

Promoting Your *Green* Initiatives!

3 E's Vital to Prosperity



Energy Independence



Economic Growth



Environmental Stewardship

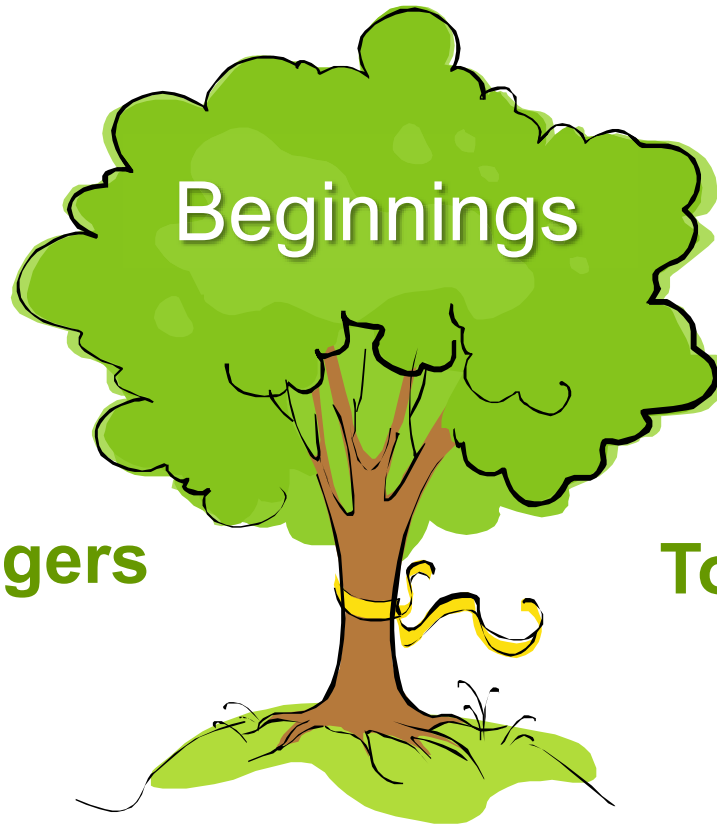
Why Green?



Fad?

Here to Stay?

Why Green?



Tree-Huggers

Tofu-Eaters

But not anymore!

Now it's about social responsibility and ethical business practices.

Eco-Friendly Terms

Eco-Friendly Terms



Recycled: We only make recycling claims when materials destined for disposal are reclaimed and converted into new products



Bio-plastic: We tell you what percent of a product is made from a renewable resource (substances that decompose by natural processes) so you won't be misled



Organic: We tell you which portion of our product is organic so you don't have to guess



Natural: We let you know when a product is made from natural materials and what the ingredients are

Green Washing



Recycling

Recycling Statistics

From 1990 to 2005, solid waste going to U.S. landfills decreased by 9 million tons.

1990 vs 2005

9M
Tons

US Landfills



Good News



“By 2005 U.S. curbside recycling saved an equivalent of the energy used annually by nine million households.”

The Green Paper Trail





Energy Star



27 million cars

www.energystar.gov



**Saving \$16 Billion
on utility bills**

Americans, with the help of ENERGY STAR, saved enough energy in 2007 alone to avoid greenhouse gas emissions equivalent to those from 27 million cars — all while saving \$16 billion on their utility bills.



Fair Trade



Fair trade certification promotes more sustainable agriculture.



