

Marketing Your Green Business Program, How to simultaneously attract new businesses while providing benefits to your existing participants



**WESTERN SUSTAINABILITY
& POLLUTION PREVENTION NETWORK**

Arizona * California * Hawaii * Nevada * Tribal Lands * Trust Territories

March 12, 2014

Webinar Instructions

- This webinar will be muted to reduce or eliminate external auditory disturbances;
- The webinar will be available for download at www.wsppn.org.
- If you are experiencing technical difficulties, call 1-800-263-6317, or 1-805-617-7000. Press 2 when prompted.

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- The Western Sustainability Pollution Prevention Network (WSPPN)
- A Better City, a Boston-based non-profit membership business association
- ICLEI, a non-profit membership municipality organization



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AGENDA – 10:00AM – 11:00 AM PDT

Introductions – 10:00 AM – 10:15 AM

- Donna Walden will represent the Western Sustainability and Pollution Prevention Network (WSPPN)
- Mihir Parikh (A Better City, Boston) and Caroline Teng (ICLEI) will introduce the Green Business Engagement National Network.



Agenda (Cont.)

10:15 – 10:30 AM – San Francisco Green Business Program – Value Marketing

Anna Frankel

Green Business Specialist, San Francisco Green Business Program
Past 2013 Chair of the California Green Business Network (CAGBN)



10:30 – 10:45 AM – “Appealing to the Individual – Marketing Using Gamification

Kevin Dick

Delta Institute



10:45 AM – 11:00 AM – How to Simultaneously Attract New Businesses While Providing Benefits to Your Existing Participants

Michelle Castagnola

Environmental Resource Specialist
City of Chula Vista



11:00 AM – 11:10 AM PDT – Q&A and Summary



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Want to get Involved in the Green Business Engagement National Network (GBENN)?

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Thank You for Your Participation!