

Response to Request for Proposal

Climate Action Plan for La Crosse



Map-Collective, Inc.

DUNS 117764989 | CAGE 8SZY5

3030 K St NW 102 Washington, DC 20007

*This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this proposal. If, however, a contract is awarded to **Map-Collective, Inc.** as a result of - or in connection with -- the submission of this data, the Government shall have the right to duplicate use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained on all sheets in this volume.*

Dear L. Kuhlman,

Map-Collective, Inc. is pleased to submit its proposal through this electronic process to the City of La Crosse, Wisconsin in response to the Request for Proposal for a Climate Action Plan.

Map-Collective was established in 2018 as a research organization and launched in its current iteration in 2020 as a carbon tracking platform for the people, the private sector, and the public sector to measure and plan for carbon policy over time. We utilize Life Cycle Analysis to assess Carbon Footprints, breakdown sectors of carbon spend, and offer digestible documentation of how carbon is being spent by our clients over the past year. Map-Collective then compiles this data with detailed historical tracking and existing research on emissions across countries, industries, and regions – to provide logical and strategic procedures. These details and our ability to help cities assess risk, set strong goals, and implement actionable resilience allows us to implement procedures, practices and policies that will strengthen our communities and environments.

We are confident that we will be the strongest candidate for your ongoing consultant needs in this space, meeting each requirement called out in this notice in response to the Request for Proposal for the City of La Crosse, Wisconsin Climate Action Plan. If the City of La Crosse, Wisconsin determines that Map-Collective, Inc. response is deficient in any way, Map-Collective, Inc. respectfully requests to be promptly notified and be given the opportunity to correct any such deficiency.

Map-Collective, Inc. affirms that they are within compliance and abiding by all FARS and DFARS regulations listed within the System for Award Management (SAM). FARS/DFARS Report can be provided upon request, for reference and validation of 52.204-24.

On behalf of Map-Collective, Inc., thank you for giving us the opportunity to respond to this RFP and we look forward to continuing a rewarding partnership. Please forward any questions regarding this solicitation response to me. My contact information is provided below.

Sincerely,



Tara Gupta, Owner
Map-Collective, Inc.

taragupta@map-collective.com

703.346.8489



Overview

Our understanding of the scope of this proposal is to direct, with the aid of the City's staff, the creation of a Climate Action Plan for The City of La Crosse that will guide the city to achieve carbon neutrality by 2050, recommend equitable resilience measures which engage the community, and Assess climate risks and vulnerabilities as well as perform a complete GHG analysis on the city's activities.

Our goals here at map-collective are even more ambitious than those the city is aiming to achieve through this plan, and we are happy to guide this city to achieve them through our most effective methodologies for this scale.

Map-Collective.com is a global carbon hub and dashboard, working with businesses, governments, and individuals to move them towards carbon neutrality, or *net zero new emissions*, by 2030. Furthermore, we push governments and businesses to reach *net zero historical emissions* by 2050, helping your City account for a portion of the USA's carbon deficit, which is currently at 55 Gigatons over our budgeted amount, by 2050.

We will perform this type of certification over the course of one year, starting from the month in which our bid is accepted, and first payment is received, and offer full certifications for the City of La Crosse under *The Carbon Plan 2021*, and *The Carbon Plan 2022*.

We will provide cloud-based dashboards for your carbon footprint, that allow you to connect with individual residents in your City and beyond, as a digital component of your engagement plan.

THE MAP-COLLECTIVE CARBON PLAN | Features & Deliverables

Helping cities investigate and understand data around their carbon footprint to achieve carbon neutrality, and make better decisions about their ongoing interactions with earth systems and resource allocation.

STEP ONE. Identifying goals, assessing the current sustainability plan, and current map-collective.com dashboard of the company.

STEP TWO. Performing an investigative Scope 3 Analysis, to make sure all of your indirect emissions are well mapped and understood.

STEP THREE. Development of a 1-year action plan for immediate action, and a 30 year action plan for 2050.

STEP FOUR. Development of an annual investigative breaking down key sustainability features.

STEP FIVE. Ongoing support as a "outsourced sustainability team" for the company



Scope and Timeline

We understand that part of the goal of this work is to meet the Wisconsin Energy Independent Community Partnership's goal of getting 25 percent its electricity and transportation fuels from renewable resources by the year 2025. Outlined Below is a detailed description of how we plan to address each task mentioned on the RFP.

Task 1. Analyze GHG Emissions, Months 1-8

The first action point for Map Collective will be creating a GHG inventory for 2020 for the City of La Crosse. Thereafter, the 2015 emissions calculations task will follow, with either confirmed data or by utilizing 2019 and 2020 emissions trendline to draw 2015 baseline. The motive of the exercise is to understand the progress that the city has made so far, and draw a forecast with the pace of improvement.

Task 2. Recommend GHG Emission Reduction Targets, Month 4

The recommendation task involves understanding and drawing reduction targets- divided by emission category and share. The goal is to produce a cumulative GHG emission reduction target for net zero by 2030 that incorporates evolving IPCC recommendations and community-wide carbon neutrality goal that focuses on carbon negative actions for 2050.

Task 3. Forecast GHG Emission Reductions, Months 6-9

Drawing from the results of Task 1 and Task 2, Map Collective will conduct scenario planning for GHG emissions based on status quo, and expected technological, state and federal policies improvements. Each scenario will be measured for feasibility based on cost-benefit analysis, externalities and the timeline expected to reach the goals.

Task 4. Engage City Commissions/Common Council and Community, Months 5-10

Drawing a sphere of primary and secondary stakeholders, Map Collective will devise an engagement plan for based on interest and power. As the expectation for the project outlines, the Climate Action Plan Steering Committee, Plan Commission, and Common council will be engaged in the update to the Climate Action Plan (CAP). Moving out towards secondary stakeholders, Map Collective's outreach strategy would involve community engagement through meetings, talks, (ted-talk style), with a special emphasis on digital engagement and integration with local businesses. Diversity and Inclusion is quintessential to Map Collective's consulting and we intend to keep equity a primary part of our recommendations and engagement.

Task 5. Coordinate with Related City Efforts, Months 5-10

In addition to the actions outlined in Task 3 and 4, we understand that the city plans to update the the Climate Action Plan to the existing Comprehensive Plan. Map Collective's approach will be to open and maintain a two-way communication channel for steering committees and associated utilities in order to synergize efforts towards the eventual goal of carbon neutrality for the city,

Task 6. Draft Climate Action Plan, Months 8-10

The culmination of the consulting exercise will be to present the city with a Climate Action Plan inclusive of the emission targets and the strategy to work towards achieving it. The strategy will run around themes of feasibility, cost-benefit analysis, stakeholder engagement, measures of success and milestones to evaluate progress. We understand that the action plan is not the end in itself, but rather a blueprint for the city to engage and exponentiate its climate vision. To this goal, the plan will be both specific but yet open ended to accommodate for the anticipated political and technological improvements.

