



 greenhome.com



# Green America

COME TOGETHER





# Green America



## VISION

...to create a world where everyone has enough, where all communities are safe, and the health of our beautiful planet is preserved for all the generations to come.



# Green America

## MISSION

“To harness economic power – the strength of businesses, consumers and investors – to create a just and sustainable society.”



# Green America

## STRATEGIES

- **Empower individuals** to make purchasing and investing choices that promote social justice and environmental sustainability;
- **Demand corporate responsibility** through collective economic action;
- **Promote green and fair trade businesses** by building the market for these businesses;
- **Build sustainable sectors:** socially responsible investing, community investing, solar, magazine paper



# Green Business Program

Our mission is to work with small businesses everywhere to grow a green economy that's good for people and the planet.

A vibrant community of over 4,000 businesses committed to creating a better world.





# Green Business Program



- First catalog and directory of green businesses in U.S.
- First screened green business program
- Green Festivals, largest green consumer show in U.S.
- National Green Pages, an honor roll of businesses that meet Green America screens



A JOINT PROJECT OF GLOBAL EXCHANGE AND CO-OP AMERICA





# Accessing Green Markets

## MARKET ACCESS CHALLENGES

- Hard to reach beyond local/niche markets.
- Internet helps, but it's full of noise!
- Nearly every market is extremely competitive.
- How to get above the noise and get products & services in front of responsive consumers?
- Entrepreneurs need real differentiators.

**Green can be a real differentiator!**



# Accessing Green Markets

## MARKET ACCESS CHALLENGES

Based on research from:

- *Green America business and consumer surveys, events, focus groups*
- *Natural Marketing Institute (great research, tends to be pricey)*
- *eBay Green Seller program, new marketplace initiative under development*





# Accessing Green Markets

## **STRATEGY #1. WALK & TALK GREEN**

- To access green markets and keep loyal green customers, you have to BE green.
- Light-green consumers are light in their analysis of green claims.
- BUT deep green consumers are skeptical and seek authenticity.
- They can also be vengeful! If you try to fool them, they'll take time to do damage to your reputation.



# Accessing Green Markets

## **STRATEGY #1. WALK & TALK GREEN**

### Key Practices:

- Printing on recycled paper with soy inks
- Recycling office paper/materials
- Using recyclable materials/packing/packaging
- Avoiding toxins
- Minimizing energy use
- Using alternative energy sources
- Offsetting carbon emissions

# Accessing Green Markets

## **STRATEGY #1. WALK & TALK GREEN**

- Market your green practices in ads/listings, on packing slips, on your website.
- If you do print marketing, including business cards and promotional inserts, print on eco-friendly papers and take credit for it.
- If you give away free “thank you” gifts with your shipments, consider organic, recycled or low-waste items. From organic mints to recycled paper notepads, there are lots of easy options.



# Accessing Green Markets

## **STRATEGY #1. WALK & TALK GREEN**

Where to focus first:

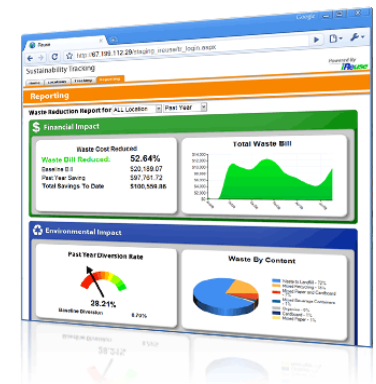
- 1. Green the aspect of your business that's most core to your identity.** If you have a cleaning service, green your cleaning supplies.
- 2. Focus on the body and expand from there.** Green consumers are most concerned about things that impact their health and bodies, then homes, then communities, then the world.

# Go Green with GreenGage

## GREENGAGE SUSTAINABILITY TOOL

*Making Sustainability Simple*

- **A complete, simple-to-use online solution to help businesses go green**
- Sustainability is clearly a growing interest and concern...
- But entrepreneurs are unsure about how to prioritize and implement.



