

San Francisco Green Business Program: Value Marketing



GBENN Webinar Series

Anna Frankel

Green Business Specialist

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Value Strategies

- 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

- 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



f 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



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Active Program Promotion

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



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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 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 (CO₂) Reduced = 613,883 lbs/yr***



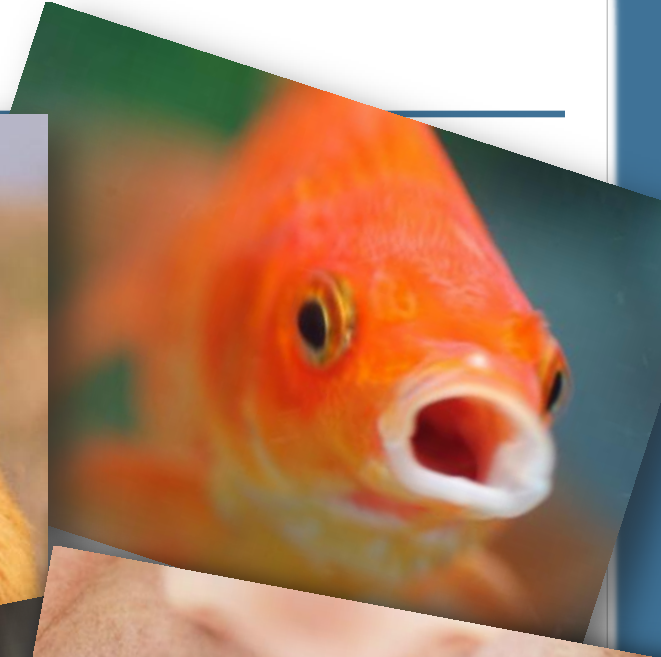
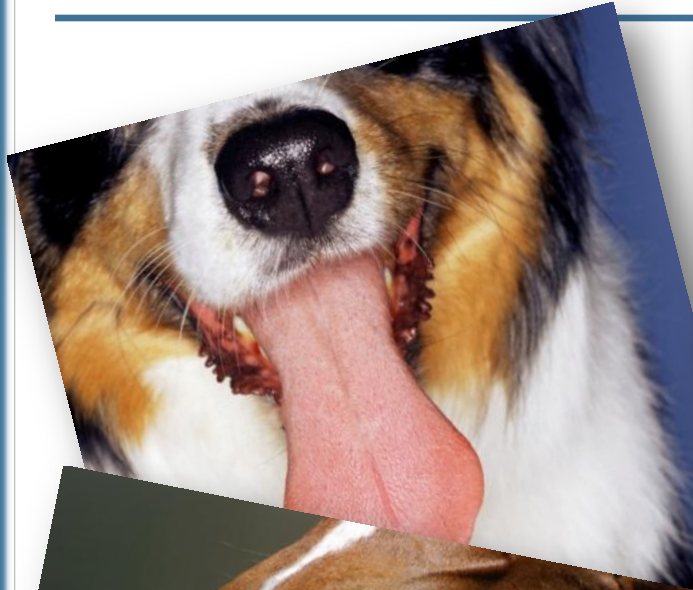
* Cost savings based on 2010 rates for energy (\$0.168/kWh), waste (\$0.84/lb) and water (\$0.00519/gal).

** 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.

Business' Efforts



Promote Your Recognition

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



Thank you!

Anna Frankel

San Francisco Green Business Program

Green Business Specialist

415-355-3778

anna.frankel@sfgov.org



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