



360ENERGY

Energy Excellence / Carbon Solutions

**HELPING ORGANIZATIONS TRANSFORM THEIR
CARBON AND ENERGY STRATEGIES TO IMPROVE
SAVINGS AND MEET SUSTAINABILITY GOALS**

WHAT DOES 360 ENERGY PROVIDE?

We take the time to customize our products to fit your unique needs. But broadly, we offer:

- **Executive Energy and Carbon Strategic Planning.** We help you adopt appropriate targets and a plan to achieve them. Energy management is a daunting task at first – don't do it alone!
- **360 Carbon Excellence** program. We've designed our emissions reduction pathway tool to reduce your carbon risks, incentivize your teams and to make your carbon journey with stakeholders more engaging.
- **Energy and Carbon Coaching.** Our unique, comprehensive learning program engages all organizational levels from senior management to the plant floor. We equip your teams with the guidance and knowledge they need to achieve your business goals.
- **Natural Gas, Electricity, Energy and Carbon Analytics.** We track and analyze your energy use, so you have the actionable information you need.
- **Natural Gas, Electricity, Alternative Energy and Carbon Procurement.** We help you know when and how to purchase your energy as well as what fuel and carbon offset options you have. We are not a broker. We work solely for you.
- **Energy and Carbon Employee Bootcamp.** Change happens when employees at all levels are engaged. 360 Energy provides immersive multidisciplinary training, putting knowledge into action.
- Cutting edge **Energy and Carbon Information Hub.** There's a bewildering array of energy voices competing for your attention. We know how to cut through the noise and capture the critical information you need.
- **Enterprise Energy and Carbon Software Platforms** ensure your company is benchmarked against best practices in sustainability and promote measurable progress to improve culture and savings.

WHAT IS 360 ENERGY?

In three words? *Groundbreaking, Comprehensive and Transformative.*

We are a firm with 25 years of innovation in energy control, energy markets, carbon strategy, and corporate culture change. We are independent from utility companies and suppliers. We learn your business, understand your needs, and work as an extension of your team to set and reach your energy and carbon goals.

We do what no one else does: we integrate our knowledge of energy markets with our analysis of your energy consumption to provide you with the best solutions. With our unique approach, we ensure clients achieve environmental sustainability without sacrificing profitability or competitiveness.

And why are we optimistic? Because we know what is possible. We know that with data, a plan, targeted changes, good decisions, and some work, your organization will thrive. All challenges are opportunities. Climate challenge is no different.

OUR VISION



At 360 Energy, we help organizations meet the challenges of climate change by providing energy and carbon guidance, market strategies, and implementing the organizational practice changes needed, from the C Suite to the plant floor.

Our task is to harness markets to heal the earth and to secure a healthy future. We can do this.

THE 360 ENERGY LEADERSHIP



David Arkell
President and CEO

David is an experienced chief executive officer as well as energy and carbon strategist with over 35 years of experience in the energy industry. He uses this experience to complete his mission of helping North American companies lead the response to climate change by better managing their carbon emissions and energy. His leadership at 360 Energy ensures innovative programming transforms clients' culture and internal management processes enabling clients to control and reduce energy and carbon emission costs. David Arkell empowers client company employees and their associated teams to become energy and carbon proficient. His 360 Energy management processes drive continual improvement in clients' energy performance and advances world-class sustainability.

David has a Bachelor of Management and Economics from the University of Guelph, and education in Marketing and Business Practices from Wilfred Laurier University. He often conducts research with various academia partners to consistently contribute to leading edge processes and technologies.



John Pooley
Vice President, Program Development

John Pooley is a Chartered Engineer and a Certified Management Consultant with over 30 years' experience in energy and carbon management. As a committee member of both the British Standards Institute and the International Standards Organization (ISO), John has been directly involved in developing energy management & carbon emission measurement standards, including ISO 50001. John has been with 360 Energy since its creation in 1995 and is actively involved in developing and delivering energy and carbon management products and services to utilities, manufacturing and commercial businesses, and the public sector.

Behind Dave and John are a team of experienced energy and carbon analysts, researchers, and client support managers.

THE 360 ENERGY HISTORY

It all started in 1995. 360 Energy encouraged and lobbied reluctant utilities for access to hourly energy data. From that experience, we learned how to deploy a unique and groundbreaking combination of data mining, education, coaching, and procurement strategies to benefit energy consuming companies. We've since earned our place as a trusted energy advisor and energy efficiency implementor.

- In 2004, we brought Strategic Energy Planning management into the Canadian market.
- In 2007, we introduced the Energy Coach, a comprehensive employee engagement and training program. The program helps embed a corporate culture that values energy productivity and continual improvement.
- In 2008, we pioneered the Certification of Energy Excellence (CEE) program to recognize organizations that demonstrate best-in-class, measurable energy management over a 3-year period.

- In 2011, one of 360 Energy's clients was the first ISO 50001 certified organizations in North America.
- In 2020, we launched our Carbon Coach and Carbon Excellence Programs, a comprehensive suite of products helping companies profitably transition to the low-carbon economy.
- In 2021, we began our podcast, *[The 360 on Energy and Carbon](#)*, to stimulate conversation on energy and carbon strategies.

360 Energy is an industry thought leader. We contribute to many national publications, trade magazines, conferences, participate in academic research, and provide policy advice to governments and advocacy associations.

Our goal is to be part of the solution. We want thousands of new organizations to become centres of excellence in energy and carbon management by 2030.

WHAT OUR CLIENTS SAY ABOUT US

360 Energy clients include greenhouse growers; agri-food processors; steel fabricators; automotive suppliers and assemblers; cement producers; pulp and paper manufacturers; chemical producers; transportation companies; and institutions in the Municipal, University, Schools and Hospital (MUSH) sector. Many of our enterprise clients have been working with 360 Energy for over 10 years, and some over 20 years. Here's what they have to say:

“360 Energy has helped our team uncover savings that we had not previously considered, and established processes to ensure those new savings are measured and sustained over time. In today’s marketplace, being cost-competitive takes more than just tough negotiation with materials and suppliers. Staying competitive requires a keen understanding of all input costs and the variables that cause those to fluctuate. It requires strategic application of data and knowledge and an insatiable curiosity about ways to get better over time.” **Rod Crawford, President of Manufacturing, Samuel, Son & Co.**

“We are a data-driven organization. With the help of 360 Energy, we have learned about how market, regulatory and energy use patterns integrate to influence our energy costs. We are increasing the data available to us for monitoring our energy use, and building in-house skill sets in how to analyze and apply that data to reduce costs and optimize production.” **David Hsu, formerly a Chief Operating Officer of Nasdaq traded company**

“We’re much more aware of the importance of energy. Energy is part of our culture now.” - **Robert Hunt, Plant Manager, Durez Canada**

[View our case studies here.](#)





THE TIME IS RIGHT

Re-imagining energy use and carbon emissions can seem like a huge task for any business. The time has come to act. But how does your business know what to do and where to begin? That is where 360 Energy can help. Contact us today.