Task 7. Support City in Adoption of the Climate Action Plan and General Plan Amendments, Months 10-12

We expect Task 4,5 and 6 to accommodate for majority of the work required for Task 7. For the basic structure for the deliverables, Map Collective will focus on literature, reports, presentations, and talks. with a constant support to the city staff in preparing reports, presenting, and broadcasting Climate plan and its amendments.



Community Engagement

Our experience in community driven planning, specifically with working within existing community structures and organizations, and with historically marginalized populations.

We are confident in our ability to meet a wide range of needs when it comes to community engagement tactics for your region. Map-Collective proposes a robust community outreach strategy based on a history of past successful outcomes and experience. As a team, we've worked with Bucknell University on measuring their organizational carbon footprint, and members of our current leadership, Tara Gupta and Brendan Hellebusch, have orchestrated ground-level climate action implementations at Kalu Yala eco-village that have been coordinated with our larger climate action.

One example of our team's experience in community engagement arises from a member of our leadership, Noelle Barnes. Noelle has gained extensive experience on the front of community engagement through her work producing events with Live Healthy Miami Gardens (LHMG) took flight 2015-2018 as a Collective Impact Initiative backed by dozens of partner organizations to drive citywide changes that measurably improved the health of people who live, work and play in the City of Miami Gardens. The City of Miami Gardens is the largest majority-Black city in Florida and the third largest City in Miami-Dade County. Its population of 113,085 is 72% Black and 27% Hispanic. Largely due to its demographic and economic profile, Miami Gardens is also one of Florida's largest concentrations of health risks and chronic disease. By the end of Year 6, LHMG had helped develop and fund 43 programs to positively impact the health behaviors of people who live and work in the City of Miami Gardens, spearheading and supporting 16 policy change and capacity-building initiatives with local leaders, along with \$687,757 invested in LHMG's "backbone" operations through its Host Agency, the City of Miami Gardens.

Another example of our team's experience on the community engagement front arises from the work of Tara Gupta, our Founder/CEO. Tara has worked in a variety of contexts to promote sustainability on a community level, through work with Land Trusts in Providence, RI, collaborations with the Congress of New Urbanism to educate the public through panels and ongoing dialogue nationally, and internationally through community interventions in El Salvador, Panama, and Sanur, Bali, Indonesia.

As a whole, our team sustains a competitive advantage for community engagement in our ability to bridge the gap between Governments, individuals, and businesses on one cohesive digital platform. We connect your cloud-based dashboard of your carbon footprint at the conclusion of our calculations to the carbon footprint dashboards of a network of our other users, in your immediate region and beyond, covering a global range. Our team members actively promote your digital interface and can help link this to the physical world through QR codes posted around the city, meetings to engage residents, and ted talks to explain the virtues of this work and the impact the city is having.



Qualifications

Qualifications.1 Firm Description

Map-Collective, Inc. is a (self-certified) Minority Woman-Owned Business Enterprise, specializing in Environmental Consulting. Established in District of Columbia, with over 15+ years of collective industry experience, Map-Collective makes complex environmental data easily digestible by creating rich, interactive visualizations. Map-Collective analyzes self-reported data to build carbon footprints, carbon budgets, and supply chain transparency.

With a diverse range of public and private experience in sustainability analysis, our team synthesizes peer-reviewed literature, Life Cycle Assessments, and industry standards to bring robust insights. Our metrics and insights are updated yearly to match the dynamics of an ever-changing planet. We map people, businesses, schools, municipalities, and more, comparing your data to global limits and helping you get to net zero.

Knowledge is not only power, but also the most important weapon humanity has in the fight against catastrophic climate change. When we know better, we can do better. Thankfully, our collective conscious has evolved to a place of understanding that “we” is no longer relegated to the scientific community, climate activists, or elected officials. This is why Map-Collective was formed; to serve the global *WE* by helping individuals and organizations better understand their unique impact, personalizing solutions that mitigate the risks of our climate crisis.

Company Snapshot	
Primary POC	Tara Gupta, Owner
Physical Address	3030 K St NW 102 Washington , DC 20007
Phone Number	(703) 346-8489
Email Address	taragupta@map-collective.com
DUNS	117764989
CAGE	8SZY5
Tax Identification Number (TIN)	84-4275618
Years of Incorporation	Two (2) Years (2020)
Size Matrix	
Employees	3
3 Years Avg. Revenue	\$ 300,000.00



Map-Collective, Inc. would like to proudly state that we are Supply Chain 360° Transparency Certified (since 2020) and is a Certified member of The Carbon Plan (as of 2021). You can learn more about the purpose and how these certifications play a role in our project approach within the Section D. Project Description.



Qualifications.2 Staff Profiles

For your review Map-Collective, Inc has provided the following staffing profiles introducing our team, their titles and how they play an important role within our company.

Tara Gupta

Project Manager, Scenario Planning and Carbon Budgeting

Founder, CEO of Map-Collective, Inc.

Tara Gupta is an innovative project leader and intersectional thinker. She moves the needle on sustainability by bringing together the public and private sector to meet ambitious carbon goals through Map-Collective. She has conducted in-depth research on planetary boundaries and developed a system of carbon tracking and goal setting that accounts for historical returns and industry differences.

Piyush Gambhir

Head of Data Collection and Analysis

Sustainability Analyst at Map-Collective, Inc.

Piyush has mapped corporate supply chains in order to clarify the Life Cycle Analysis of products with international supply chains, conducted sustainable research, and participated in a variety of sustainability as a consultant. He will bring his range of experience to the data collection required for accurate depiction of Cur leaf at present. He has conducted Life Cycle Assessments for a variety of companies and implemented ground-level change for carbon reduction. He will model out a carbon budget that leverages the rich research he has conducted at Map-Collective around planetary carbon, and country-level deficits that have accumulated since the industrial revolution.

Noelle Barnes



Client Relations and Quality Assurance

Head of Client Relations at Map-Collective, Inc.

Experienced Communications and Account Management professional with a demonstrated history of working in local government and the marketing and advertising industry. Skilled in Public Affairs, Event Planning, Social Media, Communication Design, Search Engine Optimization (SEO), Negotiation, Advertising, Sales, and the Hospitality Industry. Noelle's range of experience includes community activism and social justice initiatives.