Certified Organic



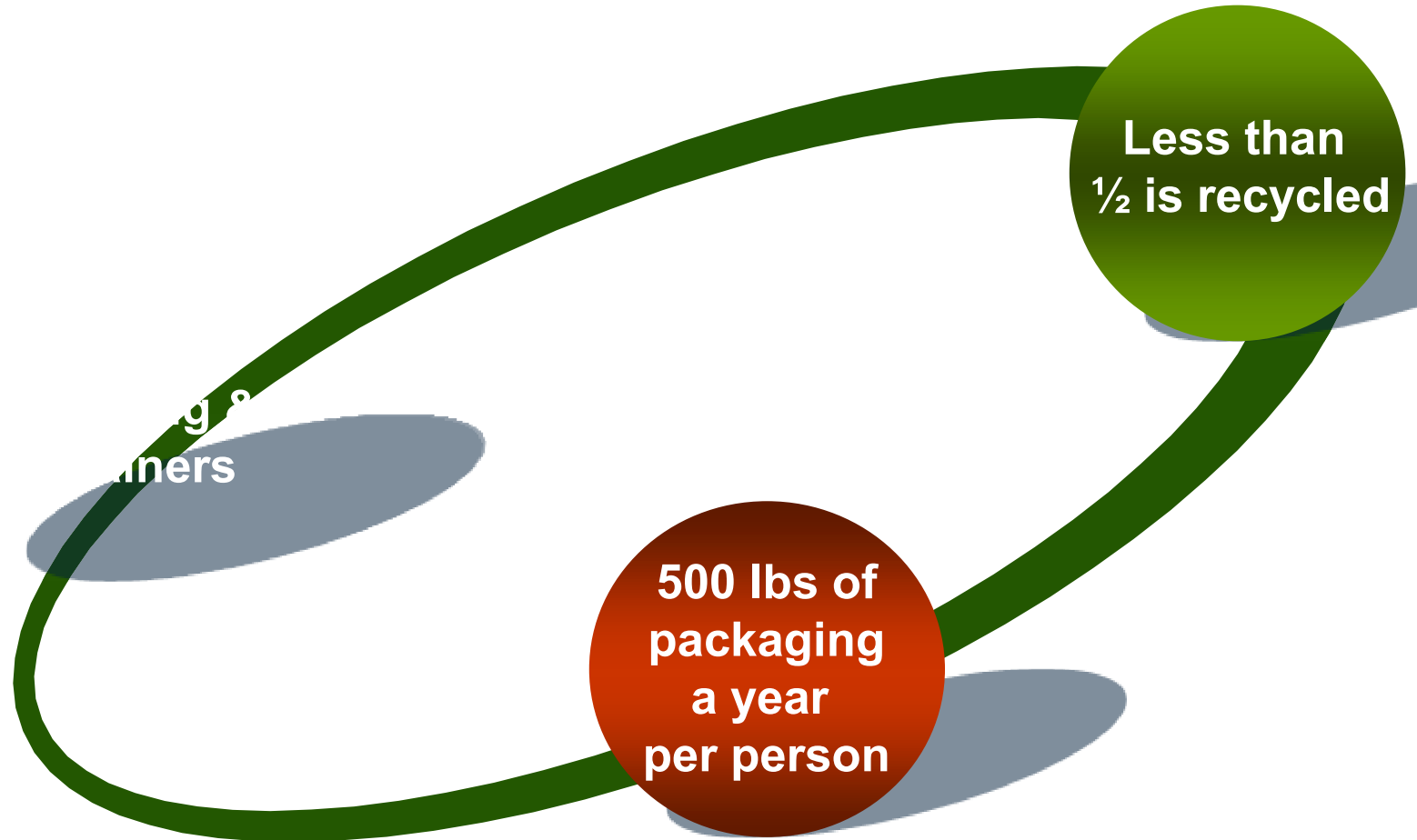
Produce, meats and other products

–**Grown or raised WITHOUT...**

- Synthetic chemicals
- Genetically engineered products
- Antibiotics
- Sewage sludge
- Growth hormones
- In 2005 according to ABC News, Americans spent \$14 billion on organic foods
- Organic Consumer Association

**Grown with natural fertilizer, without pesticides,
raised outside**

Packaging

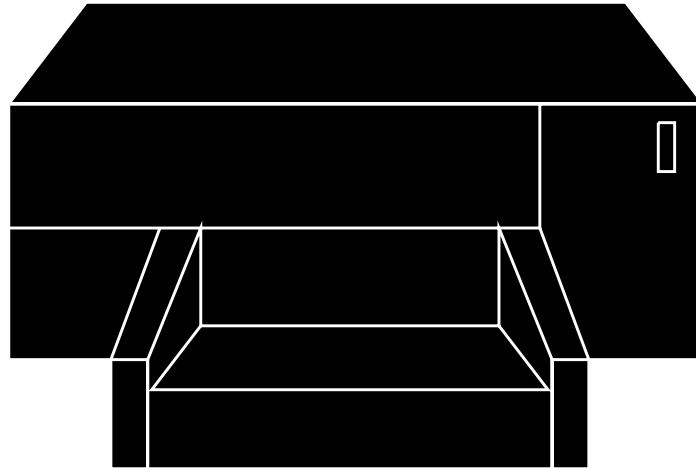


Seek biodegradable options: Bio-plastic, Reusable, Recyclable

Printing Industry



- Use eco-conscious printer



- Eco-friendly inks and paper
- Printers' National Environmental Assistance Center
www.pneac.org

Organic Fabrics

Counselor, July 2007

“According to the Organic Trade Association, apparel is part of the second fastest growing category behind food.”

