



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:

- **Energy and Carbon Strategic Planning for Growers.** 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 program offers greenhouses a breakthrough approach to sustainable cost savings. We create awareness, motivate and engage greenhouse staff at all levels to integrate energy and carbon knowledge in their daily routines.
- **Natural Gas, Energy and Carbon Analytics.** We track and analyze your energy use, so you have the actionable information needed for quick response and measurable results.
- **Energy and Carbon Offset 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 and provide a purchasing strategy unique to your organizations' needs.
- **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 organization 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 organizational 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.

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

THE 360 ENERGY TEAM



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

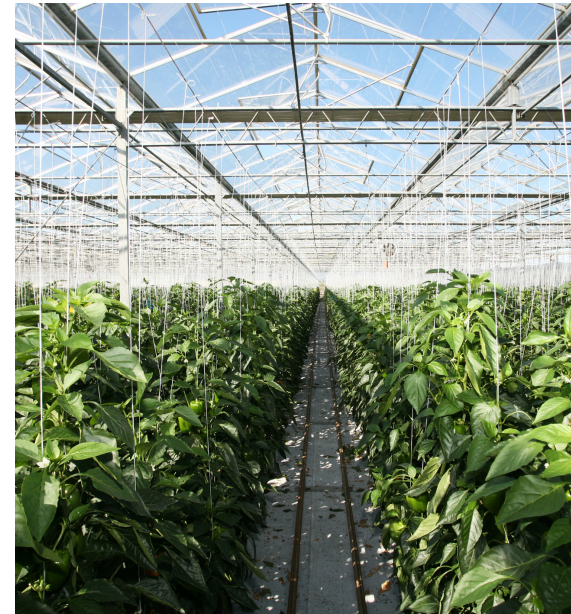
360 Energy clients include greenhouse growers; agri-food processors; steel fabricators; automotive suppliers and assemblers; cement producers; pulp and paper manufacturers; chemical producers; transportation companies; and institutions in the Municipal, University, Schools and Hospital (MUSH) sector. 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 gives us security in decision making where energy is concerned and takes that worry off our shoulders. We get clear recommendations from experts, and insights and understanding of how energy markets are working. They help us save on input costs and realize cost savings in our production.” **Neil and Mike van Steekeleburg, Owners of CosMic Plants**

“360 Energy is the ONE energy solutions company that came up with a way to reduce my electrical costs by over 33% in one year without capital cost or impacting my production.” **Howard Huy, Owner of Howard Huy Greenhouses**

“Energy is a big cost of ours, alongside labour. Just like we rely on advice from our crop consultants, as the crop changes so do the energy markets, and we need to be aware of these changes and make informed decisions.” - **Eric Doef, Owner of Doef's Greenhouses**

[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.

