

# GMEN GREEN BUSINESS SERIES

The NEW Business Advantage



Green Business Begins Here

What is Your Role?

# Developing Green Business: Your role

- Provide Resources
- Begin with standard business model
- Ongoing Awareness
- **Green Strategies:**
  - Very fragmented
  - Start with small steps
  - Be aware of **scams!**

# Green Daycare Business

- Newest Trend
- Learn criteria
- Resources through Georgia Cooperative Extension



# Recycling & Waste Management

- ❑ A billion dollar industry
- ❑ Decreasing number of landfills across the U.S.
- ❑ Opportunities in construction waste, electronic recycling, “upcycling”
- ❑ EPA resources



# Green Food & Catering Business

- ❑ U.S. Catering Industry \$7 Billion
- ❑ Green Seal GS-46 standards
- ❑ Know local licensing requirements
- ❑ Industry partners = added value
- ❑ Metrics & Marketing



## Green Energy Retrofits Business

- ❑ U.S. buildings = 60% of U.S. energy
- ❑ Opportunities beyond weatherization
- ❑ Training & Certification required
- ❑ Energy Audit Equipment: Think about funding sources



## Green Cleaning Business

- ❑ \$83 Billion commercial cleaning market
- ❑ Simplest green business start-up
- ❑ LEED cleaning/janitorial standards
- ❑ Goes beyond green cleaning products
- ❑ Start small



# MARKETING YOUR GREEN BUSINESS PROGRAMS

What's your strategy? Who's your market?

## Marketing Your Green Business Programs

- What are your marketing objectives?
  - Specific and measurable
  - Positioning Strategy
- What's Your Marketing Strategy?
  - Audience:  
New/Existing
  - Messaging:
    - "Value Added"
    - Competitive advantage
    - Jumpstart

# Marketing Your Green Business Programs

## Tools & Tactics

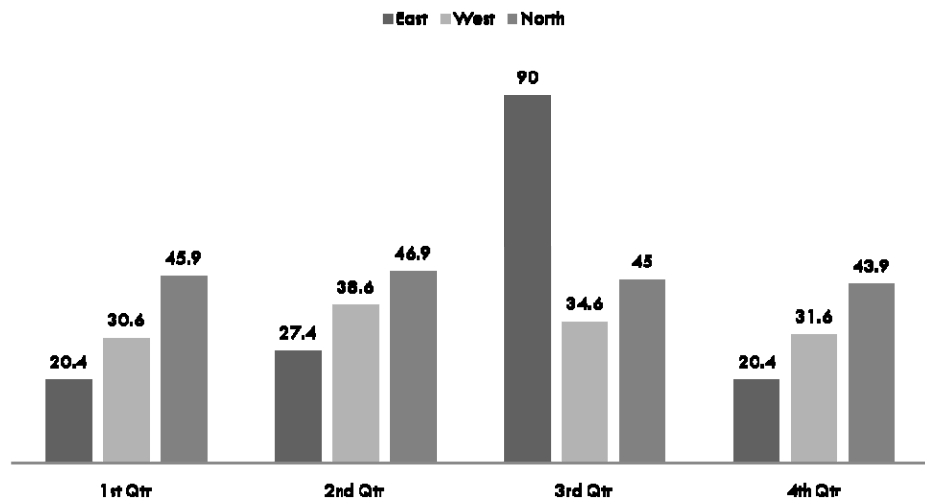
1. Price
2. Quotes & Endorsements
3. Strategic Partnerships
4. Social Marketing

## Public Relations

1. Press Release
2. Leverage Website – make it interactive
3. Eblast, Earth Day Promotion
4. Online survey

# Widescreen Graphics

Even a single graphic, such as a chart, can be presented more dramatically in widescreen.





## Widescreen Pictures

Pictures can also be presented more dramatically in widescreen.

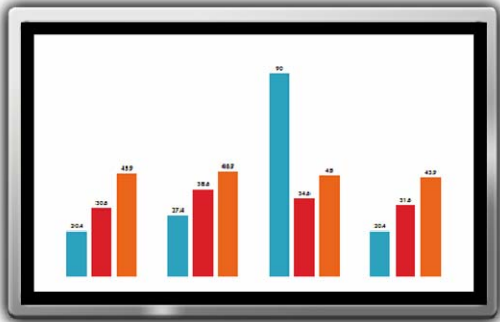
# Creating 16:9 Presentations

To setup a widescreen presentation, do one of the following:

- Start with this template. Simply delete the example slides and add your own content.
- Or, go to the **Design** tab and open the **Page Setup** Dialog. Click the **Slide Size** dropdown and pick **On-screen Show (16:9)** (Note: we also support 16:10, which is a common widescreen laptop resolution. )

**Important:** Always start with your slide size set to the aspect ratio you intend to use. If you change the slide size after you've created some slides, your pictures and other graphics will be resized. This could potentially distort their appearance.

# Slide Show Tips



- To present in true widescreen, you'll need a computer and, optionally, a projector or flat panel that can output widescreen resolutions.
- Common computer widescreen resolutions are 1280 x 800 and 1440 x 900. (These are 16:10 aspect ratio, but will work well with 16:9 projectors and screens.)
- Standard high definition televisions resolutions are 1280 x 720 and 1920 x 1080.
- Use the Test Pattern on the next slide to verify your slide show settings.

## Widescreen Test Pattern (16:9)

### Aspect Ratio Test

(Should appear circular)

4x3

16x9