2005 – consumers spent **\$744 million** on organic apparel

Conventional vs. Organic

Organic:

- Seeds are not genetically modified
- Seeds are not chemically treated
- Insects are controlled with natural predators
- Weeds are removed by hoeing and pulling

Conventional:

- 70% of seeds are genetically modified
- Seeds are treated with fungicides or pesticides
- Pesticides are used to kill insects
- Herbicides are used to kill weeds



Types of Organic Fabrics



- Hemp



- Ingeo



- Soy



- Bamboo



- Modal/Lempur

Organic Cotton Apparel

Corporate Identity Programs



Eco Alternatives
for Casual Friday



Eco-Friendly Research



■ Organic	3223 products
■ Recycled	10,000+ products
■ Corn Plastic	156 products
■ Biodegradable	1212 products
■ Soy	665 products
■ Hemp	112 products
■ Bamboo	1303 products
■ Ingeo	51 products

Eco-Holidays

Eco-Holidays

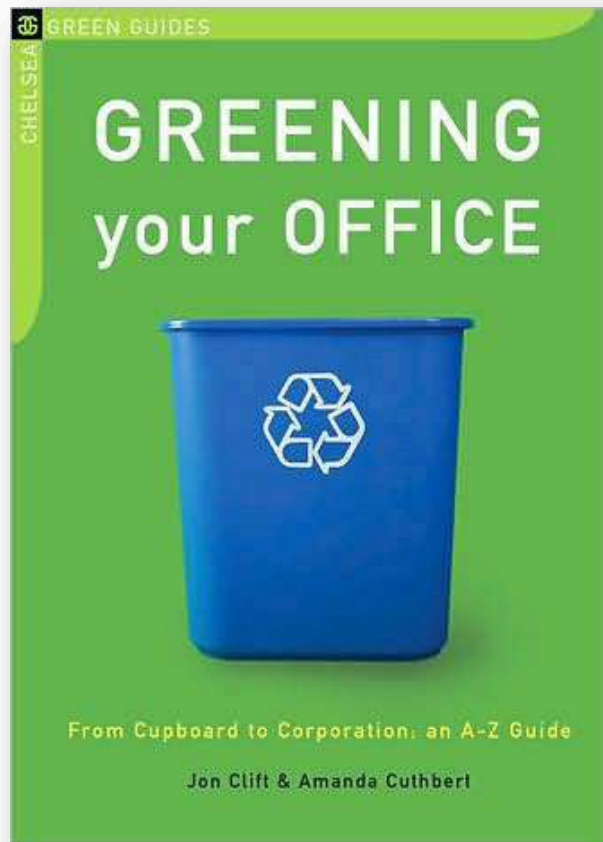


- National Environmental Education Week
– April 13 – 19, 2008
- Earth Day – April 22nd
- National Arbor Day – April 25th
- World Environment Day- June 5th
- America Recycles Day – November 15th



Are we READY for the Green industry?

Green Office Initiatives



Little Green Guide
Greening Your Office

Available with a cover
or custom page insert!

True Green at Work



Factoids

Factoids



“22 million tons of
electronic waste
(or e-waste)
produced globally
each year.”

Jemilah Magnusson





Factoids

Buy long term!

“Even if buying a cheaper model is tempting, you'll probably save in the long run by buying the best, most energy efficient model you can afford.”

Responsible Electronics Recycling

Factoids

A silver laptop is the central focus, with its screen displaying a blue abstract pattern. Four blue CDs are scattered around the base of the laptop. The text '95% reduction' is overlaid in large, bold, red letters across the middle of the image, underlined with a thick red line.

