



Branding Refresh

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GBENN Summit 2018



BEFORE

About The Program

Sustainable Business Assistance - FREE

- One-on-one assistance for businesses
- Advisors evaluate environmental operations and recommend solutions to minimize discharges to air, land and water
- Conserve resources
- Save money!**
- Provide businesses with public recognition



Sustainable Business Areas

- Five main categories
 - Energy Efficiency and Conservation
 - Business Management
 - Water Conservation and Quality
 - Resource Management
 - Transportation
- Businesses must meet Core and Elective Criteria in each category to become Certified.
- Advisors are available to provide free & neutral guidance at any time
- Certified Green Business - *Must re-certify every year and demonstrate continual improvement.*

How To Get Started

1. Call us at 720.865.5457 OR sign up online at www.DenverGov.Org/CGD
2. Advisor Consultation At Your Business
 - Visual inspection of operations
 - Prepare report of recommendations
3. Review recommendations
4. Implement
5. Certification?



A dark, grayscale image of a city skyline, likely New York City, featuring several prominent skyscrapers. The word "AFTER" is centered in a bright yellow-green color.

AFTER



SUSTAINABILITY HELPS BUSINESSES THRIVE.

SCRAPS | CERTIFIED IN 2018

ADDING TO YOUR BOTTOM LINE BY SUBTRACTING WASTE.

Energy efficiency and waste mitigation have real cost savings. After implementing recommendations from our energy audit, Snooze now saves \$1,100 annually on energy bills.





ATTRACT MORE CUSTOMERS WHILE USING LESS.

63% of US consumers are increasing their purchases of green products and adopting more sustainable behavior.

HELP IMPROVE YOUR BUSINESS. FOR FREE.

We provide free expert advice to help businesses identify and prioritize key improvements that can be implemented for little to no cost.

We can also direct businesses to cost-saving rebates and other incentives.



GREAT DIVIDE BREWING | CERTIFIED IN 2018

What did we get?

- New standard presentation with blank slides for customization.
- Large bank of high quality photos from our businesses with permission to use in marketing.
- New brochure
- New icons
- New design for pop-up banner and tablecloth.

Pros & Cons of Contracting with Professional Marketing Agency

Pros

- Exceptional results
- Quick turnaround
- New partnership

Cons

- Relatively expensive
- Time to explain our program
- Ability to add-on/update may be restricted

Keys to Success

- Choose a local firm with significant experience working with non-profits and community messaging campaigns.
- Start with a wish list – whittle down based on budget.
- Request a “kit of parts” that can be reused – avoids annual costs.
- Make sure they really understand your organization.