



## Merging risk management & sustainability in all dimensions...

From green buildings to renewable energy, clean tech and beyond - sustainability is a big arena with diverse and highly specialized players that create value in different dimensions. **Risk is always a factor, inherent to every opportunity.** Too often, risk management is an afterthought – a back-end control to manage project outcomes instead of an essential front-end component of how cutting-edge sustainability technologies & services delivered. That's why we launched **+ Risk** as a platform to collaborate with strategic partners who can leverage risk management as a way to improve their client offering and grow their market share.

### What we do for our **+ Risk** affiliates:

- Integrate and promote your products & services in our marketing, business development and project planning.
- Develop customized risk modules that you can position as value-add extensions for *existing* offerings and client accounts.
- Develop risk-based market insights and analysis that you can incorporate in your general and client communications.
- Position risk management as a focal point around which you can align your core competencies to develop *new* products, services and market positions.
- Identify and manage shared business opportunities across our **+ Risk** network, connecting complementary technology & service offerings to reach more clients with better results.
- **+ Risk** affiliates will be listed by region, market and specialty on our website - and further promoted on a dedicated **+ Risk** microsite where each affiliate has a landing page describing their products, services and points of contact, linking back to their own websites, and tracking referrals.

### What we Ask:

- **+ Risk** isn't a passive platform or a simple roster. We're looking for partners that see value in *actively* cooperating to leverage risk management as a driver of better sustainability technologies and services.
- We can't sell your value proposition if you aren't selling ours. We execute an MoU with each **+ Risk** affiliate to outline co-promotion and shared market strategies and offerings.
- **+ Risk** isn't a fee for service network, but a true collaboration defined by shared value. We will work with each **+ Risk** affiliate to define appropriate revenue sharing and sub-contracting terms.
- In close cooperation, IP & confidentiality matters. We enter into relevant agreements with each **+ Risk** affiliate.

### Contact:

For more information on joining our **+ Risk** network, or to start a conversation on how to structure a partnership with your organization, contact: Stephen Bushnell, Principal | [stephen.bushnell@stephenbushnell.com](mailto:stephen.bushnell@stephenbushnell.com) | +1 415 432 4405