Liz Vandermeer

Supply Chain and Procurement Data Collection and Analysis

Senior Supply Chains Analyst at Map-Collective, Inc.

Liz has extensive experience providing sustainable resources and product management for apparel and accessories brands, prior to joining Map-Collective. She has worked in Sustainable product sourcing for a variety of companies, adding in the dimension of sustainability to her research.

Rebe Feraldi

Senior Life Cycle Assessment Analyst and Climate Action Plan Lead

Senior Sustainability Analyst at Map-Collective.com

Rebe Feraldi is an interdisciplinary scientist with experience using industrial ecology tools to perform sustainability analyses and inspire eco-innovation. Ms. Feraldi is a Life Cycle Assessment Certified Professional (LCACP), Certified LCA Reviewer (CLAR), Biomimicry Scientist, and budding data scientist. She contracts with LAC Group as the USLCI Database/Data Curator in collaboration with the National Renewable Energy Laboratory (NREL). Rebe is proficient in SimaPRO, GaBi, and OpenLCA software programs.

Parisa Elijah

Life Cycle Assessment Analyst

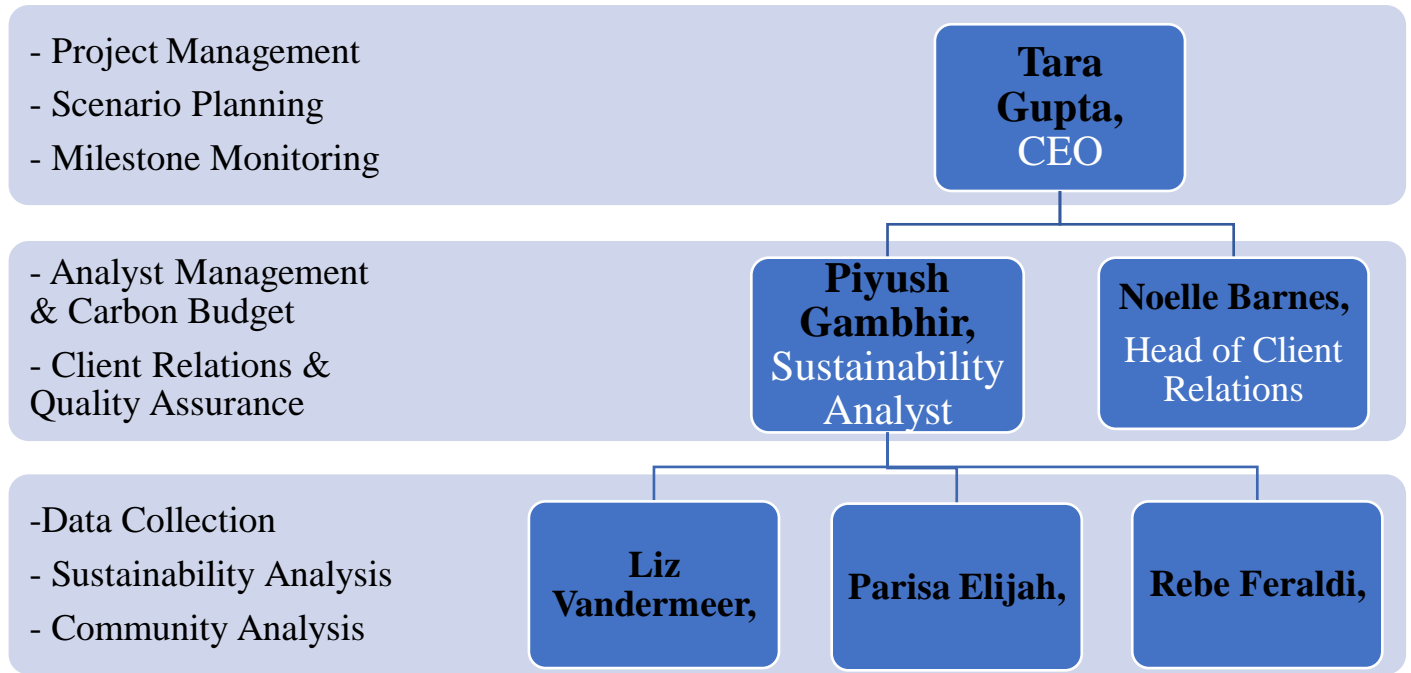
Sustainability Analyst at Map-collective, Inc

Elijah holds a masters in Environmental & Resource Management from Brandenburgische Technische Universität Cottbus-Senftenberg, a certification from Harvard University in Energy within Environmental Constraints, and a Bachelor's degree from Université Hassan II Mohammedia. He has worked at a Clean tech hub in Nigeria, and as a sustainability researcher at *Footprint* prior to joining Map-Collective as a LCA Analyst.




Qualifications.3 Hierarchy, Titles and Duties

Map-Collective, Inc has presented the following hierarchy chart to display our team, their duties and our flow of management. Tara Gupta will be the Primary Point of Contact (POC) for this effort. She will communicate directly with the Contracting Officer (CO), their Representative and the Representative for the County of Washtenaw for any changes, modifications, or discrepancies throughout the contract term.



Qualifications.4 Staff Resumes

For your review Map-Collective, Inc has provided the following resumes to provide you with clear documentation describing our past performance experience. We feel this demonstrates our individual capabilities to provide services for this project.

 <h1 style="margin: 0;">Tara Gupta</h1> <p style="margin: 0;">Project Manager</p>		
Contact		Objective
Physical Address Phone Email LinkedIn Website	3030 K St NW 102 Washington , DC 20007 (703) 346-8489 tg651@georgetown.edu linkedin.com/in/tara-gupta ww.map-collective.com	Tara Gupta is the Founder and CEO of Map-Collective. She will actively manage this project for the city of Maui, overseeing carbon accounting methods, creating strategic plans, and ensuring deadlines are met.
Education		
<p>Georgetown University, McDonough School of Business Washington, DC May 2022</p> <p><i>Master of Business Administration, Certificate of Sustainability, Certificate of Nonmarket Strategy</i> GMAT 710; Kramer Entrepreneurship Fellowship, Forte Merit Scholar; Entrepreneurship Club, Real Estate Club, Energy & CleanTech Club; Selected 2020 Cornell MBA Women in Investing Conference participant.</p> <p>Rhode Island School of Design, Providence, RI June 2019 GPA 3.85/4.0, Graduated with Honors, Speaker at Commencement; Textron Summer Fellowship, Leadership and Community Engagement Fellowship.</p>		
Experience		
<p>Map-Collective, Inc Washington, DC <i>Founder and CEO January 2019 –Present</i></p> <ul style="list-style-type: none"> ▪ Envisioned, designed, and founded a ground-breaking platform to track and contextualize earth and climate data, mobilizing information for a sustainable future. ▪ Recruited, trained, and redefined position for Map-Collective’s first full time hire, building a lasting strategy and set of precedents to define Map-Collective’s recruitment and work culture. ▪ Developed and tested an automated system for attracting 10 new clients, utilizing a free tier to generating a datahub, enticing a wider user base to visit and engage with global carbon map. <p>Anamakos / Bloom Providence, RI <i>Real Estate Developer March 2018 – Present</i></p> <ul style="list-style-type: none"> ▪ Launched an unusual model and approach to real estate, tackling problems of inequality and sustainability in “missing middle” housing in Providence and gaining acclaim from local and national groups. 		



