



Partners  
for a Clean  
Environment

# MARKETING TOOLKIT

This Marketing Toolkit contains resources and templates to assist in your marketing and communications efforts to showcase your sustainability efforts.

You can use these tools to:

- Increase visibility of your sustainability accomplishments via your website, newsletter and social media
- Share successes with your customers and employees
- Highlight your PACE or Green Business certification

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We hope you'll take this opportunity to engage your customers, employees, and general public and showcase the important difference you are making in our community!

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## DIGITAL MARKETING

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In addition to the digital window decal and social media/website/newsletter language listed above, your business can go above and beyond by taking advantage of additional online positions. This includes search engine optimization (SEO) best practices, email marketing campaigns, paid advertising, and analytics.

[Helpful tips and language can be found in this PowerPoint.](#)

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## SOCIAL MEDIA, NEWSLETTER, AND WEBSITE LANGUAGE

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The following language provides a starting point for sharing your sustainability practices on your website and in your newsletter. Please feel free to elaborate on your projects!

**Short** – **Business Name** is certified in **energy efficiency** through Partners for a Clean Environment. We use less energy than 75% of our peers!

**Medium** - **Business Name** received certification in **energy efficiency, waste diversion, and/or water efficiency** through Partners for a Clean Environment (PACE). As a PACE Partner, we're joining hundreds of businesses in Boulder County who are committed to supporting a strong economy and implementing environmentally sustainable practices.

**Long** – **Business Name** received certification in **energy efficiency, waste diversion, and/or water efficiency** through Partners for a Clean Environment (PACE). In partnering with PACE, we're joining a community of businesses that:

- Are dedicated to the community in which we live
- Care about our customers
- Pursue more sustainable practices to support the health, environment, and economy of our local community.

Our PACE certification in **energy efficiency, waste diversion, and/or water efficiency** demonstrates **Business Name's** high level of environmental performance. PACE's certification performance criteria are based upon and consistent with Leadership in Energy and Environmental Design (LEED) criteria as well as EnergyStar Building certification. To achieve certification, **Business Name** demonstrated:

(pick the one relevant to the business)

- **Energy** – EnergyStar Portfolio Manager score of 75 or better. We achieved a score of \_\_\_\_\_!
- **Waste** – Diversion of at least 70 percent of waste stream away from the landfill. Our diversion rate is \_\_\_\_\_%!
- **Water** – Water savings of 10 percent better than usage predicted by current code. Our savings is \_\_\_\_\_%!

# SAMPLE SOCIAL MEDIA POST

 **The Happy Beast** April 22 · 🌍

Happy Earth Day everyone! We're thrilled to announce our gold certification as part of the Lafayette Green Business Program and we wanted to take a minute to share our excitement with all our friends and customers. Check out our latest blog post for more info and thanks for helping us create a more sustainable business and community! Thanks also to City of Lafayette Colorado Government and Boulder County Government PACE team for helping make it all happen!



**Happy Earth Day: Celebrating the Lafayette Green Business Program**

In honor of Earth Day, we're thrilled to announce The Happy Beast has received gold in the 2017 Lafayette Green Business program! This is our third year in the...  
[THEHAPPYBEAST.COM](http://THEHAPPYBEAST.COM)

👍 Like      💬 Comment      ➦ Share

👍❤️ 16      Most Relevant ▾

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## SAMPLE NEWSLETTER

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In 2017 Confluence Small Business Collective promoted their Lafayette Green Business award with the following newsletter:



The Lafayette Green Business program honored 30 local businesses at an annual recognition event last week and Confluence is proud to achieve the highest award for its efforts in waste diversion, water conservation, and energy efficiency. What are we doing to be green?

- Paper, cardboard, and plastic recycling
- Composting restroom paper waste
- Insulating drafty doors and windows
- Limiting water use
- Replacing office lighting with energy efficient LED bulbs and fixtures
- And more...

With the support of our members, Xcel Energy rebates, Boulder County incentives, and a grant from the City of Lafayette, we're doing our part to set an example and make a difference. Please consider supporting all of the Lafayette Green Businesses.

[Click here for a full list](#)

We appreciate all of organizations who collaborate to bring this program to Lafayette: The City of Lafayette, the Lafayette Energy Sustainable Advisory Committee (LESAC), the Lafayette Waste Reduction Advisory Committee (WRAC), Xcel Energy, and Boulder County's Partners for a Clean Environment (PACE) have partnered to offer the recognition opportunity.

-Tom and Kristin Hardie, Co-Founders @ Confluence

[visit confluencesbc.com](http://visit.confluencesbc.com)

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## SAMPLE LETTER TO THE EDITOR

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### Letter to the Editor Template (max 300 words)

Dear editor,

If there's one thing we should all agree on, it's saving our precious resources. As a business owner in [city], I feel a responsibility to do what I can to reduce the impact my business has on the environment. I recently decided to make some changes to [save, reduce, reuse] [water, energy, waste] because [reason why you decided to make sustainability changes].

It was easier than I thought. We [describe changes you made e.g. replaced lighting, replace HVAC etc.] Because of the rebates and discounts available, we only had so pay for [%] of the project. In the long run, the changes we made will save my business [\$/energy per month/year etc.].

We had the free help from the Partners for a Clean Environment (PACE) program. Their staff toured my space and suggested ideas to reduce our environmental footprint. When I decided what I wanted to do, they helped me find contractors, helped with the paperwork for the rebates, and saw the project through to the end.

