position with a local coffee exporter while studying abroad in Rwanda as a Benjamin A. Gilman International Scholar. Katy received her B.A. in political science from Southwestern University in Georgetown, Texas.

# 2015 BOARD OF DIRECTORS



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Founder and Chairman,  
Sustainable America



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President, Green Sports Alliance



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# SUSTAINABLE

— A M E R I C A —

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