**C-Store Sustainability Profit Calculator Workbook**

*A step-by-step tool for employees, managers, and content creators to assess, plan, and track the ROI of green initiatives—making sustainability easy, practical, and profitable!*

**1. Sustainability Audit & Goal Setter**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Area Audited | Current Practice/Cost | Green Opportunity | Target Date | Est. Savings | Notes |
| Lighting | Fluorescent, $150/mo | Switch to LED | 09/01/2024 | $40/mo |  |
| Waste Disposal | $300/mo landfill | Add recycling bin | 08/15/2024 | $50/mo |  |
| Food Waste | 20% spoilage | Partner with food bank | 08/20/2024 | $100/mo |  |
| HVAC | No scheduled maintenance | Set quarterly schedule | 09/15/2024 | $35/mo |  |
|  |  |  |  |  |  |

**2. Green ROI Calculator**

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| --- | --- | --- | --- | --- | --- |
| Initiative | Upfront Cost | Monthly Savings | Payback Period (Months) | Annual ROI (%) | Notes |
| LED Conversion | $1,000 | $40 | 25 | 48% |  |
| Recycling Program | $300 | $50 | 6 | 200% |  |
| Food Donation Setup | $0 | $100 | 0 | N/A | Uses existing stock |

**3. Energy & Waste Tracking Log**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Energy Use (kWh) | Waste Output (lbs) | Food Donated (lbs) | Savings This Month | Progress Notes |
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**4. Sustainability Action Plan Generator**

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| --- | --- | --- | --- | --- | --- |
| Step # | Action Item | Responsible Person | Start Date | Completion Date | Status/Next Steps |
| 1 | Conduct lighting audit | Sam | 8/1/2024 |  | Schedule vendor call |
| 2 | Set up recycling bins | Aisha | 8/3/2024 |  | Order bins |
| 3 | Update vendor list (green) | Chen | 8/10/2024 |  | Evaluate suppliers |
|  |  |  |  |  |  |

**5. Marketing & Communication Planner**

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| --- | --- | --- | --- | --- |
| Channel | Message Example | Launch Date | Owner | Results/Notes |
| In-store sign | “Ask about our new recycling program!” | 8/15/2024 | Rashid |  |
| Social media | “Saving $100/month by donating surplus food. Join us!” | 8/18/2024 | Isabella |  |
| Customer email | “See how your visits help us save energy & cut waste” | 8/20/2024 | Chen |  |

**6. Employee Green Training Checklist**

* LED/conservation basics explained
* Recycling and waste sorting demo complete
* Food donation process walkthrough
* Staff quiz passed
* Recognition for “Green Employee of the Month”

**7. Success Stories/Case Studies Template**

**Employee/Manager:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
**Store Location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
**Green Initiative Implemented:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
**Savings Achieved:\_\_\_\_\_\_\_\_\_\_\_\_**
**Customer/Community Response:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
**Lesson Learned/Advice:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**8. Monthly Sustainability Progress Report**

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| --- | --- | --- | --- | --- | --- |
| Month | Initiatives Launched | $ Saved | CO2 Reduced (est.) | Key Wins | Improvement Areas |
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