JC Bilingual School Meerut, India

Board of Directors, Treasurer August 2015 – June 2020

- Wrote and illustrated a picture book to mitigate issues of religious intolerance emerging between Muslims and Hindu students at school, simultaneously teaching English and tolerance to 80+ children in Meerut.
- Organized an art auction fundraising event in Georgetown, working collaboratively to leverage board members’ skills and networks to raise funds for Rajwanti Public Academy, exceeding goal by \$14,000.

Estadio Venture San Salvador, El Salvador

Fellow May 2017 – July 2017

- Addressed gang violence through film, writing 3 narrative stories into a Virtual Reality script for El Aire Que Respiramos, a film about people whose lives are affected by Salvadoran gang violence.
- Delivered 5+ engaging community workshops based on women empowerment ideas from Sheryl Sandberg’s Lean in two groups of 30+ women at a time, transforming a climate of fear in communities around El Salvador.

Distinctions

Award Achievements

- Forbes Next 1000 Entrepreneurs.
- Anamakos featured in NBC10 for its innovation on zero waste and in Congress of New Urbanism, Panel Discussion in 2020.

File Makers

- Short, animated film LUCY won Sally Stovall Planet Warrior Prize at One Earth Film Festival.
- Animation commissioned for a Huffington Post project Muslim in America.
- Created, produced, and hosted a reality YouTube TV series on zero waste in Providence, RI.

Global Mindset

- World Traveler, lived and worked in Indonesia, Panama, El Salvador; Fluent in English and Spanish.

Urbanist

- Member of Congress of New Urbanism; Sustainability Activist.

Artist

- Artworks featured in 11 shows and screenings nationally, group and solo shows.

Expertise

Information Compilation:
Data Visualization
Project Management
Graphic Design
Writing Communications
Film and Video
Research for Sustainability

Community Development:
Urban Planning
Land Management
Climate Change Planning and Mitigation
Climate Sequestration Methods
Agroforestry
Food Production
Community Planning
Economic Planning
Financial Analysis





Piyush Gambhir

Data Collection & Analysis

Contact		Objective
Physical Address Phone Email LinkedIn Website	3030 K St NW 102 Washington , DC 20007 (919) 717-7879 piyush.gambhir@alumni.duke.edu N/A www.map-collective.com	Piyush is an accomplished sustainability analyst for Map-Collective, with experience in procurement and supply chain analysis in addition to extensive experience in carbon management and tracking. He will account for the carbon usage of Maui, and planning for actionable steps to go net zero.

Education

Duke University, North Carolina, USA Aug 2017 - May 2019

Master's in Management- Engineering, Sustainable Development

- Co-President- GLEAN, student think tank focused on advancing global energy access solutions.
- Member, Bass Connections at Duke, faculty-student research collaboration for societal development.

Punjab Engineering College (PEC), Chandigarh, India Aug 2006 - May 2010

Bachelor's in Engineering, Electronics and Electrical Communication

- Joint Secretary- Natyamanch, non-profit theater group targeting social development

Experience

Map-Collective, Inc. (Remote)

Sustainability Analyst **Feb 2021 -Present**

- Part of an agile start up team promising a 5x growth for corporate clients for sustainability investments and initiatives through The Supply Chain 360 plan and The Carbon Plan Initiative.
- Responsible for supply chain mapping and assisting in Scope 1, 2 and 3 emissions calculation with an eventual goal to deliver a sustainability roadmap.

Servicelink (Remote)

Quality Assurance Engineer **Feb 2021 -Present**

- Liaise with internal stakeholders i.e., software developers and product managers to identify system requirements for EXOS marketplace- an Azure hosted proprietary mortgage services platform.
- Design, develop and execute test plans and test cases for defect regression and monitor quality assurance metrics.

Kriegsman Inc. Raleigh, NC

Energy & Sustainability Analyst **Sep 2019 -Dec 2020**

- Achieved a 10% reduction in greenhouse gas emissions without additional capital investment, through monitoring, in-house retrofitting and access to state sponsored rebates for small businesses.

Drucker & Falk, LLC Raleigh, NC



Product Manager, Sustainability Aug 2018 – May 2019

- Created a business case and released a software-based solution for sustainability-oriented investments with a potential 3M USD financial return through process optimization and real-estate asset quality improvement.

Mobi Antenna Technologies New Delhi/Hong Kong

Product Sales Manager Jul 2015 – Jun 2017

- Conceptualized and piloted an ad-revenue based Wi-Fi business offering (250K USD) for real-estate clients including shopping malls, hospitals, and concert venues.

Punjab Urban Development Authority Chandigarh, India

Volunteer Jul 2012 -Mar 2015

- Contributing member for designing surveys and conducting Social Impact Assessment (SIA) studies for potential land acquisitions by the state government.

Schneider Electric New Delhi, India

Project Engineer, Power & Solutions Center Jul 2010 – May-2012

- Provisioned electrical distribution solutions for a diversified client portfolio (70K-300K USD) in renewable energy projects and data centers through analytics and product support.
- Dedicated cross-functional engagement across the board for In-Diya, an initiative targeting off-grid solar energy delivery to remote areas (10K households), with complementary installation and training support.