95% reduction

Put your computer in sleep mode when not in use to reduce electrical consumption.

Factoids

“Cities are competing to be the greenest and offering incentives to businesses that want to be greener.”



“A greener office is a cleaner, safer office designed with people in mind.”

True Green @ Work

Factoids

Natural Air Filters



Eco-Friendly Garden Kits

- Recyclable Grow Cup
- Top Shelf Dishwasher Safe, Re-useable Grow Cup
- Seeds 100% guaranteed
- Foot Stand Made From Eco-Friendly Corn Plastic
- Visually Stunning Alternative Graphics



Cups Disposed

=

1.9 Million
Tons Annually



Use a REAL mug!



Eco-Friendly Alternatives

Replace Disposal Cups in the Office
with Re-useable Alternatives



- Chalkboard Write-on Surface
- Fun and Practical

Let's Talk...



Products Made of Corn Resin



- Letter Openers
- Mugs
- Ice Scrappers
- and more...



Eco-Friendly Writing Instruments



770 tons
annually



5.1 billion
pens annually

Office Programs

Reduce Paper Waste



Fact: “Paper is up to 70% of a typical office’s waste”

Human Resource Departments



- flex time saves fuel from congested traffic
- compensate those who walk, carpool or use public transportation

Case Histories

Big Businesses that ARE Green!



- \$15 billion annually in sales
- Worldwide
- Now have 3500 products with recycled content
- Success in selling remanufactured in and toner cartridges
- Striving to use 1/3 of their paper to have post-consumer recycled content
- Lighting, energy system upgrades

Google



- Clean electricity
- Climate and energy challenges
- Largest solar panel installation to date on a corporate campus in the US
- Runs the largest corporate shuttle commuter program in the US
- Offers cash incentives to employees to purchase hybrid vehicles
- Google.org anyone?

google.org

Timberland

Timberland Make it better.™

ABOUT TIMBERLAND >
CUSTOMER SERVICE >
UK ONLINE STORE >

MY ACCOUNT >
STORE LOCATOR >

SEARCH >

MEN WOMEN KIDS CUSTOM BOOTS TIMBERLAND PRO® SALE

SHOPPING BAG  0 Items



KEEP IT CASUAL

Rugged casual shoes for your daily journeys.

SHOP THE JARDIMS COLLECTION >

FREE SHIPPING ON PURCHASES OF \$150 OR MORE [SEE DETAILS >](#)

**BE THE FIRST
TO KNOW.**

SIGN UP FOR E-MAILS TO
GET NEWS ON PRODUCTS,
OFFERS & EVENTS.



MEN'S SPRING OUTERWEAR >



MEN'S CLASSIC POLOS >

EARTH DAY*

an Earth-conscious initiative

Join us
for **EARTH DAY** service
EVENTS WEEK OF APRIL 21ST

[VISIT A STORE TO GET INVOLVED >](#)

