



# EXECUTIVE DIRECTOR'S NOTE

At Sustainable America, we are passionate about making our country more resilient, efficient and sustainable. Americans are known for their entrepreneurial spirit and the desire to do something better than it has ever been done before. We are creating change by tapping into that powerful river of creativity, risk-taking and desire to make our country great. The year 2014 was our first full year of operations as a nonprofit, and like many of the start-ups we admire, we had some amazing success, as well as challenges.

Successful startups need to answer a few important questions: Is there a problem worth solving? Do I have a product that solves that problem? And finally, can we gather support for our efforts?

***Is there a problem worth solving?*** The problem is clear: two of the top three expenses for most Americans are food and fuel. Our current food and fuel systems are tightly interconnected and unsustainable. To tackle these issues, our mission is to reduce America's oil consumption by 50 percent and increase food availability by 50 percent over the next two decades. If we make alternatives to our existing food and fuel systems more available, and find easy ways for us all to prevent and reduce waste, we will all be better for it.

***Do we have a way to solve that problem?*** We have a unique approach that combines education, activation and investment. We raise awareness around the important issues of food and fuel in society, how much of it we waste, and the alternatives we have. We activate individuals, companies and municipalities to all take small actions that add up to big change. And we invest in early-stage companies to support innovative ideas for making our food and fuel systems more sustainable, and to grow our economy.

***Can we gather support for our efforts?*** So far, this has been our most pressing challenge. Our cause is clear. Our product offering that combines education, activation and investment is unique, and is already making a difference. In order to move our plans further forward, we are starting to broaden our base of donors and tap into more companies and foundations that can provide major support.

***How you can help:*** We need your help in two ways: First, we ask that you find 10 friends with whom we can share a meal, meet in person, or talk by phone or video conference. We want to share our stories and the ways we are working to make a difference with ever more people.

Second, if you know of a company that would like to reduce its vehicle fleet's fuel consumption, if you know of a restaurant or grocery that would like to reduce their food waste, if you see an abandoned city greenhouse or vacant lot with the potential to be turned into an urban garden, contact us so we can work together to build a more sustainable America.



Thank you,

A handwritten signature in black ink that reads "Jeremy Kranowitz".

Jeremy Kranowitz  
Executive Director

# SPOTLIGHT ON OUR PROGRAMS, 2014

## CONTENT THAT INSPIRES CHANGE

Our website, [sustainableamerica.org](http://sustainableamerica.org), serves as an important place to educate Americans about food and fuel and give them tools and ideas for making sustainable changes in their own lives. Sustainable America's content reaches hundreds of thousands of viewers, and our infographics have been licensed to media properties including Upworthy and Ecowatch, Fast Company and National Geographic.

