

Marketing Your Green Business Program

**How to simultaneously attract new businesses
while providing benefits to your existing
participants**

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Green Business Programs

Green Business Program

Recruit

Enrollment

Participation

Technical assistance

Follow up

Program Participants

Green wash/latest fad

Marketing/Advertising

B2B

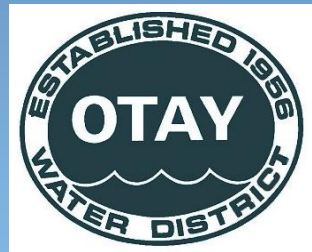
Value add

Other

So now what?



Community Partners



Refine & Re-engage

Work ~~harder~~ smarter.

Become a Chula Vista CLEAN Business.

We are a part of the San Diego regional energy efficiency and sustainability effort, spearheaded by San Diego Gas & Electric® and the Climate Collaborative.

We help businesses save money by saving energy and resources.

We are your green team, delivering free marketing, free efficiency tools, rebates, sustainability program incentives, and community recognition for your environmental leadership.

Do good. Get noticed. Here's how.



Contact us.

Our local team of experts is ready to help your business.



Meet us.

Get your **FREE** personalized energy evaluation.



Start working smarter.

Stand out: **FREE** marketing and ongoing CLEAN Business support.

Save money: **FREE** energy-saving tools, plus rebates, training and upgrades.

(619) 409-1975

clean@chulavistaca.gov
www.chulavistaca.gov/clean

[facebook.com/cvclean](https://www.facebook.com/cvclean) [@chulavistaclean](https://twitter.com/chulavistaclean)



Make this year count.

We can't wait to see what you do.



By offering technical, educational, financial and marketing support, the Chula Vista CLEAN Business Program supports real action in:

- ✓ Energy efficiency
- ✓ Sustainable business practices
- ✓ Waste reduction
- ✓ Air quality
- ✓ Sustainable development
- ✓ Water conservation



In year one, we had savings of about **22-25%** and then we were able to increase that to a savings of an **additional 7%** a year in year two. If you want to see bottom-line oriented results, this is a great way to do it.

— Todd Roberts, Vice President, Marine Group Boat Works



The CLEAN Business Program is a part of the San Diego regional Climate Collaborative, which works to inspire regional leadership and ensure a vibrant economy and healthy environment. The Collaborative's goals are to address and prevent the harmful effects of climate change, promote a high quality of life for the San Diego region, and foster a green and growing economy. This program is funded by California utility customers and administered by San Diego Gas & Electric® (SDG&E) under the auspices of the California Public Utilities Commission. The trademarks used herein are the property of their respective owners.

Service

- Cost savings through improved efficiency & waste reduction
- Technical assistance (“Sustainability Coach”)
- Office Depot kits
- Community recognition
- Track progress over year



Challenge

Over **90%** improved their sustainability score

57% was average percent improvement in scores

- 76%** Employee Education
- 52%** Pollution Prevention
- 38%** Energy Efficiency
- 32%** Water Conservation
- 60%** Waste Reduction
- 30%** All 5 Categories



Evaluate

Chula Vista CLEAN Business Program Survey Results Conclusions and Recommendations



MESSAGING AND MARKETING

01

CONCLUSION: Participating businesses are motivated by saving energy, helping the environment and improving the community and their business image. Non-participating businesses seem to be motivated by saving money and receiving advertising benefits.

SUPPORT: When asked why they participate in the CLEAN Business Program, the top themes were: environment, community and self-promotion. The words "money" and "cost" were hardly mentioned.

SUPPORT: The majority of non-participating businesses skipped questions that mentioned energy or environmental goals. Interestingly, they answered the question about free advertising and marketing with 73% saying they would be interested in this benefit.

SUPPORT: Eighty percent of non-participating businesses said they have goals to reduce utility costs and increase operational efficiencies, showing their desire to minimize expenses.

SUPPORT: Non-participating businesses which said they are interested in participating stated the same reasons as the participating businesses (e.g., community and energy), suggesting that those who are interested in the CLEAN Business Program care about the same topics.

RECOMMENDATION: Create different messages for participating and non-participating businesses, weaving in language which appeals to and motivates the two groups.

Manage Expectations

<http://www.youtube.com/user/CityofChulaVista>

Over 1,400 TV & radio spots

Over 2,000,000 “impressions”

MEMBER CENTER: Create Account | Log In

SITE SEARCH WEB SEARCH BY Google

KFMB STATIONS: CBS 8 | 100.7 Jack FM | 760 KFMB AM

KFMB-TV
CBS 8 - SAN DIEGO, CALIFORNIA

CBS8.COM NEWS VIDEO WEATHER SPORTS SPECIAL FEATURES COMMUNITY CONTESTS LIFESTYLE TV SCHEDULE KFMB INFO

LIVE GREEN, SHOP GREEN Support Chula Vista CLEAN Businesses Click here to find out more!

HOT BUTTON LIVE WITH KELLY IN HAWAII: Enter to win a trip to Aulani, a Disney Resort and Spa in Ko Olina, Hawaii and be part of the Live with Kelly audience! [CLICK HERE](#) for all the details.