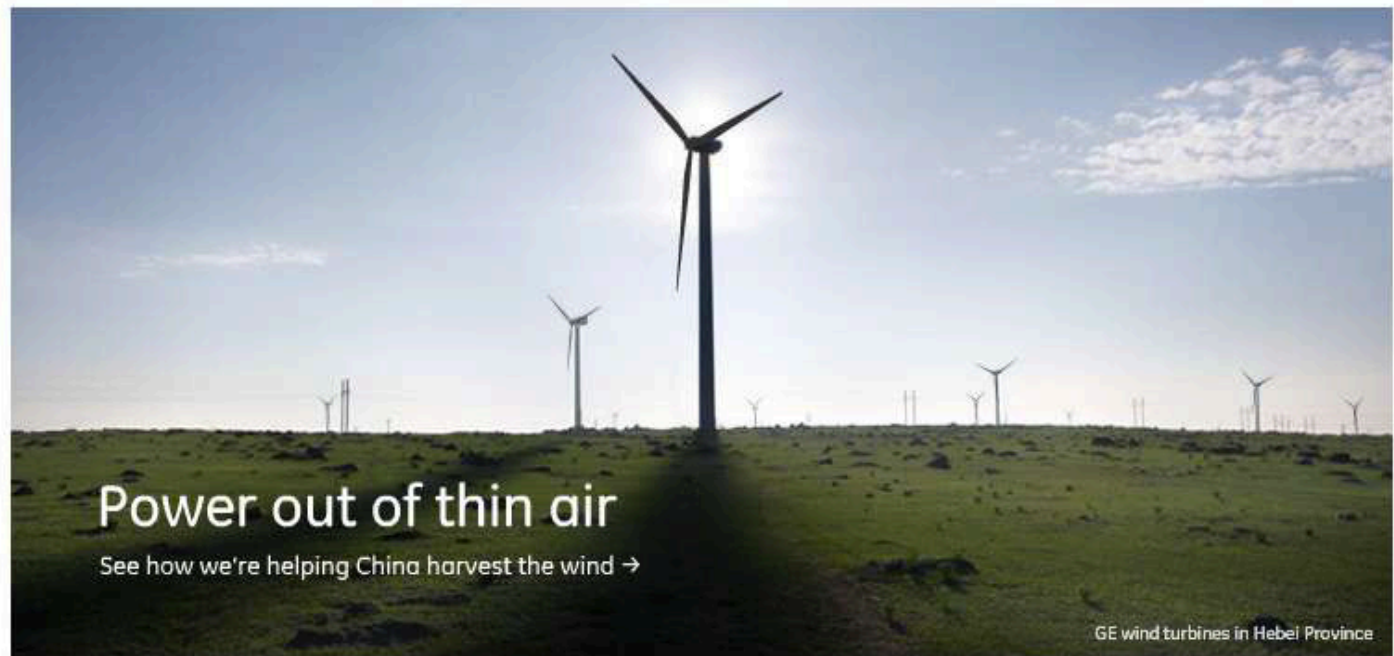
General Electric



imagination at work

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Power out of thin air

See how we're helping China harvest the wind →

GE wind turbines in Hebei Province

Annual Shareowners Meeting

Ecomagination

Olympic Games

NYSE: Apr 28, 2008 at 12:52 ET ▼ 33.179 -0.151

GE IS IMAGINATION AT WORK From jet engines to power generation, financial services to water processing, and medical imaging to media content, GE people worldwide are dedicated to turning imaginative ideas into leading products and services that help solve some of the world's toughest problems.

What Now?



- Going green creates business opportunities
- “Occupant well being is just as important to rating a green building as calculating its carbon emissions.”
- Encourage companies to report their “green” ways publicly (develop benchmarks)



Promote Wind Energy



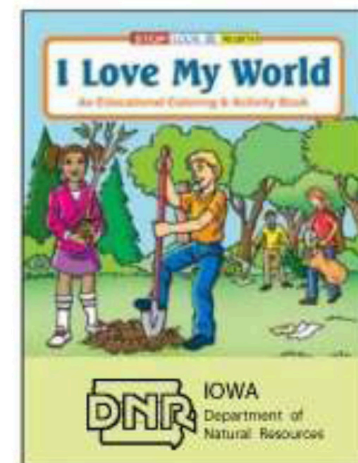
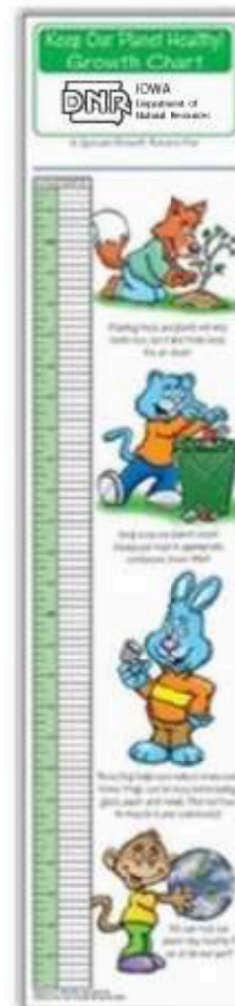
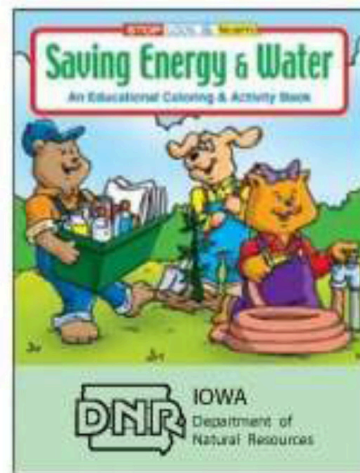
The fan can be programmed with up to six different messages!

