

**mean  
more.**

CRAFTING A BRAND STORY  
THAT CREATES BELONGING



81%

81% of respondents feel strongly that companies should help improve the environment.

86%

86% of US consumers expect companies to  
act on social, environmental issues

**Southeastern Sustainability**  
**is viewed differently**

“Anything that comes out of the South is going to be called grotesque by the northern reader, unless it is grotesque, **in which case it is going to be called realistic.**”

- Flannery O'Connor

**SOUTHERN**

**+**

**SUSTAINABILITY**

STORY

+

STRUCTURE



PURPOSE

MISSION

VISION

STORY

STORY + STRUCTURE

STRUCTURE

## EXISTING MISSION

“To bring together businesses and organizations across the Southeast to promote the growth, innovation, and success of sustainability.”

# GREEN CHAMBER OF THE SOUTH **PURPOSE**

Our purpose is to grow the story of southern sustainable thinking to create better business.

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# GREEN CHAMBER OF THE SOUTH VISION

Grow the Southeast into a renowned center for economic sustainability.  
(With Atlanta serving as the hub.)

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# GREEN CHAMBER OF THE SOUTH **MISSION**

We will be the champion for economic sustainability in the Southeast.

# GREEN CHAMBER OF THE SOUTH MISSION

We will be the **champion** for economic sustainability in the Southeast.

READY

SET

GO

# OUR MARKETING GOAL

Increase awareness and understanding of the value that the Green Chamber of the South offers to businesses in Atlanta and the Southeast.

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## COMMUNICATION OBJECTIVE (HOW WILL WE REACH OUR MARKETING GOAL?)

Position the Green Chamber of the South as the go-to for connections, knowledge and growth focused on economic sustainability in the Southeast.

## COMMUNICATION OBJECTIVE (UNPACKED)

Position the Green Chamber of the South<sup>1</sup> as the go-to<sup>2</sup> for connections, knowledge and growth<sup>3</sup> focused on economic sustainability<sup>4</sup> in the Southeast.

### 1 • South

Our name defines our leadership that expands beyond Atlanta to the whole of the Southeast.

### 2 • go-to

We will position ourselves as a top-of-mind organization when companies and businesses are looking for sustainability support.

### 3 • connections, knowledge and growth

These are the core services we should be known for. Each of these three focus areas addresses a key support area for our audiences.

### 4 • economic sustainability

We are focused on supporting the economic aspects of sustainable thinking. This focus grounds our efforts and allows us to support, with equal impact, both sides of the political aisle.

OUR THREE

**FOCUS** AREAS

(ASPIRATIONAL)

# CONNECTION

We will be known for connecting businesses with sustainability needs and initiatives across the Southeast. Creating “connection” helps the Southeast to grow as a leader in the economic sustainability space and positions us as a **go-to resource**.

# KNOWLEDGE

We will be the go-to for knowledge and education around economic sustainability in the southeast. Being sought after for knowledge and guidance within economic sustainability, positions us a **thought leaders** in the space.

# GROWTH

We will create pathways for economic growth through sustainability by supporting program creation, events and communication efforts. Being known as an organization that encourages growth through economic sustainability positions us as a true **partner**.

OUR  
KEYWORD

# HEART

This is who and what we are meant to be and what we want to be know as. It speaks to thought leadership, action and support. It answers the “Why?”

Care • Backbone • Center • Beginning

OUR

**MESSAGE**

HOUSE

# EMOTIONAL BENEFIT

## MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

### OUR PHILOSOPHY

We believe that sustainability is an answer for better business that leads to a better world. Corporations and businesses of all sizes play a huge role in our future. That's why we're focused on being a major catalyst for sustainable actions in the Southeast. Actions that benefit both the businesses we partner with and the world we live in. If our actions can reveal the incredible possibilities that sustainable thinking creates for southeast businesses, then we can help turn the Southeast into a sustainable thought leader for the entire country.

### OUR REPUTATION

Connecting businesses and individuals that can benefit economically from better sustainable thinking is our most important purpose. For over a decade we've built relationships that allow us to serve as a key resource in economic sustainability. Few organizations of our size have the ability to connect like-minded organizations like we do. That ability begins and ends with our reputation. That's why growing our sphere of influence to better serve our members and the Southeast as a whole will always be a foundation of our organization.

### OUR PEOPLE

We believe our people are our strength. They're the proof points of our philosophy, the reason behind our outcomes and the heart of our reputation. Our people have a the knowledge base, understanding and ability to craft unique sustainability solutions for businesses. The expertise, knowledge and care that comes from our people are the centerpiece of an offering that separates us from the rest. Our business is centered on relationships that only happen through the strength of our people.

### OUR OUTCOMES

Our focus on the power of sustainable thinking to create better business is more than a marketing tool. It's a true belief system that directs everything we do. The truth in our beliefs can be seen through the partners and members that are affected positively by our solutions. The positive outcomes we create define success for our organization and guide us into the future. For us, true success is revealed when a partner or member willingly tells the story of a trusted relationship with our organization.

GREEN CHAMBER OF THE SOUTH

## EMOTIONAL BENEFIT

“The Green Chamber is my first call for sustainability solutions. They understand what I need, they know the right people and the right answers.”

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GREEN CHAMBER OF THE SOUTH

BRAND PROMISE

We Help Southern  
Sustainability Work

REASONS TO BELIEVE



EMOTIONAL BENEFIT



COMMUNICATION

**POSITIONING**

COMMUNICATION THEME

# THE POTENTIAL OF SOUTHERN SUSTAINABILITY

Southern sustainability is better business.  
We're here to help grow the story of economic sustainability in the south.

# The Potential of Southern Sustainability

Believe it or not, sustainable thinking isn't new to us in the South. It's always been part of who we are. We take pride in our land. We love things that last. We're inventive with the things we have. When something wears out we repurpose it. When something stops working, we fix it. You can see it in our people and in the companies that call the Southeast home. It's a sustainability story that needs to be championed.

That's exactly what the Green Chamber of the South exists to do. To help grow the story of southern economic sustainability. To give companies a resource they can lean on. To position Southeastern businesses as sustainable leaders. To reveal the true potential of Southern sustainability.

We know the South isn't perfect but no true leader ever is.

**mean  
more.**