TRAFFIC NEWS

TODAY'S TOP STORIES Monday - January 30th, 2012

Pilot killed in propeller accident at Gillespie Field
Updated: Jan 30, 2012 1:18 PM PST

A private pilot died Monday after the moving propeller of a light plane hit him in the head at Gillespie Field.

HEALTH CONNECTIONS
SPOTLIGHT ON

TOP VIDEOS more videos >

MicroClim at Weather... 01:54

Navy wife accused of... 01:49

CLEAN BUSINESS CONTEST

Enter to win a Walmart Gift Card plus thousands of dollars in discounts from over 120 Chula Vista CLEAN Businesses!!

CITY OF CHULA VISTA

LIVE GREEN, SHOP GREEN

Support Chula Vista CLEAN Businesses

[CLICK HERE TO ENTER](#)

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CLEAN BUSINESS

Your Community. Your Environment. **Your Choice.** | www.chulavistaca.gov/clean

Recognition

LIVE GREEN, SHOP GREEN

Support Chula Vista CLEAN Businesses! www.chulavistaca.gov/clean



chula vista



Congratulations to our Newest **CLEAN** Businesses!

- Alvarez Bookkeeping Services
- BullChicks
- Calumet Auto Wrecking
- Chula Vista Auto Body, Inc.
- Diamond Jims
- Dresser Rand
- D'Volada Café
- Eastlake Rug Gallery
- H&A Electric Motors
- JP MotorSports
- Lang-Lab San Diego
- Montessori Explorer
- Mossy Nissan of Chula Vista
- Pick Up Stitches by Mercedes
- San Diego Orthopedics
- Toyota Chula Vista
- Unyeway, Inc.
- Vega Caffe

Become a CLEAN Business and Shop CLEAN Businesses!

For more information, visit www.chulavistaca.gov/clean or call (619) 409-1975

The Chula Vista Local Government Partnership is funded by California Utility customers under the auspices of the California Public Utilities Commission.

Awards

LIVE GREEN, SHOP GREEN
Supporting Chula Vista CLEAN Businesses.



2012 AWARDS RECOGNITION BREAKFAST

PROGRAM

- 7:00 am Breakfast and Networking
- 7:30 am Welcome and Opening Remarks
Brendan Reed, City of Chula Vista
Mayor Cheryl Cox, City of Chula Vista
- 7:40 am Chula Vista Green Business Challenge
2012 Achievements
Molly Phillips, Office Depot
Michelle Castagnola, City of Chula Vista
- 8:00 am Special Achievement Awards
Mayor Cheryl Cox, City of Chula Vista
- 8:45 am Closing Remarks
Lynn France, City of Chula Vista
- 8:55 am Networking and Goodbyes

JANUARY 17, 2013

San Diego Country Club • 88 L Street • Chula Vista, CA 91910

AWARDS

Allied Waste Services	Best Overall: Services Sector
Bonita Point 76	Best Overall: Automotive Sector
EastLake Tavern+Bowl	Best Overall: Restaurant Sector
El Primero Boutique Hotel	Best Overall: Lodging Sector
Living Coast Discovery Center	Best Overall: Non-Profit Sector
Profil Institute for Clinical Research	Best Overall: Office Sector
Spirit Printing Services, Inc.	Best Overall: Retail Sector
Zytech LED US	Best Participation at GBC Trainings
ARYA Cleaners	Most Innovative
Algert Engineering	Most Improved
Walmart	Overall Highest Achievement

Congratulations!

PARTICIPANTS

Algert Engineering	Living Coast Discovery Center
Allied Waste Services	Marine Group Boat Works
Anytime Signs	Otay Water District
Apple Tree Market	Pacific Sales
ARYA Cleaners	Paws & Whiskers Grooming
Beautiful Image With Lucy Salon	Performance Bikes
Bellizima Imports	Preferred One Insurance
Best Bev	Profil Institute for Clinical Research
Best Buy	Prudential California Realty
Bonita Point 76	Rancho Del Rey Orthodontics
Border Leather	Red Lobster
Boys & Girls Clubs of South County	SDG&E
Chase Bank	Slovinsky & Slovinsky
Chula Vista Chamber of Commerce	South Bay Family YMCA
Chula Vista Yacht Club	South Bay Fish & Grill
Concordia Church & School	Spirit Printing Services, Inc.
Doctors Express of Bonita	Springleaf Financial Services
EastLake Tavern+Bowl	Sweetwater Authority
Ecology Auto Parts	Triton Power Wash
El Primero Boutique Hotel	U.S. Olympic Training Center
First Bank	Union Auto Repair
Fuller Ford Honda Kia	VMG Motoring & Auto Service
Hitachi Home Electronics	Walmart
La Kalaka Flaca	Zytech LED US
La Quinta Hotel	
Leviton	

Thank You!



- Community Partners
- Recruitment and Engagement
- Competition
- Evaluation
- Refine
- Manage expectations





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