365 Day Green Reminder



Promoting Awareness

Coloring Books/Grow Charts To Educate Our Youth



Exclusive Energy Planner

Exclusive ENERGY SAVERS PLANNER



ENERGY SAVER CONTENTS:

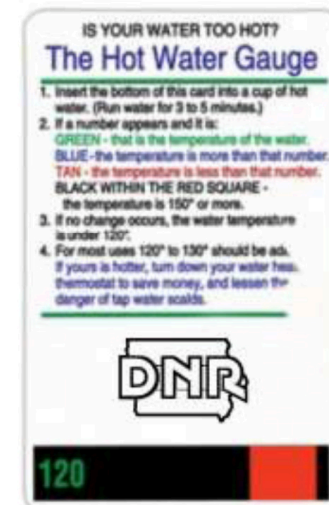
- Save Energy and Money Today**
 - Energy Auditing Tips
 - Formulating Your Plan
 - How much money do you spend?
- Insulation - Sealing Air Leaks**
 - Heating and Cooling Tips
 - Duct Tips
- Heat Pumps**
 - Heat Pump Tips
- Solar Heating and Cooling**
 - Solar Tips
- Fireplaces**
 - Fireplace Tips
- Natural Gas and Oil Heating**
 - Air Conditioners
 - Cooling Tips
 - Programmable Thermostats
- Landscaping**
- Water Heating**
 - Water Heating Tips
 - Solar Water Heaters
- Windows**
 - Warm-Climate Window Tips
 - Shopping Tips for Windows
- Lighting**
 - Indoor - Outdoor Lighting Tips
- Appliances**
 - Dishwasher Tips
 - Refrigerator/Freezer Tips
 - Energy-Saving Kitchen Tips
 - Laundry Tips
- Home Office and Electronics**
 - Home Office Tips
 - Home Electronics Tips
 - Renewable Energy Tips
- Driving and Car Maintenance**
 - Driving Tips
 - Car Maintenance Tips

MONTHLY PLANNER PAD FEATURES

- 16 pages of Energy Saving Tips
- Complete 32-page monthly planning calendar.
- Year-In-View™ calendar for quick reference.
- 2-year calendar with holiday lists.
- Features Spiral-binding to lay flat.
- Academic Calendar Option starts with July
- Traditional calendar year starts with December

Energy Conservation

...Gauges and Thermometers



Energy Conservation

Food Safety Refrigerator Thermometer



Direct Mail Campaigns

100% Post Consumer Corrugated Brown Kraft Box and Collapsible Green Trash Can



Eco-Friendly Alternatives



Water Powered
Calculators

Water Powered
Desk Clocks



Eco-Friendly Alternatives



Lanyards Made from
Post-industrial Materials.
Recycled-Dye Sublimated $\frac{3}{4}$ "

Emergency Flashlight
Powered by Cranking
(No Batteries)



Summary



- We look forward to assisting the DNR in educating the public and legislators on issues vital to Iowa's energy future.
- Our recommendations will focus on long and short-term energy independence while keeping consumer protections top of mind.



Thank you!

Visit

www.bankersadvertising.com
for eco-friendly promotions

Websites



- CU's eco-label website, which provides assessments of 100-plus claims (www.eco-labels.org).
 - Some eco-labels you can trust:
 - *The BETTER BANANAS and ECO-O.K. labels are given to banana, coffee, cocoa and orange growers who comply with standards that protect rainforests and support farm families. Both labels are monitored by the Rainforest Alliance and its Latin American partners (the Sustainable Agriculture Network). See www.rainforestalliance.org, or call 888-MY-EARTH.
 - *A BIRD FRIENDLY label, awarded by the Smithsonian Migratory Bird Center, appears on organic coffee that is also certified as shade-grown. For brands, see www.thegreenguide.com.
 - *The GREEN SEAL label can be found on some household and office-supply products, such as cleaners, paper, air-conditioners, food packaging and lighting. All undergo a life-cycle evaluation of their environmental impact at each stage, from resource extraction, production and use to disposal. See www.greenseal.org.
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