# Go Green with GreenGage

## GREENGAGE SUSTAINABILITY TOOL

*Making Sustainability Simple*

- Maximize environmental, financial *and* social benefits
- Simple assessment process
- Clear project prioritization with specific recommendations
- Practical projects with specific tasks and help docs
- Extensive tracking and easy reporting

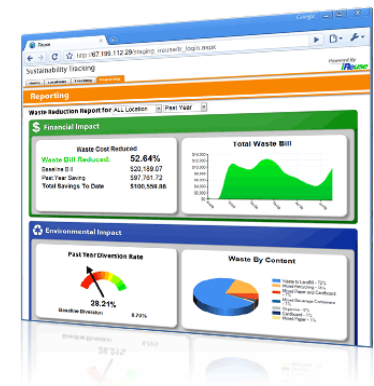


# Go Green with GreenGage

## GREENGAGE SUSTAINABILITY TOOL

*Making Sustainability Simple*

- Office operations (energy, water, waste, other)
- Events/gatherings
- Purchasing
- Employee programs
- Technology
- Supply Chain/sourcing
- Transportation/travel
- Third Party certifications
- General sustainability



# Go Green with GreenGage

## GREENGAGE SUSTAINABILITY TOOL

*Making Sustainability Simple*

### Tool Modules:

- Assessment (done)
- Projects & Recommendations (coming soon!)
- Tracking & Reporting (done)
- e-Docs (coming in fall)

For partnerships/distribution opportunities, contact:  
Russ Gaskin at (202) 872-5331  
or [rgaskin@greenamericatoday.org](mailto:rgaskin@greenamericatoday.org)





# Accessing Green Markets

## **STRATEGY #2. GET LABELED**

- Certifications boost confidence and trust
- Some are more recognized/trusted than others
- They are like a backstage pass—you get access
- Many aren't affordable to small businesses, so use labeled products. For example, massage therapists can use certified organic oils
- Not regulated, so do research on reputations among stakeholders (FTC beginning to regulate green claims—issuing guidelines)

# Accessing Green Markets

## STRATEGY #2. GET LABELED

About 50 eco-labels in the U.S. Some key ones:





# Accessing Green Markets

## **STRATEGY #3. SELL GREEN**

- Find a green product/service and match it up with a green market.

Examples...



# Accessing Green Markets

## STRATEGY #3. SELL GREEN

Some services can (and should) be positioned as inherently green:

- **Repair services.** Reduce, reuse, recycle, repair! From shoe repair to engine repair, you can reposition ordinary repair work into a trendy green activity.
- **Environmental products and services.**



# Accessing Green Markets

## STRATEGY #3. SELL GREEN

Again, things that touch the body or involve health and safety are key to green consumers.

- **Cleaning services.** Offer natural, non-toxic options to your clients. Make this a lead offer to eco-conscious consumers.
- **Clothing and textiles.** Offer unbleached, recycled fiber, naturally-dyed and/or organic options.
- **Childcare.** Show that you care with healthy, natural foods and green cleaners.



# Accessing Green Markets

## STRATEGY #3. SELL GREEN

Hand-crafted, artisanal items appeal to green consumers.

- **Specialty foods.** Add more value through organic, natural, fresh ingredients.
- **Jewelry.** Crowded category, but always room for innovation.
- **Arts and crafts/Home decor.** Avoid “fake” materials and surfaces—appeal to the real.
- **Gifts.** Help them give gifts that show they care—organic, recycled, recyclable.



# Accessing Green Markets

## **STRATEGY #3. SELL GREEN**

Products and services that save money are ALWAYS appreciated:

- Energy-efficient computing options
- Lighting retrofit services
- Insulation/efficiency services
- Reusable items

Plus, compostable, no-waste supplies.



# Accessing Green Markets

## KEY GREEN CHANNELS

- **Direct to consumer** (e.g. cleaning services)
- **Green retail** (both green/natural stores and special sections in supermarkets)
- **Green procurement programs** (many companies, universities, and municipalities now have environmental purchasing preferences—can add “green” to local, woman-owned, minority-owned)
- **Corporate giving** (always seeking fresh, new ideas)





# Green Business Network



< Business Seal Of Approval

Publications Advertising >



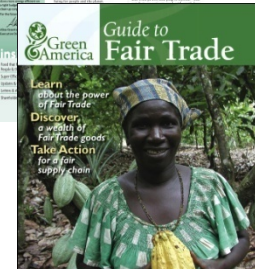
< Green Festivals



< Green Business Conference

National Green Pages >

➔ [www.greenbusinessnetwork.org](http://www.greenbusinessnetwork.org)



- Join an on-line dialogue & network among microenterprise practitioners engaged in “Green” to share experiences – you’ll receive an invitation to join following this call
- Participate in a survey from AEO, Green America and EcoVentures: Look for the survey in early fall
- Engage your clients: Opportunity for businesses to participate in a pilot program to tailor GreenAmerica’s GreenGage for microenterprises. Contact [russ.gaskin@greenamericatoday.org](mailto:russ.gaskin@greenamericatoday.org) or [thalevy@aeoworks.org](mailto:thalevy@aeoworks.org) to learn more!