Distinctions

Accomplishments

- Developing a Strategic Framework for Sustainability Investments in Real Estate
- Financially Viable Sustainability Solutions in Multifamily Residential Properties
- Distributed concurrent downloading of common content in a BitTorrent peer group

Expertise

Product Management:

- Stakeholder Engagement
- Design Thinking
- Data Analysis
- Business Strategy

Software/Tools/Frameworks:

- Agile/Scrum
- Figma
- Six Sigma
- C#
- SQL
- Tableau



Noelle K. Barnes

Client Relations

Contact

Objective



Physical Address	1945 NW 55th Street Miami, FL 33142	Noelle Barnes manages relationships and organization of projects, as a go between for the City of Maui and the Project Manager and Analyst. She will keep notes and organize all communications.
Phone	(646) 641-0326	
Email	noellebarnes@map-collective.com	
LinkedIn	https://www.linkedin.com/in/noellekbarnes/	
Website	ww.map-collective.com	

Education

New York University, New York May 2004
B.A. in Individualized Study, Concentration in Marketing and Entertainment Business, Magna Cum Laude.

New World School of the Arts, Miami May 2000
High School Graduate

Experience

Map-Collective, Inc. DC/Miami
Head of Client Relations **September 2020 – Present**

- Lead CEO and Sustainability analysts in ensuring that clients stay engaged
- Build and nurture professional working relationships with clients
- Work directly with CEO to establish and meet sales goals
- Author website and thought leadership content
- Direct email marketing efforts
- Provide branding and design consultation to ensure consistent visual messaging
- Manage administrative functions to ensure smooth and efficient operations

Content Caterer LLC New York/Miami
Managing Director & Founder **October 2013 – Present**

- Direct the activities, marketing, and productivity of one-stop-shop online content marketing company.
- Provide search engine optimized website content writing, blogging, article writing, social media marketing, email marketing, web design, SEO, website maintenance, and graphic design services for domestic and international clientele including law firms, hotels, management companies, small businesses, restaurants, non-profits, tech start-ups and various entrepreneurs.
- Hire and oversee talented team of writers, graphic designers, SEO specialists and more.
- Manage administrative functions to ensure smooth and efficient operations.
- Work with sales manager to establish and meet sales goals.

City of Miami Gardens
Public Affairs Specialist **February 2015 – September 2018**

- Delivered superior internal and external customer service while establishing and maintaining effective customer relationships.
- Developed and managed City’s social media communities and postings on Twitter (288% Follower growth), Facebook (89% Likes growth) and Instagram (258% Follower growth).
- Successfully solicited thousands of dollars in corporate sponsorships and grants for City events.
- Coordinated and publicized special event activities with City Council, City Administration, vendors and other external business development and strategic partners, such as Food Truck Invasion, International Music Festival, Cultural Express, Paint the City Pink Month, and the City Lounge at Jazz in the Gardens.
- Created and managed layout and design of communications, marketing, and promotional materials.



- Assisted Director of Public Affairs with media relations and maintaining an updated media database.
- Identified and implemented special projects and events to reinforce the mission of the Public Affairs department, such as launching the Street Squad ambassador program for Miami Gardens' residents to increase civic engagement.
- Launched, authored, and edited City's newsletter.
- Developed and managed City's email marketing database and campaigns (129% Database growth).
- Researched, wrote, and edited press releases, website content and communications materials in AP (Associated Press) style.
- Assisted with taking, producing, and obtaining photographs and video materials.
- Awarded Certificate of Appreciation after three months of service to the City.

Appnestic LLC New York

Director of Corporate Communications **May 2012 - May 2014**

- Managed communication strategies for delivery of corporate culture and business strategy.
- Directed social media marketing for company and its clients, including multiple NYC hotel properties.
- Created and distributed press releases to announce new product launches, company hires, and new business initiatives.
- Developed website content and directed website design for corporate website, new product websites, and client websites.
- Developed and launched company newsletter and blog; created rich and creative content that was optimized for search engines, wrote articles, managed contributing writers and artists.
- Produced and directed company video projects.
- Wrote executive summaries and business plans for fundraising efforts.
- Directed company sponsorship initiatives with national hospitality association.

Abstract Marketing, LLC New York

Managing Director & Founder **June 2009 - October 2013**

- Managed North American Sales for the Aria Hotel Prague; negotiated hotel's inclusion into top tier preferred hotel programs for travel agencies including Altour, Protravel, Ovation and Frosch.
- Developed and managed marketing, sales, PR, corporate sponsorship, and social media initiatives for diverse set of retained clients in the travel, hospitality, and entertainment industries.
- Created grassroots marketing outreach plan for indie documentary Hidden Battles (VSM Productions), including database of 1200 screening rental prospects.
- Associate produced documentary Here One Day (Two Suns Media); coordinated fundraiser events and Kickstarter crowd-funding campaign which raised ~ \$50,000.
- Created web content, video, and marketing collateral for ParrisConnection.com.
- Sponsorship broker for Bombay Sapphire Gin and Slip n' Slide Records "Spotlight" '08 event.

Grey Alliance Agency WPP, New York

Development Manager **November 2004 - September 2008**

- Awarded "Most Valuable Player" after 6 months and promoted within 10 months.
- Researched, evaluated and developed entertainment-based marketing platforms for retained P&G clients CoverGirl, Secret and Pringles, as well as GlaxoSmithKline and the People's Choice Awards.
- Created "Grassroots Marketing Toolbox" for newly launched CoverGirl Queen Collection, resulting in over 500M quality trial experiences, and over 10M consumer database opt-ins over the course of 12 months.



- Assisted with managing talent relations between CoverGirl, Queen Latifah and Rihanna, including the development of strategic partnerships with talent’s film, music, and publishing properties.
- Supervised co-marketing partnership with CoverGirl and Island Def Jam; generated a national TV/Print campaign featuring Rihanna, over 50MM media impressions, and co-branded displays at Wal*Mart’s.
- Exec. produced 3-part “Making the Song” webisode for Secret APDO online campaign. 8MM+ views.
- Managed public relations and sponsorship outreach for Varsity Spirit Corp., national cheer organization.

Distinctions

- | | |
|---------------------------------------|---|
| Affiliations & Memberships | <ul style="list-style-type: none"> ▪ <i>Florida Festivals and Events Association (FFEA), Member 2015- Present</i> ▪ <i>Center for Family and Child Enrichment, Board Member, Miami Gardens 2017- Present</i> ▪ <i>3CMA (City-County Communications & Marketing Association), Member 2017- Present</i> ▪ <i>Hospitality Sales and Marketing Association International (HSMIAI), New York Chapter, Board Member 2013 – 2014</i> |
|---------------------------------------|---|

Expertise

- | | |
|--|---|
| Expertise: <ul style="list-style-type: none"> ▪ Public Affairs ▪ Marketing ▪ Corporate Communication ▪ Communication Design ▪ Media Production ▪ Copywriting ▪ Social Media Management ▪ Account & Project Management | Software: <ul style="list-style-type: none"> ▪ Microsoft Office Suite ▪ WordPress ▪ Adobe Photoshop ▪ Adobe InDesign |
|--|---|



Liz Vandermeer

Supply Chain and Procurement Data Collection and Analysis

Contact

- | | |
|-----------------|--|
| Email | elizabeth.vandermeer@gmail.com |
| LinkedIn | www.linkedin.com/in/liz-vandermeer |
| Website | ww.map-collective.com |

Objective

I provide sustainable resources and product management for apparel and accessories brands in the fashion industry.

