

FairRidge Group Announces Subscription Services for Business Sustainability

FairRidge Group, a management consulting firm, announces FairRidge Advisory subscription services for business sustainability that provides access to expert advice, consulting, workshops and research.

San Francisco, CA, June 23, 2009 – FairRidge Group, a management consulting firm, announced today the introduction of FairRidge Advisory, its sustainability subscription services offering that provides access to ask-an-expert phone calls, short-term consulting with domain experts, research and on-site sustainability workshops - all through an annual subscription contract. The subscription focus areas include; 1) assessment workshops, 2) awareness education, 3) industry benchmarking, 4) environmental footprinting, and 5) eco-efficiency. FairRidge Advisory is designed to provide this access to the expertise a company many need - how and when they need it.

“Sustainability touches everything that a company does. It also places demands that extend beyond traditional corporate boundaries. How do companies gain access to a broad range of skills and expertise as needed to satisfy these demands - when things are in constant flux, and where the company is under constant pressure to do more while spending less?” asks Peter Whitehead, a Managing Partner with FairRidge Group.

FairRidge Advisory addresses these challenges and provides an affordable way to get this expertise. Core to the subscription services offering is access to sustainability domain experts thorough the FairRidge Expert Network of pre-vetted sustainability experts who collaborate with FairRidge to fit its clients’ subscription needs across many domains. The expert network allows FairRidge to bring the right combination of business and sustainability expertise needed to fit their clients’ sustainability needs.

“FairRidge Advisory is configured to each client’s unique situation and can be supplemented by our sustainability project consulting solutions if they require deep-dive support in any particular sustainability area,” Mr. Whitehead concludes.

For additional information about FairRidge Advisory and more about FairRidge Group, please contact Dave Johansen or visit www.fairridgegroup.com.

About FairRidge Group

FairRidge Group is a team of management, strategy, and change experts focused on business transformation through the practical application of sustainability for operational improvement and strategic innovation. The firm brings a new framework for sustainability management that integrates strategy, operations, branding, measurement and organizational development to drive profitable business transformation. Using its deep business transformation experience, FairRidge approaches sustainability from the needs of the business. The company’s goal is to bring their clients the best combination of business and sustainability expertise.

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