

San Francisco Green Business Program: Value Marketing



GBENN Webinar Series

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Value Strategies

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



Benefits



General Green Benefits

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



In Process Benefits

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



Recognized Benefits

- 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

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







Award Plaque, Certificate, & Decals



Promotions



Active Program Promotion

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



Green Sphere Business Exchange

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



Hotel Council Collaboration

- 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



Green Business Outreach Campaign

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



Hotel Case Study



**SAN FRANCISCO
GREEN
BUSINESS**

CASE STUDY

**GALLERIA PARK
HOTEL**

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.

Visit SFGreenBusiness.org for more information today!



GREEN HIGHLIGHTS

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 (CO₂) Reduced = 613,883 lbs/yr***

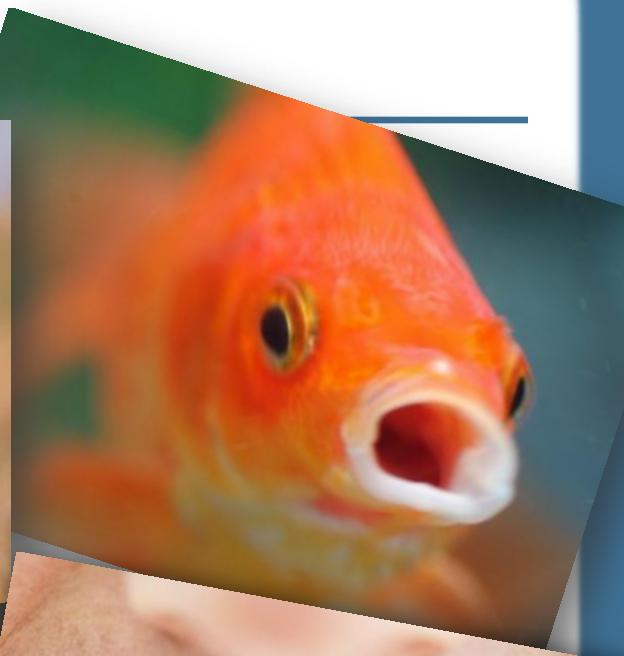
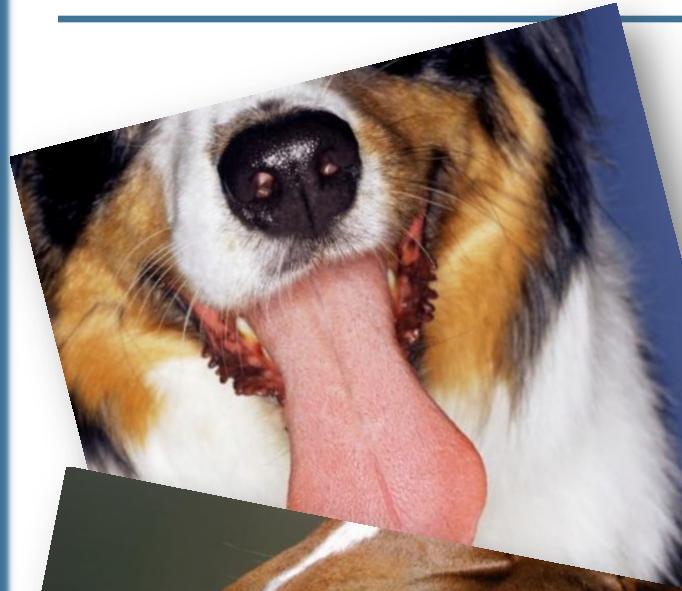


* Cost savings based on 2010 rates for energy (\$0.169/kWh), waste (\$0.94/lbs) and water (\$0.0051/gal).
** Waste costs saved based on total savings from recycling and composting.
*** Includes greenhouse gas reductions from energy, fuel, waste diversion, water, and environmentally preferable purchasing.

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
1455 Market Street, Suite 1200
San Francisco, CA 94103
SFGreenBusiness.org

Business' Efforts



Promote Your Recognition

www.SFGreenBusiness.org/green-your-business/resources



The image shows a man and a woman sitting at a table, engaged in a conversation. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a black and white patterned top. They are both gesturing with their hands as they speak. In the bottom left corner of the video frame, there is a logo for "SAN FRANCISCO GREEN BUSINESS" featuring a stylized green leaf with a city skyline inside it. Overlaid on the right side of the frame is a white rectangular box containing a checklist. The checklist has ten items, each with a green checkmark in a box. The items are listed in a cursive, handwritten-style font. The checklist includes:

- Marketing Materials
- Websites
- Proposals
- Talking To Customers
- Decal And Plaque Placement
- Business Cards
- Stationery
- Press Releases
- Presentations

At the bottom of the video frame, there is a red bar with various video control icons, including a play button, a volume icon, and a timestamp of "2:38 / 3:07".

Thank you!

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