### MAKING AN IMPACT



WEBSITE  
175K PAGEVIEWS

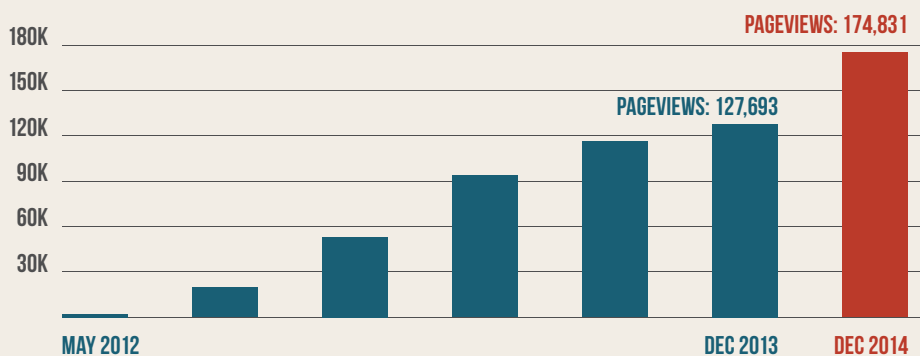


BLOG  
204K PAGEVIEWS

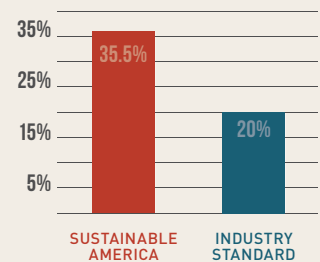


EMAILS  
24K OPENS

### PAGEVIEWS OVER TIME



SUSTAINABLE AMERICA'S 35.5% OPEN RATE IS ABOUT 77.5% HIGHER THAN THE INDUSTRY STANDARD OPEN RATE FOR EMAIL CAMPAIGNS



## A SELECTION OF 2014'S MOST POPULAR PIECES OF CONTENT:

- *How the Trucking Industry Can Save Billions of Gallons of Fuel Per Year:* Could new technologies could make truck idling obsolete?
- *5 Ridiculously Easy Ways to Start Growing Food:* Green thumbs not required
- *Cooking for One With Zero Waste:* Tips for making delicious, healthy and unique meals for one without throwing half of it in the garbage.
- *I Want to Compost, but...:* The dirt on finding your way to the composting life
- *Renewable Natural Gas: Clean, Green Energy:* Let's put our waste to work!

### TOP 6 SHARED INFOGRAPHICS

ANTI IDLING

FOOD WASTE

BANANA PEELS

BIKE SUPERHIGHWAYS

HOW TO GROW AN AVOCADO PLANT

TOP 10 PLACES TO DRIVE ELECTRIC

118K

47K

31K

29K

27K

20K

## MORE THAN 270,000 SHARES

# FUEL WASTE

## EDUCATE: I TURN IT OFF

To make our fuel systems more sustainable, we enhanced the website for our I Turn It Off anti-idling campaign ([www.iturnitoff.com](http://www.iturnitoff.com)) to better educate the public and corporate fleets about fuel waste.

We encouraged those who became aware of the issue to take pledges to reduce unnecessary engine idling, and over **10,500 people have pledged**, saving over 280,000 gallons of fuel per year.

Every day people contact us asking for materials to help spread the word about fuel waste, so we developed a **“Take Action on Idling” kit** for those who want to start anti-idling campaigns in their school, church, or community.

## ACTIVATE: GREEN FLEETS

Even more exciting is that we are starting to work with commercial fleets and have developed a strong case study with Crown Uniform & Linen to **help them save over \$1,000 per truck per year in fuel costs**. With a fleet of 75 trucks, that amounts to \$75,000, a significant savings.

## INVEST: XL HYBRIDS

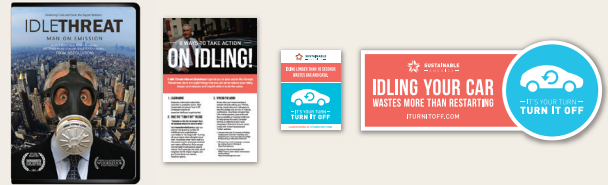
We are investing in companies that make a difference. One major investment was in XL Hybrids ([www.xlhybrids.com](http://www.xlhybrids.com)), a company that developed a cost-effective way to retrofit existing gas-fueled commercial vehicles like cargo vans, shuttle buses and delivery trucks into hybrids, a solution that can increase an entire vehicle fleet’s fuel efficiency by 20 percent.

## INVEST: ENOW ENERGY

Our second major fuel investment this year was in eNow Energy ([www.enowenergy.com](http://www.enowenergy.com)), which aims to reduce truck idling with integrated thin-film solar panels and auxiliary power management systems for long-haul and delivery trucks. Truckers can use solar power to save diesel and emissions, while continuing to perform necessary tasks.

We can now approach **any university, municipality, or corporation with a fleet of vehicles** and help them reduce their fuel consumption — and we are receiving more and more requests for this assistance. It’s an economic story that has environmental benefits. That’s fine with us!

## IDLING REDUCTION KITS



### “I TURN IT OFF” KIT

Learn more about the idling issue and spread the word in your own community. A great gift for those passionate about environmental issues.

