

# MASSACHUSETTS GREEN CAREER CONFERENCE

## **SESSION :**

### **Marketing Success Stories: People and Businesses**

*Marketing insights from three professionals*

#### *Presenters:*

**Gregory Minott** AIA, LEED AP Principal of D/R/E/A/M Collaborative

**Harriett Lebow** Executive Director of Habitat for Humanity / ReStore  
for Worcester & MetroWest

**Alyssa Dver** CEO of Mint Green Marketing and author of *No Time Marketing*

D/R/E/A/M Collaborative, LLC



Healthy Communities

Revolution in Design and Architecture



# Mission

Our mission:

- To create the framework for how we want to live through architecture, planning, and community engagement
- To dispel the myth that sustainability needs to come at the expense of pleasure and comfort – That it has to hurt to do good
- To demonstrate how buildings and cities through design can improve quality of life and meet the needs of our time

# MARKETING

Mistake #1:

- He who fails to plan is planning to fail

*-Winston Churchill*



Bloomberg Business Week March 2011

**DREAM**  
COLLABORATIVE

# MARKETING

D/R/E/A/M Target Market:

- Urban Locations
- Strong Sustainability Agenda
- Long Term interest in facility – short term interest in some cases
- Eligible for State and Federal Financing
- Strong Social Agenda

# MARKETING STRATEGIES

Positioning your Product /Services:

- **Start Locally** – Green is relatively new and people need to feel comfortable with your work.
- **Grow your network** – people do business with people they like and trust
- **Get Involved** In Sustainability/Renewal Initiatives in Your Community
- **Local Chamber of Commerce** for Green Business Leaders
- **Face to face marketing** is better than the internet
- **Monitor pre purchase activities** of your customers

# MARKETING STRATEGIES

Positioning your Product /Services (contd.):

- Form Strategic Alliances
- Have a good marketing mix (local print ad, internet)
- Have Good Visuals
- Share your knowledge
- Share what you do to be sustainable

# Our Work

Architecture: Melnea Hotel and Residences – LEED Platinum Target



# Our Work

**Architecture:** Melnea Hotel and Residences – LEED Platinum



# Our Work

## Urban Revitalization: Dudley Square Urban Revitalization



# Our Work

## Urban Revitalization: Dudley Square Urban Revitalization



# Our Work

## Urban Revitalization: Dudley Square Urban Revitalization



# Our Work

Energy Design: Rosalie Resort, Dominica W.I.



# Our Work

## LEED Consulting: Washington Navy Yard, Washington D.C.

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LEED <sup>®</sup> -CI v3.0 Completion Status Matrix										
WNY Building 210/157 Washington, DC UPDATED- November 30, 2010										
Credit	Description	Prerequisite	Points			Status			LEED Online Documentation Responsibility	Remarks/Tasks
			Available	Weighted	Actual	Planned	Actual	Planned		
<b>Sustainable Sites</b>										
Credit 1	Site Selection		5							Will Not Pursue This Credit
Credit 2	Development Density & Community Connectivity	D	6	6					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 3.1	Alternative Transportation: Public Transportation Access	D	6	6					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 3.2	Alternative Transportation: Bicycle Storage & Changing Rooms	D	2	2					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 3.3	Alternative Transportation: Parking Availability	D	2	2					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
			Subtotal	21	10	0				
<b>Water Efficiency</b>										
Credit 1	Water Use Reduction:	D			REQUIRED				NAVFAC	Prerequisite Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 1	Water Use Reduction: 30%, 35% or 40% Reduction 30% = 6 pts, 35% = 8 pts, 40% = 11 pts	D	11	8					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
			Subtotal	11	8	0				
<b>Energy &amp; Atmosphere</b>										
Credit 1	Fundamental Commissioning of the Building Energy Systems	D			REQUIRED				TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 2	Minimum Energy Performance	D			REQUIRED				TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 3	Fundamental Refrigerant Management	D			REQUIRED				TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 11	Optimize Energy Performance - Lighting Power 10% = 1 pt, 20% = 2 pts, 25% = 3 pts, 30% = 4 pts, 35% = 5 pts	C	5	5					EMR	Post Template Incomplete. LEED Online Documentation to be completed by EMR
Credit 12	Optimize Energy Performance - Lighting Controls	C	3	2					EMR	Post Template Incomplete. LEED Online Documentation to be completed by EMR
Credit 13	Optimize Energy Performance - HVAC	D	10	9					TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 14	Optimize Energy Performance - Equipment and Appliances 70% = 1 pt, 75% = 2 pts, 84% = 3 pts, 90% = 4 pts	D	4	1					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 2	Enhanced Commissioning	D	5	5					TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 3	Measurement & Verification	D	5	2					TEB	NAVFAC to contract future building HVAC upgrades and submit LEED documentation
Credit 4	Green Power		5							Will Not Pursue This Credit
			Subtotal	37	20	0				
<b>Materials &amp; Resources</b>										
Credit 1	Storage & Collection of Recyclables	D			REQUIRED				NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 11	Tenant Space - Long Term Commitment	D	1	1					NAVFAC	Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 13	Building Reuse-Maintain Interior Nonstructural Components: Maintain 40% or 50% of Existing Non-shell, Nonstructural Components 40% = 1 pt, 50% = 2 pts	C	2	1					EEC	Construction point in process
Credit 2	Construction Waste Management: Divert 50% or 75% From Disposal 50% = 1 point, 75% = 2 pts	C	2	2					EEC	Construction point in process
Credit 3.1	Materials Reuse: 5% or 10% 5% = 1 point, 10% = 2 points		2							Will Not Pursue This Credit
Credit 3.2	Materials Reuse-Furniture and Furnishings		1							Will Not Pursue This Credit
Credit 4	Recycled Content: 10% or 20% (post-c + 1/2 pre-c) 10% = 1 point, 20% = 2 pts	C	2	2					EEC	Construction point in process
Credit 5	Regional Materials: 10% or 20% Extracted, Processed & Manufactured Regionally 10% = 1 point, 20% = 2 points	C	2	1					EEC	Construction point in process
Credit 6	Rapidly Renewable Materials	D	1	1					NAVFAC	NAVFAC to determine eligible alternate finishes. Post Template Incomplete. LEED Online Documentation to be completed by NAVFAC
Credit 7	Certified Wood	C	1	1					EEC	Construction point in process
			Subtotal	12	9	0				



# MARKETING AND SUSTAINABILITY:

Insights:

- Speak to client's value targets
- Know your client's client – Know the full picture
- Communicate in terms of measurable sustainability outcomes- No 'green washing'
- Communicate what makes you different
- Communicate how your product/service affects the bigger global picture - policy and planning, communication, social justice and science.