I know it might seem like you have to do something huge to make a difference. But, even a simple step like changing your lighting can reduce the amount of energy you're using (and your energy bill). If we all take a couple small steps, we can help save money for our business and make the planet a little bit better for our children and grandchildren.

*Your name and title*

*Business or organization name*

*Business address and phone number*

### Submitting Your Letter

1. Copy and paste the letter into your email (do not attach a document)
2. Include "Letter to the Editor" and the topic (e.g. saving energy/water, sustainability, reducing waste etc.) in subject field
3. Email to local news outlet(s)
  - Boulder, Longmont: *Daily Camera, Times Call*: [openforum@prairiemountainmedia.com](mailto:openforum@prairiemountainmedia.com)
  - Boulder County: *Boulder Weekly*: [letters@boulderweekly.com](mailto:letters@boulderweekly.com)
  - Broomfield: *Broomfield Enterprise*: [BEeditor@broomfieldenterprise.com](mailto:BEeditor@broomfieldenterprise.com)
  - Erie, Louisville, Lafayette: *Colorado Hometown Weekly*: [CHWeditor@coloradohometownweekly.com](mailto:CHWeditor@coloradohometownweekly.com)
  - Longmont: *Longmont Observer*: [opinion@longmontobserver.org](mailto:opinion@longmontobserver.org)
  - Gunbarrel, Niwot: *Left Hand Valley Courier*: [Editorial@LHVC.com](mailto:Editorial@LHVC.com)
  - Nederland: *Mountain Ear*: [publisher1977@gmail.com](mailto:publisher1977@gmail.com)

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## SAMPLE PRESS RELEASE

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### FOR IMMEDIATE RELEASE

April 12, 2018

Contact: Heather Jones, Communications Specialist, 303-333-3333

## ABC Company Cuts Their Waste Significantly

### *Making Strides with Smart Purchasing, Recycling and Composting*

Louisville, Colorado – ABC Company has cut their waste in half, achieving an 80 percent waste diversion from the landfill. ABC Company received Gold in the Louisville Green Business Recognition Program on March 29<sup>th</sup>.

“ABC Company is committed to a high level of environmental performance,” said Chris Smith, Business Operations Manager with ABC Company. “This makes business sense to cut our costs on supplies and materials and manage our waste stream responsibly. It’s the right thing to do for our community.”

In its quest to deliver high quality alphabet soup, ABC Company is growing fast and so is its waste stream. ABC Company worked with Partners for a Clean Environment Business Sustainability Advisor Matt Hannon to identify opportunities, create custom signage, access incentives toward new bins, and set up a strategy for recycling and composting at ABC Company.

#### About ABC Company:

ABC Company has delivered high quality and nutritious soup to consumers since 1997. ABC has rigorous quality control standards and a progressive workplace policy. All ABC products have been approved by the U.S. FDA. In addition to Louisville Green Business Recognition, ABC Company has been recognized by the Healthy Food Group of America as the most innovative food product provider. More information is available at \_\_\_\_\_.

#### About the Louisville Green Business Recognition Program:

The City of Louisville’s Sustainability Advisory Board (LSAB) has launched its second annual Green Business Recognition Program to distinguish businesses taking steps toward sustainability. In 2017, 38 Louisville businesses took advantage of the free resources and support available to help lower operating expenses while saving energy and water, reducing waste and encouraging more sustainable transportation. These businesses also received valuable publicity for their efforts with additional local newspaper ads featuring participating businesses.

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## WINDOW DECAL AND DIGITAL IMAGE

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The window decal is designed to be prominently displayed in your storefront window or prominent building entryway. Your advisor will mail or deliver the decal to you. The included electronic version can be shared on your website, through social media, and as part of your advertisements.



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# PACE CERTIFICATE

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The PACE Certificate demonstrates your high level of environmental performance and represents your achievement formally. The attached PACE Certificate is designed to be shared on your website, social media, and displayed at your location.



# PACE POSTER

The PACE poster quantifies the positive impact of your implementation of sustainable practices. The poster provides a visual representation of your energy efficiency, waste diversion, and/or water efficiency for your customers and employees. The attached poster is designed to be shared on your website, social media, and displayed at your location.

**PROUD TO BE A PACE CERTIFIED BUSINESS**

## We're doing our part!



company logo

**REDUCE WASTE. SAVE WATER. PREVENT POLLUTION. SAVE ENERGY.**

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## MEDIA CONTACTS (AS OF APRIL 2018)

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Here are some contacts at local newspapers for your press release and article pitch.

It is recommended to submit news ideas to BizWest and one of the three newspapers: Daily Camera (Boulder), Times-Call (Longmont) or Colorado Hometown Weekly (east county).

### Daily Camera:

- Charlie Brennan, science/environment, [brennanc@dailycamera.com](mailto:brennanc@dailycamera.com) 303-473-1327
- Shay Castle, business, [castles@dailycamera.com](mailto:castles@dailycamera.com) 303-442-1202
- Erica Meltzer, City of Boulder, [meltzere@dailycamera.com](mailto:meltzere@dailycamera.com) 303-473-1355

### Times-Call

- Carah Wertheimer, community, [times-call@outlook.com](mailto:times-call@outlook.com) 303-684-5274
- John Fryar, local government, [jfryar@times-call.com](mailto:jfryar@times-call.com) 303-684-5211

### Colorado Hometown Weekly

- Anthony Hahn, [hahna@coloradohometownweekly.com](mailto:hahna@coloradohometownweekly.com), 303-473-1113

### BizWest (previously Boulder County Business Report)

- Doug Storum, [dstorum@bizwestmedia.com](mailto:dstorum@bizwestmedia.com) 303-630-1959