Education

Fashion Institute of Technology, BFA, Fashion Design 2005 – 2009

Experience

Sustainable Impact Fashion Los Angeles, California
Sustainability Consultant, Material & Product Management June 2020 – Present
 Provides apparel and accessories brands with sustainable resources and product management aligned with UN Sustainable Development Goals.

- Sustainable materials- Ethical factories
- Circular production processes



- Product development and production management
- Product storytelling of environmental impact

Zilingo New York City New York

Senior Product Development/Product Manager, Sustainability R&D January 2019 – June 2020

- Sustainability research and development team lead; material innovation sourcing.
- Led sustainable initiatives; identified opportunities, strategy and presented pitch decks to C-Suite.
- Initiated buildout of sustainable fabric library and managed new vendor relations.
- Worked closely with GM and cross functional teams building private label collections, sourcing, product development and production.

Marc Jacobs New York City, New York

Senior Product development Manager, Women’s RTW Collection October 2016 – January 2019

- Oversaw seasonal development of woven, denim and cut/ sew categories.
- Liaison between design, tech, and sample room in development of runway presentations.
- Led seasonal line review with design, merchandising and production teams.
- Owned costing and margin analysis across categories- Specialized in vertical cut/ sew development, sourcing, print, wash, and embellishments.
- Worked closely with Creative Director in development of red carpet looks, fabric sourcing, embellishment development and celebrity client fittings.

Coach Greater New York City Area, New York

Product Development & Product Manager, Woman’s RTW Collection June 2015 – May 2016

- Owned communication of line development to design, merchandising and production.
- Oversaw production of woven, cut/ sew and outerwear categories.
- Communicated costing and margin analysis across product categories.
- Managed special projects for improvement of process, margin, and factory relationships.
- Owned development of PR samples made locally and overseas.

Elie Tahari New York, New York

Product & Design Development Manager, Woman’s Contemporary Collection May 2011 – May 2015

- Oversaw workflow of design, product development and tech design teams- Set product development calendar and style count for seasonal design kick-off.
- Managed factory allocation based on seasonal evaluation of factory performance
- Created initial tech packs, communicated design concepts with overseas factories
- Sourced and developed embellishments in creation of original layouts for woven and knit styles including beading, stud, lace, embroidery, and fabric manipulation embellishments
- Provided strategic input for improvement of process, took initiative on new projects and leadership across product categories based on company needs

Expertise

Logistics

- Circular Strategies
- Ethical Factories
- Social Impact
- Production Sourcing

Procurement/Development

- Design Ideation
- Material Innovation
- Sustainable Materials
- Adobe Illustrator



▪ Trend Analysis & Forecasting	▪ Product Design & Development
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Elijah K. Parisa

Life Cycle Assessment Analyst

Contact		Objective
Physical Address	Universitätsstrasse 11, 423-1, 03046 Cottbus, Germany	Sustainability Goal-Setting and Carbon Accounting
Phone	+491789039371	
Email	parisaelijah@map-collective.com	
LinkedIn	www.linkedin.com/in/elijah-kunsinmi-parisa	
Website	www.map-collective.com	

Education

Brandenburg University of Technology, MSc. Environmental & Resource Management **2019 – Present**
SRH Berlin University of Applied Sciences, Solar Energy Technology **Feb 2020**
Hassan II University of Casablanca, BSc. Water & Environmental Engineering **2014 - 2017**

Experience

Map-Collective, Inc Washington, D.C (Remotely)
Sustainability Analyst **June 2021 – Present**

- Data collection for supply chain mapping and scope 1, 2 & 3 emissions calculation.
- Sustainability/community analysis for decision-making insights.

Hawa Dawa Munich, Germany (Remotely)
Junior Business Developer **June 2021 – Present**

- Market research for new business opportunities.
- Support the management and sales team to deliver environmental data as a service to clients for good air quality management

Zero-Carbon2030 Perth Perth, Australia (Remotely)
Carbon Analyst Inter **April 2021 – May 2021**

- Analyzed available data/information of 10 companies’ sustainability reports for carbon rating based on scope 1,2 & 3 emission reduction and RE100 target.
- Provided short reviews of carbon rating methodology including strengths weaknesses, recommendations, and improvements.
- Drafted blog posts summarising rated companies to highlight and communicate core findings.

Footprint UG Munich, Germany
Sustainability Researcher **May 2021 – May 2021**



- Took part in the conceptualization and building of a carbon footprint calculator for household energy consumption.
- Conducted research in environmental science, LCA/climate change and document results & findings
- Benchmarked methodologies & develop dynamic models to determine the carbon footprint of electric appliances.
- Analyzed available global data on energy mix-CO2 emission intensity.
- Took part in the development of an e-book on business and sustainability.

MicroEnergy International GmbH Berlin, Germany

Research Assistant – Technology * & Energy Competence Centre **August 2021 – January 2021**

- Took part in the design of a sizing tool for solar PV pumps in Tunisia (worth ~ €58,000).
- Supported the development of a rice husk-to-electricity project for clean rural electrification in Indonesia.
- Developed a communication strategy for evaluating the project - “market transformation for energy efficient lighting in Morocco” (worth ~ €22,000).
- Assisted in a micro-finance business development strategy for solar home systems in Zimbabwe (worth ~ €23,000).

Reiner Lemoine Institute gGmbH Berlin, Germany

Student Assistant – Off-Grid Systems **December 2019 – May 2020**

- Conducted research on nexus between energy access and agriculture as well as productive use of appliances
- Assisted with academic publications and research/report update for a project proposal worth €1.7M
- Analyzed data for energy access and quality of electricity supply in Nigeria.

Other Experience

The Energy Intelligence – Climate Actors Series Lagos, Nigeria

Host **March 2021 – Present**

- Interactive sessions with clean energy and climate change professionals.
- Promoting sustainable practices across all sectors.