- *Idle Threat: Man on Emission DVD*
- *Bumper Sticker*
- *Window Decal*
- *8-Step Action Guide*



### TAKE ACTION ON IDLING KIT

Everything you need to organize an idling reduction campaign, educational event or pledge drive in your community.

- *2 T-shirts*
- *5 Posters*
- *25 Bumper Stickers*
- *25 Window Decals*
- *50 Postcards*
- *50 Courtesy Tickets*
- *Idle Threat: Man on Emission DVD*
- *Idling Guides (5)*



# FOOD WASTE

## ACTIVATE: ZERO WASTE EVENTS

Our work to improve the sustainability of our food system is more of a classic startup story. We devoted a lot of the year, as we did in 2013, to composting. We attended major festivals, including the Kentucky Derby Festival, along with several smaller events around the country, where we were able to divert tons of food waste into compost to improve the soil. Sustainable America partnered with the U.S. Zero Waste Business Council and developed our own expertise in running zero waste events, and we are now able to make any event more sustainable, from intimate weddings to major events with tens of thousands of attendees. However, our focus on zero waste and composting was too narrowly focused.

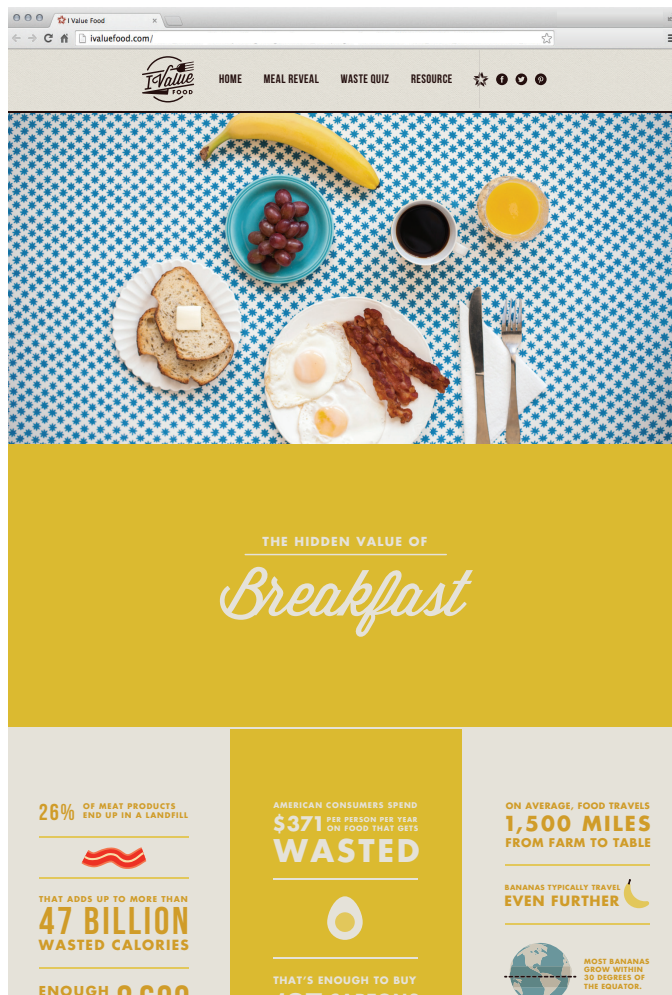
## EDUCATE: I VALUE FOOD

We made a strategic pivot and broadened our approach in two ways. The first is the creation of a new campaign about food waste called I Value Food. Many groups, including non-profit organizations and government agencies, have called for a clear, compelling, consumer-facing Website to educate the public about food waste issues. The need and demand to address these problems is enormous. We created [www.ivaluefood.com](http://www.ivaluefood.com) to meet that need.

We are working with partner groups across the country, and believe I Value Food can become the pre-eminent landing spot for everyone focused on food waste at the consumer level. It will link to, and draw strength from, those with specializations in various aspects of food waste, or those who are focused on specific cities or counties.

