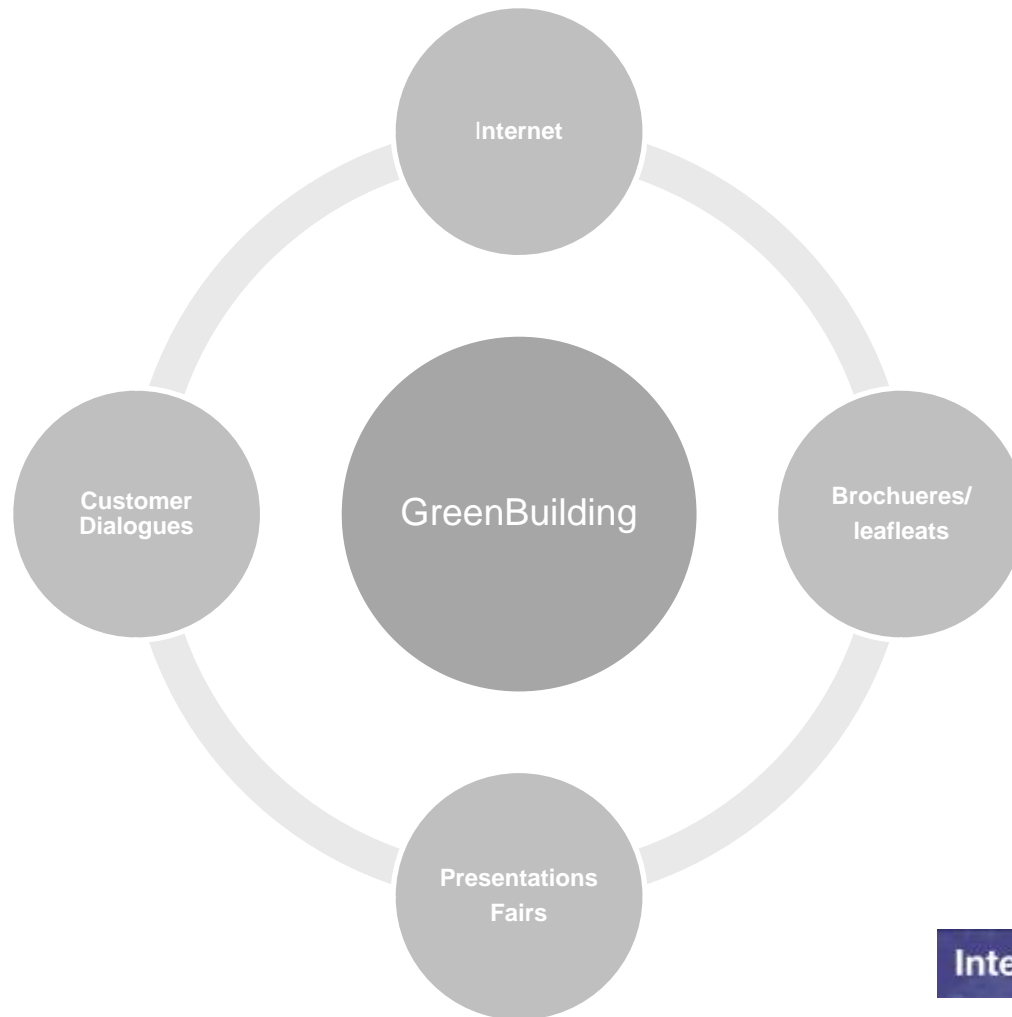




# Marketing Guideline for GreenBuilding Endorser.

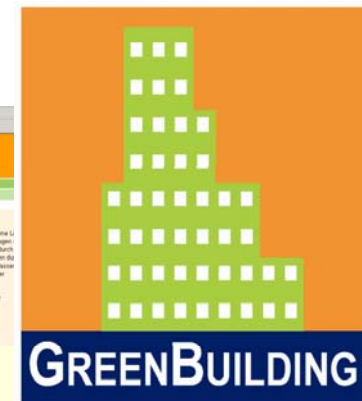
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# First Steps for successfully marketing GreenBuilding – Fields of Action



# Internet: GreenBuilding on your website.

- Put the GreenBuilding Logo on your company website and link it to [www.eu-greenbuilding.org](http://www.eu-greenbuilding.org) and the national GreenBuilding website
- Design an extra webpage and post the information that your company is a **GreenBuilding Endorser**
- Give information about the companies you have assisted to become GreenBuilding Partner and about your part:
  - Energy concept
  - Architectural measurements
  - Building equipment
  - Contracting etc.



# Your GreenBuilding Brochure/leaflet.

- Design your own leaflet or brochure that communicates the essentials of
  - the GreenBuilding Programme
  - Your services
  - “Your” GreenBuilding projects
- Put the GreenBuilding logo on the material
- Send the brochure/material to your clients, building associations etc. or hand it to your clients in a customer dialogue
- Have the material on your website for free download
- Use the logo on your letterhead



# GreenBuilding Presentations/fairs.

- Use the opportunity to give presentations addressing e.g. local companies, the municipality etc. and give them information:
  - on the advantages of the GreenBuilding Programme
  - Your services and
  - Your GreenBuilding Projects
- If your company is present at a fair, do not miss the opportunity to communicate the GreenBuilding Programme



# GreenBuilding – Customer Dialogue.

1. Tell your client about the GreenBuilding Programme
2. Use the ppt “Endorser Assistance” and convince you your client of the GreenBuilding advantages
3. Explain your client
  1. that it is very simple to become GreenBuilding Partner,
  2. that no extra fees are attached and
  3. that it will give him financial advantages, value enhancement and increased comfort in addition to reduced CO<sub>2</sub> emissions
4. Inform him about your services for him to become GreenBuilding Partner

