

# **San Francisco Green Business Program: Value Marketing**



**GBENN Webinar Series**

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# Value Strategies

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- High value proposition for businesses
- Benefits:
  - General
  - In process
  - Recognized
- Promotions:
  - Active Program
  - Business' Effort



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# Benefits



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# General Green Benefits

- Lower environmental impact
- Environmental savings
- Economic savings
- Healthier workplace



# In Process Benefits

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- Free
- In-depth phone consults
- On site visits
- Expert assessments
- Rebates and incentives
- Boot camp workshops



# Recognized Benefits

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- Logo use
- Online green directory
- Exclusive events and networking opportunities
- Certificate and plaque
- Awards Reception





# Green Directories

## Green Business Directory

[Home](#) >> [Explore The Directory](#)

### Categories

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### Environmental Services (20)

[Environmental Consultants](#), [Renewable Energy...](#)

#### Government and Non Profits (9)

[Non profits...](#)

#### Services (105)

[Architects](#), [Engineers](#), and [Designers](#), [Commercial Printers](#), [Consulting Services](#), [Dentists](#), [Financial Services](#), [Garment Cleaning](#), [Information Technology](#), [Insurance](#), [Legal Services](#), [Marketing and Communications](#), [Other Services](#)

#### Food, Lodging & Recreation (42)

[Caterers](#), [Food and Drink](#), [Hotels](#), [Recreation...](#)

#### Retail and Supplies (32)

[Clothing and Accessories](#), [Furniture](#), [Garment Cleaning](#), [Grocery Stores](#), [Hardware Stores](#), [Office Supplies](#), [Other Retailers](#)

### Get Connected



**SF Green Business** on Facebook

✓ Like

You like this.

634 people like **SF Green Business**.



Clark

Sayuri

Kate



Facebook social plugin

### Today's Poll

How did you hear about the SF Green Business program?

# Networking Opportunities







# Green Business Boot Camp

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- Informative presentation
- Specific to checklist sections
- Active working sessions











# Award Plaque, Certificate, & Decals





# Promotions



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# Active Program Promotion

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- Social media: Facebook, blog, newsletter
- Specialty events
- Marketing campaigns
- Sector case studies
- Business' effort



# Green Sphere Business Exchange

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- Exclusively for recognized Green Businesses
- Cultivate valuable relationships
- Learn and teach each other
- Active networking



# Hotel Council Collaboration

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- Hotel Council's Sustainability Committee
- Partnered to put on GB Forum
  - 90 industry attendees
  - Presentations, panels, and discussions
- Followed by a 5 part geared workshop series for hotels



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# Green Business Outreach Campaign

- Goals:
  - Greater consumer awareness of SFGGBP
  - Business recruitment
- Procedure:
  - Media campaigns
  - Door to door outreach
  - Sign up on the spot





# Hotel Case Study



## CASE STUDY



### GALLERIA PARK HOTEL

### GREEN HIGHLIGHTS

191 Sutter Street  
San Francisco, CA

177 guest rooms  
99,000 sq ft

Nestled between San Francisco's Union Square and the Financial District, Galleria Park is a true urban oasis that fills a unique niche among boutique hotels with its distinct, inviting style.

As a recognized San Francisco Green Business, Galleria Park implemented many green initiatives that are both financially and environmentally beneficial.

#### ENERGY CONSERVATION

- Upgraded to CFLs, LEDs and T8 lighting in guest rooms and common areas with over \$20,000 of rebates from SF Energy Watch
- Purchases ENERGY STAR air conditioners and refrigerators



#### WATER CONSERVATION

- Instituted bed linen and towel reuse program
- Upgraded all water fixtures to low flow toilets, faucets, and showerheads

(GREEN HIGHLIGHTS continued on reverse)



### GREEN HIGHLIGHTS ...continued

#### WASTE REDUCTION

- Uses toilet paper, paper towels, and marketing collateral made with recycled content paper
- Provides in-room recycling and trains staff to sort waste



#### POLLUTION PREVENTION

- Switched to low-toxic cleaning products that the staff now prefer
- Changed to environmentally friendly garment cleaner that provides wet cleaning
- Offers pre-tax deductions for employee commuter expenses to encourage use of public transit

### ACCOMPLISHMENTS

	Resources Reduced and Saved	Operational Costs Saved*
Energy	222,458 kWh/yr	\$ 37,595/yr
Waste	442,291 lbs/ yr	\$ 415,754/yr**
Water	539,681 gallons/yr	\$ 2,806/yr

**Total Greenhouse Gas Emissions (CO<sub>2</sub>) Reduced = 613,883 lbs/yr\*\*\***



\* Cost savings based on 2010 rates for energy (\$0.169/kWh), waste (\$0.84/lb) and water (\$0.00519/gal).

\*\* Waste costs saved based on total savings from recycling and composting.

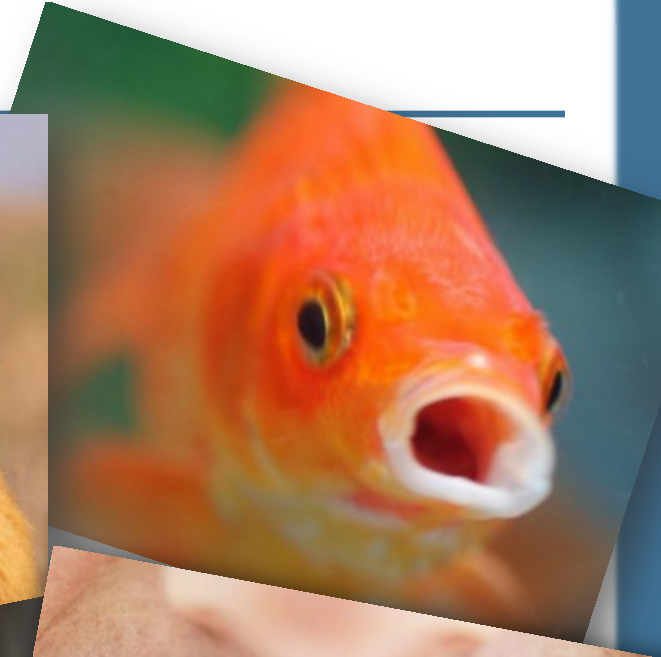
\*\*\* Includes greenhouse gas reductions from energy, fuel, waste diversion, water, and environmentally preferable purchasing.

Source: 2011 The Benefits of the Green Business Program: Quantifying the environmental, social and economic benefits of greening the workplace. San Francisco Department of the Environment, See Haylett.

Green Business Program  
San Francisco Department of the Environment  
1405 Market Street, Suite 1200  
San Francisco, CA 94103  
SFGreenBusiness.org

Visit [SFGreenBusiness.org](http://SFGreenBusiness.org) for more information today!

# Business' Efforts





# Promote Your Recognition

[www.SFGreenBusiness.org/green-your-business/resources](http://www.SFGreenBusiness.org/green-your-business/resources)



# Thank you!

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