Yunus Environment Hub Wiesbaden, Germany

Project Support Intern **March 2021 – May 2021**

- Supported in evaluation of applicants, communication management for an incubation program targeting 25 East African green social businesses offering Waste Management solutions.
- Supported with research, documentation for designing a transparent global standard process model for valuating "Plastic Credits".
- Assisted with developing content for marketing and communications on the digital media channels.
- Developed an entrepreneur story for a social business online course targeted at idea stage entrepreneurs.

Clean Technology Hub – Energy Innovation Centre Abuja, Nigeria

Junior Associate – Social Media Management & Content Creation **August 2018 – August 2021**

- Managed and grew the social media channels (Facebook, IG, Twitter, LinkedIn & YouTube) by marketing, researching & scheduling engaging content.
- Created quality unique designs and content using Photoshop & engaged with followers, increasing the online presence of the company by >85%.



- Maintained a scheduling calendar for channels using Hootsuite.
- Increased followership from <50 to >1000 with regular progress reports.

Distinctions

Best presentation of the year at MicroEnergy International GbmH Berlin **12/2020**
 Federal Government of Nigeria/Moroccan Government Scholarship (tuition & living cost) **10/2013 - 09/2017**
 Member of YOUNGO - Official Youth Constituency of the UNFCCC Bonn **02/2021 – Present**

Expertise

<u>Information Technology</u>	<u>Skills</u>	<u>Languages</u>
<ul style="list-style-type: none"> ▪ MS Office ▪ Photoshop ▪ HTML ▪ CSS ▪ JavaScript 	<ul style="list-style-type: none"> ▪ Data Analysis ▪ Project Management ▪ Social Media Management 	<ul style="list-style-type: none"> ▪ English ▪ French ▪ German



Rebe Feraldi

Senior Life Cycle Assessment Analyst and Climate Action Plan Lead

<u>Contact</u>		<u>Objective</u>
Email	rebe.feraldi@lac-group.com	Rebe Feraldi is an interdisciplinary scientist with experience using industrial ecology tools to perform sustainability analyses and inspire eco-innovation. Ms. Feraldi is a Life Cycle Assessment Certified Professional (LCACP), Certified LCA Reviewer (CLAR), Biomimicry Scientist, and budding data scientist. She contracts with LAC Groups the USLCI Database/Data Curator in collaboration with the National Renewable Energy Laboratory (NREL). Rebe is proficient in SimaPRO, GaBi, and OpenLCA software programs.
LinkedIn	www.linkedin.com/in/rebe-feraldi-4b655614	
Website	http://transustainable.com/	

Education

Arizona State University
 ▪ Master of Science, Biomimicry **2017 – 2019**
Bren School of Environment Science & Management - University of California, Santa Barbra
 ▪ Master of Environmental Science & Management, Corporate Environmental Management/Pollution Prevention & Remediation **2007 - 2009**
Colorado School of Mines
 ▪ B.S., Environmental Chemistry & Engineering **2003 – 2009**
New Mexico Institute of Mining & Technology
 ▪ Environmental Engineering Technology/Environmental Technology **1998 1999**

Experience

LAC Group Remotely
USLCI Data Curator **2018 – Present**



Life cycle inventory (LCI) data curation for publication in the USLCI Database; technical support aligning USLCI Database with the Federal LCA Commons; USLCI Admin Guide; USLCI GitHub Support Content; Data Development & Submission Guidance; Interagency Coordination; Training Materials.

Transustainable Enterprise, LLC Socorro, New Mexico

Owner/Founder **November 2015 – Present**

Life Cycle Assessment & Biomimicry Consulting for Circular Design, Green Supply Chain Management, Regenerative Businesses, and Bio-Inspired Design.

Franklin Associates, A Division of ERG Prairie Village, Kansas

LCA & Sustainability Analyst, Environmental Scientist **July 2009 – September 2015**

Part of the LCA division team performing the following project management functions on a regular basis:

- Responding to client requests with proposals for project tasks, timeline, and budget;
- Interacting with clients, clients' supply chain, industry associations, and other LCA professionals to conduct and verify life cycle inventory (LCI) surveys;
- Compiling LCI data and metadata as well as maintaining both private and public LCI databases (i.e., Franklin Private Database and U.S. LCI Database);
- Constructing LCA models using excel and/or SimaPro LCA software;
- Writing LCA reports;
- Performing LCA peer reviews; and
- Administering presentations for LCA education and project status and results.
- Providing analysis and/or authoring support in the following LCA case studies: raw materials extraction and fabrication; fuels extraction and fabrication; municipal infrastructural systems; commercial and residential building materials; residential energy- and water-saving devices; reusable product distribution packaging; food and beverage products and product packaging; electronics; and chemicals.
- Providing material flow analysis (MFA) support to the Waste Management division's compilation of the EPA's Municipal Solid Waste Characterization (MSW) Report.

Eastern Research Group, Inc. (ERG) Prairie Village, Kansas

LCA & Sustainability Analyst, LCACP **July 2009 – September 2015**

LCA Division Analyst: LCA proposals, LCI data collection & development for private industry and USLCI, LCA modelling, LCA reporting, LCA peer reviews, LCA project management.

LCA Case Studies: raw materials extraction, materials/components fabrication; minerals & mining; fuels extraction and processing; renewable energy technologies; commercial and residential building materials; municipal infrastructure systems; electronics; organic & inorganic chemicals; plastic resins & plastic manufacturing & recycling; composites; pulp & paper products; forestry products; food and beverage products, packaging, & associated waste products; primary & distribution packaging studies; used tires nanotechnologies and end-of-life (EOL) management; used lubricating oil; residential energy- & water-saving devices.

MFA Case studies: material flow analysis (MFA) support for Waste Management division's compilation of the EPA's Municipal Solid Waste Characterization (MSW) Report

ArcelorMittal

LCA Analyst **June 20087 – September 2008**



Industrial Processes: Environment, Life-Cycle & Materials; Hybrid & Consequential LCA Methodologies, A literature review and comparative analysis of Life Cycle Inventory (LCI) methodologies (e.g., attributional, hybrid, consequential) to determine the impacts of methodology selection on system definitions (i.e. functional unit, allocation methods, and recycling); guide for practical application of consequential system expansion & full Consequential Life Cycle Assessment (CLCA) with vehicle light-weighting industrial case study.

Clinical Laboratory of San Bernardino, Inc. Lompoc, California

Lab Director/Primary Analyst **April 2007 – October 2007**

Interim lab director for microbiological water quality lab serving Central & Coastal regions of California; restructured satellite lab standard operating procedures (SOPs) & equipment for laboratory upgrade & compliance certification; creation of training manual for replacement director; performed knowledge transfer & training for the replacement director.