## ACTIVATE: FEEDING THE 5,000

Secondly, we expanded our focus on compost to a broader look at wasted food along the entire value chain, from farm to fork to landfill. We partnered with several other non-profit organizations to run the first Feeding the 5,000 event in the United States in Oakland. This important event, which has been successful in the United Kingdom and Europe, addressed food waste at the farm and feeding the hungry, in addition to the opportunities for creating energy and compost from wasted food. Over 11,000 pounds of produce that was perfectly edible and nutritious but cosmetically less than perfect was rescued – it normally would have been destroyed – and was turned into soup that was served to thousands of hungry people, and the rest was donated as free groceries. We will do more of this in the future.





# SUSTAINABLE FOOD PRODUCTION

Our third major initiative this year focused on growing more food in more places.

## EDUCATE: SHARED EARTH

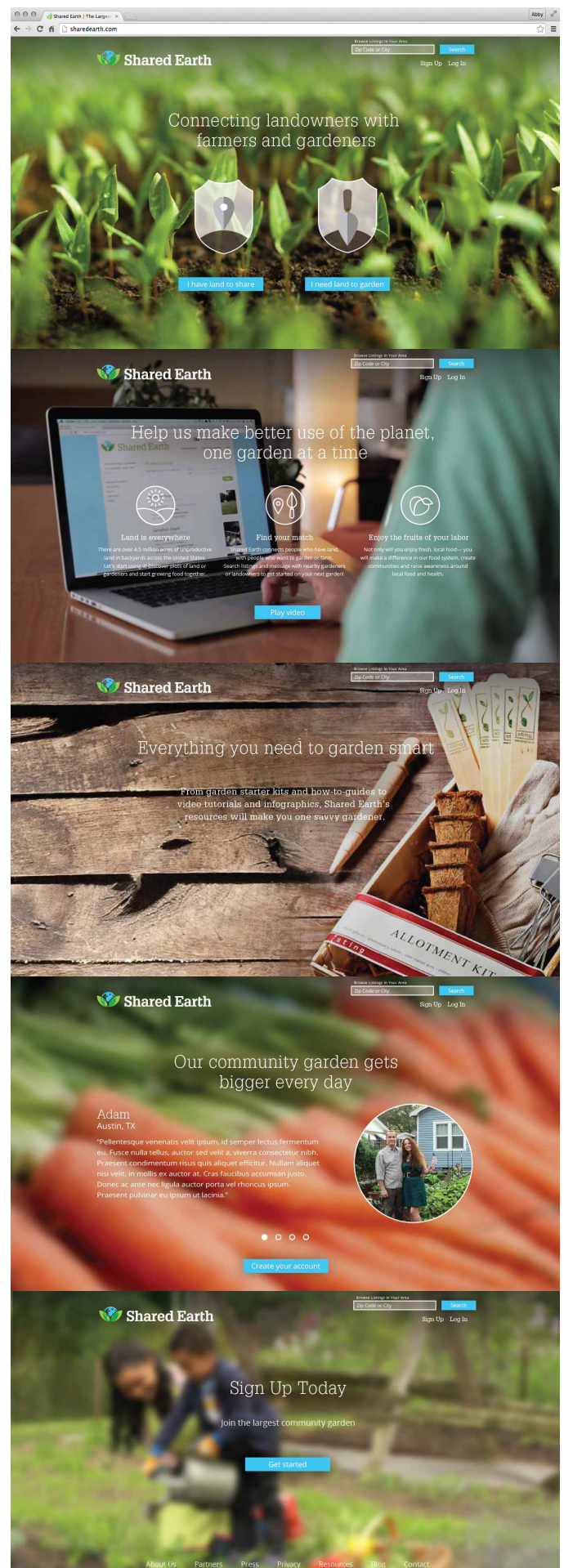
We acquired an important Web property called Shared Earth ([www.sharedearth.com](http://www.sharedearth.com)). Shared Earth matches those who want to grow food with those who have available places to offer. This could include neglected suburban backyard vegetable gardens, vacant urban lots, or abandoned buildings in the urban core where food can be grown using hydroponics, aquaponics or aeroponics.

