# **Enviro Stars**

GBENN Conference! | November 8, 2018 Stephanie Thomas

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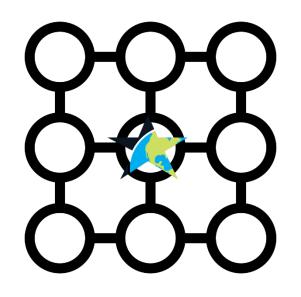
#### **The Collaborative Solution**



Green business services and recognition in a centralized, easyto-use web portal

#### Coordinated

outreach, marketing, and assistance across agencies



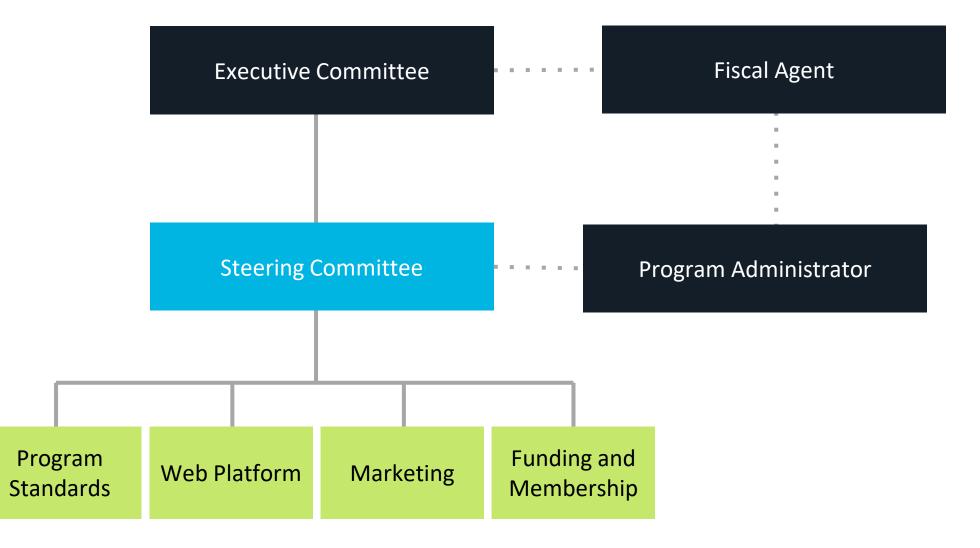
#### **Increased utilization**

for existing programs through seamless referrals Businesses motivated by regional marketing opportunities

Broader resource sharing to stretch limited budget

#### **Governance and Decision-Making**





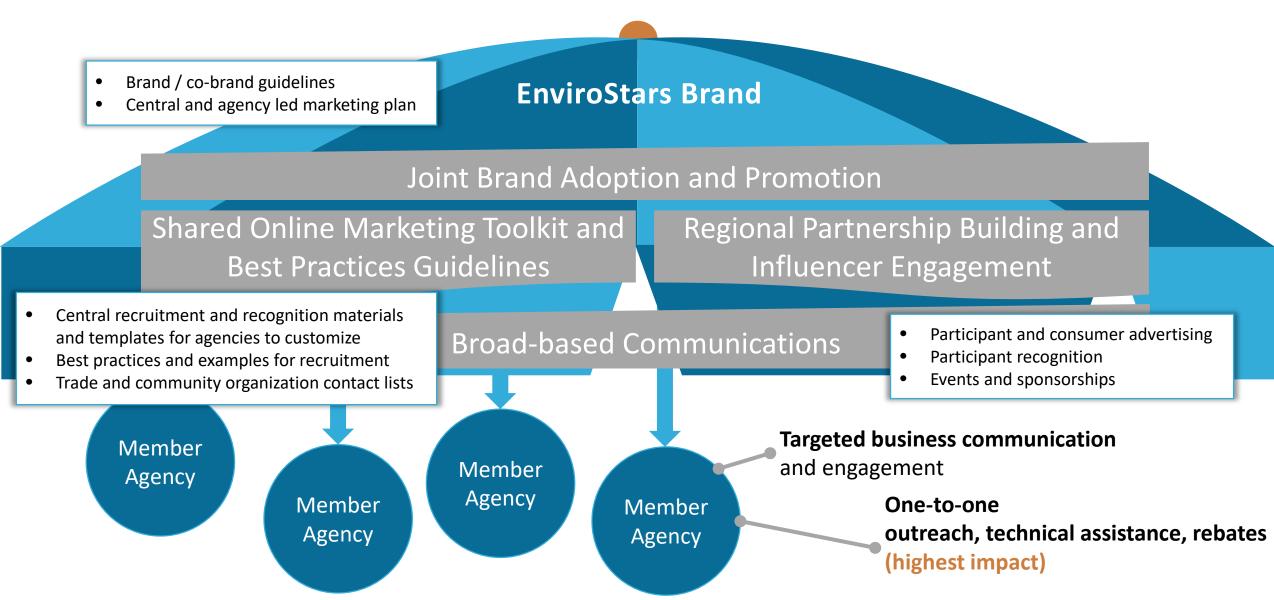
#### **Program Administration**



Executive Committee		Fiscal Agent
Steering Committee	Prog	ram Administrator
	Program Administrator	
	CONSULTING GROUP	Program Management and Administration
		Web Platform Oversight
	C))))) Hardwick Risearch	Marketing and Recognition
	Program Barriers and Incentives Research	
	Pul Circle Endocrimental	On-call Agency Support

### **Joint Marketing Approach**





#### **Central Brand Marketing at Regional Events**





### **Agency Led Promotion at Local Events**







Another great event- Seattle's Chinook Book Heart of Seattle awards banquet. The EnviroStars booth is front and center! Thanks team :-) @EnviroStars @SeattleSPU @ChinookBookSEA



## Shared Web Platform to Track and Report Outcomes



#### **Central Application Review**



