

Green Essentials

Marketing Pack



“Now you have completed your initial work programme with us, we want to ensure that you extract maximum value – both in terms of carbon reduction you achieve in your business and also in commercially leveraging it.

This pack provides a set of marketing resources to enable you to both responsibly communicate and leverage your position in your competitive market space.

There are further actions that we recommend you to proactively take to make the most of what you have done and our client experience clearly as shown that these steps will have the greatest impact for your business and help you to achieve the maximum return on investment.”

John Buckley, Managing Director, Carbon Footprint Ltd

Pack Content

- Branding
- Press and press support
- On-line communications
- Client/prospect communications
- **Green essentials** marketing action plan

Branding

Your Carbon Footprint branding and relevant certificates are attached along with this pack, covering Carbon Footprint Standard and Carbon Footprint Approval, dependent on our project achievement. Also included is a 12 month licence agreement to use the branding.

We have provided the branding in suitable formats for electronic use.

Please ask your environmental consultant should you require further branding for printed media.

Press and press support

We are happy to provide statements about what you have done and the relevance of your activities within your market place. We can also provide statements about carbon management and Carbon Footprint for you to use in your press releases as required.

Furthermore, we are happy to review your own relevant press releases. Please let us know where the releases are located on-line and we would be delighted to cover them on our popular 'Twitter' feed, which appears on www.carbonfootprint.com homepage, to provide you with further coverage.

Many clients require support with press requests; our team has extensive media experience (including TV, radio and national press) and can assist with these requirements.

Please contact your environmental consultant for further support.

On-line communications

Web-based communications are essential to getting your message out in a crowded market place. Our web-site receives over 100,000 unique visitors a month and we also have a large and loyal Twitter following.

Once your project is completed we will ask you for details on how your achievements should be tweeted about. By doing this you can capitalise on all the click throughs from our feed.

We also encourage you to produce a short case study about your business's environmental achievements (around 300 words). Our clients and Carbon Academy

members greatly appreciate learning from their peers. In addition this provides an ideal opportunity to showcase your business and reach new potential clients.

Client / Prospect Communications

Many of our clients have told us they have benefited from a factual 'open letter' which they send to their clients and prospects as an independent statement of their work and commitments. Some clients have also experienced good feedback from attaching the letter as an Annex to their sales tenders.

We have attached a suitable 'open letter' within your pack.

Green Essentials

Marketing Action Plan

Now you've completed your initial programme with us; it is vital to market it rapidly and responsibly, to ensure that you extract the maximum return on investment and leverage the best market opportunities. Implementation of these actions will make sure you sustainably differentiate your business for maximum market impact.

Actions:

1. Investigate your competitors' environmental programme

You will probably need to at least equal this; quite possibly you will need to go "one step further"; if in doubt ask your Carbon Footprint project manager's opinion.

2. Communicate your results internally

Communicate your carbon footprint results and carbon management achievements internally within your business. Making your employees aware of your efforts can help foster excellent staff morale.

Set up a display dashboard in either a hardcopy or an electronic format on the company's intranet.

3. Communicate your achievements externally

Communicate your achievements to other stakeholders including investors, the local media and any strategic partners.

4. Use your Carbon Footprint Standard branding on all collateral, including:

- sales proposals
- letters
- business cards
- vehicles (e.g. vans)
- brochures
- web-site
- email signatures

5. Make your carbon footprint results available:

- on-line
- within your Annual Report

6. Write at least one press release

If you have measured your footprint and taken subsequent action to offset, then you should make further press releases and ensure it is covered:

- on your website
- on press release sites
- sent to your favourite media contacts

7. Use appropriate language

Try to avoid any potential “green-wash” within your press releases and collateral. Make any claims:

- clearly defined (avoid generic statements)
- evidence based
- using plain English (avoid any industry “jargon”)

If in doubt please refer to Defra’s Green Claims Code: <http://bit.ly/DefraGreen>.

8. An open letter

Consider sending your open letter to clients and prospects; you may also wish to attach as an annex to sales tenders.

9. Carbon offsetting

If you have carbon offset, be sure to use the project materials (and updates) you are provided with by Carbon Footprint Ltd and make these visible to clients and via your web-site (as tangible proof of what you’ve done).

10. Case studies

Provide us with a case study (we will cover this on www.carbonfootprint.com and our social media activities to provide you with further exposure through our marketing channels).

11. Apply for ‘Green’ awards

- Get international and local recognition for being sustainable
- Start-up to global corporate categories available

Your environmental consultant will help you track your progress through these important actions as part of your quarterly carbon management support reviews.