## INVEST: CONSERVATION CAPITAL

We made an investment in the Conservation Capital Fund. Led by agrarian-entrepreneur Paul Schwennessen, the Conservation Capital Fund aims to connect young, innovative ranchers with the financial and technical resources that are fundamental to revitalizing small-scale ranching, rural agrarian economies and conservation stewardship of working lands in the West.

## INVEST: ECOSCRAPS

We also made an investment in EcoScraps ([www.ecoscraps.com](http://www.ecoscraps.com)), a company that turns fruit and vegetable scraps from grocery stores and wholesalers into high-quality compost sold at garden supply centers. EcoScraps has recycled over 15 million pounds of food waste to date, and is helping to bring food waste capture and composting to a larger, more mainstream audience.



# 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.

## HOW WE MAKE A DIFFERENCE

We accomplish this mission with three levels of engagement. At Sustainable America, we:



***Educate:** raising awareness of the food and fuel issues facing our country;*



***Activate:** working to change consumer behaviors to be more sustainable; and*



***Invest:** supporting new innovations in sustainability that can transform the marketplace.*

## WHAT WE DO THAT OTHERS DON'T

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

- We give the public clear, concise, and compelling information through social media to help them save hundreds of dollars in saved fuel and food, and encourage them to work within their communities to be drivers of change.
- We help businesses, municipalities and universities with fleets of vehicles drastically reduce their fuel consumption, saving money, lowering our nation's oil consumption, and improving air quality all at the same time.
- We help grocery stores and restaurants that have tremendous quantities of food scraps find more sustainable options than the landfill, including turning it into compost or into natural gas that can in turn be converted into vehicle fuel for buses, thereby reducing our nation's oil consumption.
- We help organizations that are working to save food that normally would be discarded to better distribute it to the hungry by expanding the network between those with food and those in need of food, helping their staff to drive more efficiently, and connecting them to technology partners that can lower their fuel consumption.

Step by step, we are working as a staff, as a board, and with the help of our sponsors to make a more sustainable America. Please consider joining us to make a difference. We will do more, and move even faster, with your help.

# SUSTAINABLE AMERICA 2014 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, Events Manager*

Heide brings more than 20 years of experience to Sustainable America in marketing, program management and event planning in the for-profit and non-profit sectors. She was a National Merit Scholarship finalist and attended the University of California at Berkeley. Heide is a member of the Mystic River Mudhead Sailing Association, where she volunteers at events to support Hospice of Southeastern Connecticut.



*Katrina Kazda, Director of Programs*

Prior to joining Sustainable America, Katrina served as Managing Director at the Sustainable Business Network of Massachusetts. Previously, she worked on the development of the Asian University for Women, a regional university for women in Bangladesh, and the Lighting a Billion Lives campaign, a rural solar lighting program in India. 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, Administrative Assistant*

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.



# 2014 BOARD OF DIRECTORS



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Founder and Chairman,  
Sustainable America



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National Council of Farmer  
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*Chris Addy*

Partner, Bridgespan Group



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*Jeremy Kranowitz*

Executive Director,  
Sustainable America



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*Loren Mayor, Ph.D*

Chief Operating Officer,  
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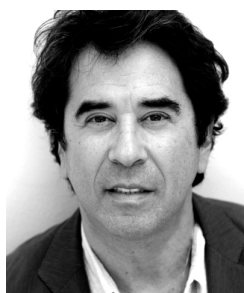
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*Michael Evan Webber, Ph.D*

Deputy Director of the  
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*Allen Hershkowitz, Ph.D*

President, Green Sports  
Alliance



# SUSTAINABLE

— A M E R I C A —

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*iturnitoff.com*



*ivaluefood.com*



*sharedearth.com*

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