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GREG'S BLOG

MONDAY, FEBRUARY 9, 2009

Green Marketing

Green marketing has become more popular everyday. Companies of all sizes and non-profit organizations realize how important it is to take their part in social responsibility and contribute to a greener environment. On Thursday Jaime Nack, president of Three Squares Inc., spoke to a small group at CLU about her company's case study at the Democratic National Convention (DNC).

The process to plan the DNC took nearly 9 months and Nack was there the entire time to make it the greenest national convention ever. The actual convention was 4 days which took place in 4 venues in Denver, Colorado.

Everything from lighting to the food utensils used for the convention was the most environmentally friendly. The convention used both a 3-stream-system and a 2-stream-system. This system helped to divide the trash into recyclable and landfill waste and for the 3-stream-system compost was used for biodegradable products. A 2 or 3 bin station was used throughout the convention grounds to help eliminate the excessive waste sent to landfills. Throughout the time of the convention diverted 70% (62 tons) of waste away from the landfill and with the 2-stream-system 50% (20 tons) diverted to recyclable waste. This is just a small portion of what Nack was able to do for this large event. The fact that she did this on a \$0 budget proves that any company could do the same. Not only is this good for the environment, but I am sure customers would be happy to hear they are purchasing from a company that cares for the environment. This gives a great advantage to free marketing.

POSTED BY GREG HARTER AT [4:12 PM](#)

1 COMMENTS:

Kenneth M. Kambara said...

Thanks for going to this. Great insights regarding the pragmatics of doing a green event.

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