

Marketing Your Green Business

If your business is already green, you know that it can save money, reduce waste, motivate employees, build customer loyalty, resulting in a competitive advantage. Recent polls indicate people consider the environment when purchasing products. One way to let your customers know you have a green business is through certification. Certification is an easy way for customers to identify products and services that are environmentally sustainable.

Green Business Certification- General	
Green Business Bureau	www.gbb.org
Global Reporting Initiative	www.globalreporting.org
Certification for Green Products, Services and Manufacturing	
ENERGY STAR rated products, equipment and homes	www.oee.nrcan.gc.ca
Green Seal	www.greenseal.org
Scientific certification systems	www.scs-certified.com
Ecologo /Environmental Choice	www.ecologo.com
MBDC –Cradle to Cradle	www.mbdc.com
Scientific Certification Systems (U.S.)	www.scs-certified.com
Certification for Green Buildings	
LEED Including LEED for existing retail businesses - Green Up program	www.cagbc.org
BOMA Best Energy and environmental performance for office buildings	www.bomabest.com
Indoor Air Green Guard Product and building certification	www.greenguard.org
Environmental Management Systems	
International Standards - ISO 26000	www.iso.org
Certification for Computers	
EPEAT	www.epeat.net
Golf Course Certification	
Audubon certification	http://golfsupers.com/en/communication/environment
Food Certification	
Simcoe County Farm Fresh	www.simcoecountyfarmfresh.ca
Marine Stewardship Council (seafood)	www.msc.org/
Centre for Systems Integration CSI	www.csi-ics.com
SAI Global Certification	www.saiglobal.com
Organic Food and Products	www.ccof.org

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Certified Wood and Paper Products

Forestry Stewardship Council FSC

www.fsccanada.org

Clean Marine Program

Clean Marine Green Leaf Eco-Rating Program

<http://www.boatingontario.ca/CleanMarine/Facts.aspx>

Once you have implemented green practices or received certification, communicate to your customers to let them know. If you haven't got a website and email customer database why not find out how to start one.

Website Development Process- steps

<http://canadabusiness.ca/eng/page/2641/>

How to create a website for your business

<http://www.smallbusinessbc.ca/starting-a-business/online-business>

Social media is a low carbon way to communicate and market your product and services.

- Let people know where your business is on Google maps
<https://accounts.google.com/ServiceLogin?service=lbc&continue=https://www.google.com/local/add%3Fservice%3DIbc>
- Use the free media opportunities available through Facebook and Twitter
- Use Facebook group application to communicate your business website
- Create groups to leverage networks online such as Linked in www.linkedin.com
- Create videos and podcasts to communicate your message
- Use blogs to discuss new information and engage people
- Use Twitter to get feedback and keep in touch with clients
- Use webinars to communicate your work, hold meetings and reduce travel
- Participate in relevant on-line forums to build your reputation
- Use online coupons such as Wag Jag www.wagjag.com

The Green Economy Centre of South Simcoe provides information and resources to green your business. For more information about the Centre, its programs and services, call us toll-free at 1-800-509-7554 or email us at ced@nottawasaga.com.

Go Green.

Save Money.

www.nottawasaga.com