3M Springfield-Branson, Missouri Area

QC Laboratory Technician **February 2000 – August 2000**

Adhesive’s laboratory testing on testing methods: physical properties, product formats, coating methods, standards; test methods and procedures evaluation; test equipment operation; data collection and analysis; replicated series of product performance tests to validate methods for quality assurance.

National Radio Astronomy Observatory Socorro, New Mexico

Engineer’s Assistant **January 1998 – January 1999**

Support role for cable expansion project: sorting, purchasing, & stocking electronic and radio equipment parts and supplies; created parts filing & storage system.

Publications

Life Cycle Assessment of overhead and underground primary power distribution Comparative LCA of treatment options for US scrap tires: material recycling and tire-derived fuel combustion.

Expertise

Skills

- Life Cycle Assessment
- Environmental Science
- Environmental Awareness

Languages

- English
- Romanian



Qualifications.5 Past Work

Map-Collective, Inc has provided for your review our clients within the last ten (10) year that we have provided Climate Action Plans for. We feel like these examples demonstrate our capabilities as a company to provide the objective tasks being requested within the SOW.

Company Name	Curaleaf, Inc
Performance Dates	March 2021-June 2021
Description	Map-Collective formed a comprehensive data collection and analysis plan to organize Curaleaf around a net zero by 2030 plan. The cannabis space does not have any major leaders in sustainability at present, so much of this work went beyond measuring emissions, including charting out potential opportunities for savings and revenue growth as a result of sustainable changes, and outlining any applicable changes that should be proposed as a push back against current regulations.
Role Played	Analysts, Consultants, Planners
Company Website	https://curaleaf.com/

Company Name	10 Power
Performance Dates	February 2021-June 2021
Description	Creation of a comprehensive project-based and organizational overview of carbon footprint for 10 Power, a solar developer operating in Haiti and other emerging economies. Actionable items for the year ahead were defined in this plan and in our discussions.
Role Played	Analysts, Consultants, Planners
Company Website	http://10pwr.com/

Company Name	Bucknell University
Performance Dates	October 2020
Description	Developed a cloud-based carbon dashboard for Bucknell University, to track emissions on an ongoing basis in a format that is relatable to students.
Role Played	Data Visualization Software
Company Website	https://www.bucknell.edu/

Company Name	Regenerative Systems
Performance Dates	October 2020
Description	Carbon Analysis of the building style that this design-build firm uses, statistics on the comparison of Regenerative Systems to the industry they operate within, and suggestions for future adaptation of practices.
Role Played	Analysts, Consultants, Planners
Company Website	https://www.regenerative-systems.com/



Map-Collective, Inc has provided for your review our three (3) references that can be contacted to determine our relevant past performance with completing similar projects.

Reference One (1)

Project Information	
Project Title	Curaleaf Inc Carbon plan
Description of Project	Carbon Accounting and Long range Planning, Supply Chain Planning
Contractual Amount	\$52,000
Contract Status	Completed
Government Agency/Organization	Curaleaf Inc
Point of Contact Information	
Name & Title	Khadijah Tribble; Head of CSR
Phone Number	N/A
Email Address	khadijah.tribble@curaleaf.com
Relevancy	
Key personnel involved in this effort.	Noelle Barnes, Tara Gupta, Piyush Gambhir, Brendan Hellebusch
Description of why you think the reference is relevant to this contract opportunity.	This project is widespread, as Curaleaf has many locations across countries. Dealing with the level of complexity and regulation around this Cannabis company proves our flexibility in working with a variety of regulations and other constraints, and versatility across locations.

Reference Two (2)

Project Information	
Project Title	10 Power Carbon Plan
Description of Project	Carbon Accounting and Long range Planning
Contractual Amount	N/A
Contract Status	Complete
Government Agency/Organization	10 Power (social enterprise)
Point of Contact Information	
Name & Title	Sandra Kwak; CEO
Phone Number	(415) 374-9400
Email Address	sandra@10pwr.com
Relevancy	
Key personnel involved in this effort.	Tara Gupta, Brendan Hellebusch
Description of why you think the reference is relevant to this contract opportunity.	This opportunity focused on solar/renewable energy. We will be including renewable energy recommendations in your plan and can leverage our network of providers to ensure the implementation of this as well.



Reference Three (3)

Project Information	
Project Title	Regenerative Systems Sustainable Consulting
Description of Project	Development of alternative building materials and building styles
Contractual Amount	N/A
Contract Status	Complete
Government Agency/Organization	Regenerative Systems (social enterprise)
Point of Contact	
Name & Title	Rohan Guyot Sutherland; Founder
Phone Number	(909) 506-8392
Email Address	rohan@regenerative-systems.com
Relevancy	
Key personnel involved in this effort.	Tara Gupta, Brendan Hellebusch
Description of why you think the reference is relevant to this contract opportunity.	This opportunity included land management and specific building recommendations that reduced carbon. For overall resilience, we will be including various building style recommendations for your urban plan as well, as master planning is an important aspect of climate planning.

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COST PROPOSAL

TASK	KEY PERSONNEL	MONTHS	BUDGET
Task 1. Analyze GHG Emissions	Piyush Gambhir, Rebe Feraldi, Elijah Parisa	Scope 1 during Months 1-3, Scope 3 during Months 4-8	\$45,000
Task 2. Recommend GHG Emission Reduction Targets	Piyush Gambhir, Rebe Feraldi	Month 4	\$5,000
Task 3. Forecast GHG Emission Reductions	Piyush Gambhir, Rebe Feraldi	Months 6-9	\$17,000
Task 4. Engage City Commissions/Common Council and Community	Noelle Barnes, Tara Gupta	Months 5-10	\$10,000
Task 5. Coordinate with Related City Efforts	Noelle Barnes, Tara Gupta	Months 5-10	\$15,000
Task 6. Draft Climate Action Plan	Piyush Gambhir, Rebe Feraldi, Liz Vandermeer	Months 8-10	\$25,000
Task 7. Support City in Adoption of the Climate Action Plan and General Plan Amendments	Noelle Barnes, Tara Gupta	Months 10-12	\$10,000
TOTAL			\$127,000

Payback Period of 5 Years or Less* Our operational recommendations often forecast 10x returns. However, to remain on the conservative side, we forecast a minimum payback period of 5 years.

Recommended Maintenance Plan +\$22,000/year, remain certified and continue digital community engagement, as well as update actual GHG emissions versus budgets each year, and adjust Climate Action Plan in accordance.

