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## **Marketing Training**

### **Introduction to CommunityCheck Scheme**

#### **What the scheme is:**

We look at:

- The organisations role in the Community – accessibility, community involvement, local wildlife etc.
- Waste – how much they produce, what they do with it, whether there are any initiatives for reducing waste, recycling waste
- Energy – whether appliances are energy efficient, whether energy is wasted (e.g. things not switched off), whether pipes are lagged, radiators have foil behind them, etc
- Water – whether appliances are efficient (e.g. spray/sensor taps), whether taps are switched off
- Transport – whether car-sharing is encouraged, how people (staff and customers) travel to the building
- Purchasing – whether the environment is considered when buying things (environmentally friendly cleaning products, energy-efficient stuff), whether stuff is purchased locally
- Good practice – whether schemes are in place for recycling, etc.
- Training – are staff involved in training courses, are any of these environmental, what does induction involve; does it cover environmental things, like turning off lights, recycling, etc?
- Taking initiatives – housing community recycling schemes

#### **The process:**

- Two-hour site visit, when we work through a checklist of questions about the above, and look around the building.
- We assess how they perform on the above categories, and give them scores.
- We write them a report detailing our findings and including recommendations for reducing their environmental impact and saving money. We also include a list of contacts who might be of relevance to them (e.g. organisations running recycling schemes).
- We visit them one month later and check their monitoring data.
- We send them an evaluation questionnaire for feedback on the scheme after three months.
- We do a ReCheck one year later, which is exactly the same as the EcoCheck, to evaluate any changes in performance.
- We visit them one month after this to check their monitoring data. This gives us comparable data for the year before as it will be at the same time of year.

## Selling Points

- **Save money.** This argument will be the most convincing argument for most managers. We make suggestions for how they can produce less waste, use less energy, and use less water. As they have to pay for these, reducing them will save them money.
- **Get good publicity and gain a competitive advantage.** We will give them a certificate of participation, which they can display on their walls for customers to see. We will also use their name on our website and in our newsletters and press releases, with their permission. These will highlight their attempts to minimise their environmental impact, and give them a competitive advantage over other businesses.
- **Improve environmental awareness and performance.** Some of the organisations might be swayed by this argument, particularly in view of global warming.

## How to Deal with Common Arguments

If they are not interested due to **time commitments**, explain the visit can be arranged to suit them and can be made shorter.

If they are not interested because **they are renting the property**, then explain they could still have the EcoCheck done and pass it on to their landlord and help save money for both parties.

If they are not interested because they are **already involved with environmental activities / cannot see what else they can do**, then say that is great and it would be great to visit them, so we can use their organisation as a case study and benchmark for other organisations we visit. This would provide them with further positive publicity.

## Tips

- Emphasise the fact that they could save money
- Give examples of other similar places you've CommunityChecked:

The most difficult thing about marketing in person or on the phone is getting hold of the right person to talk to. The only thing you can do is persevere.