

M3

Metrics – Marketing – Messaging for Green Businesses

Strategies and Opportunities in Today's Business World

It's simple—sustainable business practices are no longer a “nice to have,” they are emerging as a primary requirement for any business to have substantial access to the global marketplace:

- ◆ **Four in ten Americans** say that they are willing to pay extra for a product that is perceived to be better for the environment. (GfK Roper Consulting)
- ◆ **Sixty-four percent of consumers worldwide** say that they are willing to pay a higher price-premium of 11% on average for products and services that produce lower greenhouse gas emissions. (Study by Accenture)
- ◆ **Fifty-three percent of global consumers** - representing just over a billion people prefer to purchase products and services from a company with a strong environmental reputation, and eight out of ten workers prefer to work for an environmentally ethical organization. (Tandberg's global survey - a videoconference company)

This is especially true for the Wine and Food Industry! Its agricultural foundation is critically influenced by the increasing scarcity of water, weather fluctuations from a chaotic climate, and vulnerabilities from rising energy costs. If these challenges are met with the appropriate solutions, they can become the future road map for the wine and food industries. In addition, the industries will become global leaders in the Green business marketplace, and provide a sustainable business economy for the next generation of family farmers.

Measuring Metrics

Using specific environmental criteria as our benchmark, M3 charts a course of identifying the *no cost*, *low cost*, and *investment grade* measures to save water, energy, and reduce waste. It might be as easy as using double-sided printing or installing motion sensors to turn off lights in the barrel room. With the adoption of proven strategies for optimizing performance, savings can be used to invest in bigger projects, such as automated barrel washers or a solar thermal system.

Marketing and Messaging

As this journey on the path to a sustainable business begins, M3 is there to *identify*, *collect*, and *archive* the powerful stories of discovery and transformation that inevitably occur. These stories are critical for validating your environmental credentials, both internally and externally, and can be marketed in new, exciting ways to differentiate your company, enhance brand loyalty, and increase your bottom line.

Why M3

John Garn is one of the leading experts on environmental solutions in this new economy. He has over 20 years of experience identifying and implementing sustainable solutions, most notably in the California wine community. **Marie Gewirtz** has spent her entire professional career as one of the preeminent marketing specialists in the wine industry. She has a dynamically different approach of dealing with sustainable promotion. The merging of their professional talents allows them to access the resources to fully integrate “green quality” throughout your entire organization. By evaluating the sustainability of your business performance, surveying your employees and staff, M3 is able to obtain a baseline of your company's sustainability. *Knowing where you are is the first step in determining where you need to go.*

M3 Action Items

M3 uses a method of measured success in charting a course to a sustainable business future for our clients. To see if you're ready to get started, begin by answering these questions:

- ✓ If you believe that green business practices are critical to producing your end product, are you initiating and thus benefiting from a strategic dialogue in the marketplace?
- ✓ What are your key performance metrics? Are they effectively utilized and leveraged throughout the company in maintaining an environmentally responsible business and in creating goodwill?
- ✓ Are you reaping the full benefits of being a good corporate citizen by measuring then messaging these metrics in differentiating your company?
- ✓ How can you know if green metrics are important to your customers?
 - Does your company:
 - Educate your audience through social media platforms?
 - Use Website/Facebook/Twitter to dialogue with consumers about business and sustainable practices?
 - Evaluate and prioritize what is and what isn't important to your consumers?
 - Have you gained the interest of press in the success of your green business practices?
 - Use print, TV, radio, social media platforms.
 - Host thematic tours and special events.

If you answered "no" to most of these questions, you are leaving serious goodwill and money on the table. What you need is to get started with M3's Tools for Measured Success:

- ✓ Company "current state" assessment — Review what is measured, what data is collected, and how this data is/isn't being used.
- ✓ Employee survey – Tap into the knowledge network of your company to better understand employee's perspectives of the company's performance and policies about sustainability. (Survey can be targeted to management, marketing departments, etc.)
 - Implement employee training with talking points.
 - Clarify and widely distribute mission statement and environmental policy.
 - Create clear, concise, authentic internal and external messaging.
 - Leverage the importance of environmental responsibility and social equity as it pertains to farming and your distinctive business of wine and/or food.
 - Identify company commitments to environmental farming and business practices.
 - What sets you apart with the three E's of Sustainability (environment, economics, social equity)?
 - Script vineyard and winery tours integrating sustainable practices.
 - Initiate media, trade and consumer message training.
- ✓ Electronic Educational Messaging Materials for employees, clients, sales reps, distributors, media, trade, and consumers:
- ✓ Interpret relevance of what's already in place. What's next?
 - Evaluate & implement effective practices for:
 - Energy and water conservation / efficiency
 - Greenhouse gas emissions
 - Renewable energy
 - Zero waste
 - Green building practices
 - Environmentally preferred packaging and purchasing
 - Employee carpooling
 - Organic employee gardens, employee & consumer education, etc
- ✓ Green Communications - QR Codes (Quick Response) using specific matrix barcodes for: Talking Points, Press Kit, Video, POS, Designs, etc.
- ✓ Facebook & Twitter – How big are your audiences? How to increase them by tracking "green" hits on webpage.
- ✓ Develop unique fan landing page experiences — an effective way to update followers.
- ✓ Blog for two-way dialogue (How important is sustainability to your consumers? Find out).
 - Educate with blog (consumers learn, we listen).
 - Elevate the conversation.
- ✓ Social/Cause Marketing
 - Take time to investigate how donation dollars can make the greatest impact.
 - Choose a cause where you can consistently donate more than dollars.
 - Involve employees with community service, conservation committees.