



FOR IMMEDIATE RELEASE

ECOfocus SEMINARS ZERO IN ON PROFIT & ASSIST GRAPHIC ARTS VENDORS, SUPPLIERS AND CORPORATE USERS TO GO GREEN *Customized sessions to address profitable sustainability programs*

Highlights

1. New Triple Bottom Line approach provides added management insight and cost savings
2. Sustainability is the hot topic and carbon footprints are now the focus of business and government, vendors and suppliers.
3. For organizations wanting to know more about the fundamentals of sustainability or developing a green team, ECOfocus Seminars provide a group of seminars and briefings to meet those goals. Prepared by SustainCommWorld in conjunction with the Institute for Sustainable Communications, ECOfocus Seminars is ready now to address profitable sustainability.

(Mercer Island, WA – June 2, 2009) Sustainability is the hot topic right now across all industry segments. With the upcoming Federal Climate Change legislation, all businesses need to be aware of profit opportunities that relate to their carbon footprint. To meet these new demands from the government and customers, organizations need to grasp the fundamentals of sustainability and how to make it profitable for their companies. To assist in these efforts, SustainCommWorld created ECOfocus Seminars in conjunction with the Institute for Sustainable Communications.

QUOTE FROM DON CARLI, SENIOR RESEARCH FELLOW AT THE INSTITUTE FOR SUSTAINABLE COMMUNICATIONS

“Green marketing guidelines will soon be released by the Federal Trade Commission, and will greatly effect how marketers express their claims on green products and the methods they use to make such claims. Once the Climate Change legislation passes through Congress, many new and stringent regulations will be placed on businesses.

“With most corporations spending 8% up to 30% of their budgets on marketing, those areas will receive greater scrutiny, including all web related advertising such as email blasts. Now that a formula has been created to weigh each email’s carbon, all web marketing will need to be re-evaluated for its carbon cost and what the new mix will be to reach corporate standards.”

ECOfocus SEMINARS ARE NEW IN-HOUSE PROGRAMS TO ADDRESS KEY ISSUES

A series of five targeted seminars have been developed, each focused on a specific area of knowledge. Companies may need only one, or the entire series to bring their programs up to speed. The seminars are:



1. **SUSTAINABILITY TOOLKIT** – introduces the concepts of sustainability, terms, definitions, standards, certifications, trends and issues.
2. **GROWING YOUR GREEN TEAM** – presents a strategic framework for your team from initial assignment to planning and implementation.
3. **GREENING YOUR EVENTS** – reviews all aspects required to green an event, exhibit program and dissects one event for significant cost savings in key revenue and expenses line items.
4. **SUSTAINABLE COMMUNICATION** – a comprehensive overview of all print and digital media and marketing’s responsibility in managing a sustainable supply chain.
5. **CARLI HORIZON REPORT – C-LEVEL BRIEFINGS FOR UPPER MANAGEMENT** - an intense two-to-three hour presentation to bring your management up-to-date on the top sustainability issues, alert them to future trends and how they pertain to the bottom line and provide insight into the regulatory landscape. This update and discussion supports management strategic planning.

QUOTE FROM LISA WELLMAN, CEO OF SUSTAINCOMMORLD

“We’ve developed high payback seminars and briefings to help in-house sustainability efforts get started on the right track, develop meaningful objectives, and begin implementing high priority tasks. We understand that all companies have their own unique approaches and we are dedicated to adapting sessions to each audience’s specific requirements. With a new administration on the fast track to implementing significant Sustainability legislation, it’s more critical than ever that business get up to speed and on track with their own programs. Being a resource to business is our mission.”

To learn more about each session, visit <http://www.sustaincommworld.com/> and click on the title of the workshop for more details. Or contact Kathleen Kaiser, EVP, SustainCommWorld at 805-524-6970, Kathleen@SustainCommWorld.com.

About SustainCommWorld

SustainCommWorld is focused on educating communication professionals from corporations, institutions and government agencies how to develop sustainable green workflows and supply chains to lower their carbon footprint. SustainCommWorld currently produces major events including *The Business of Green Media Conference* in cooperation with the Cal Poly Graphic Communication Department and the Graphic Communication Institute at Cal Poly, and *The Green Media Conferences*.

SustainCommWorld staff consults with institutions and enterprises on issues related to sustainable communication – the production of sustainable media and the associated business challenges and



opportunities that face the graphic arts community, enterprise marketers and those involved in media production. Senior executives are frequent speakers at conferences around the world.

To further spread their green message, SustainCommWorld produces a bi-monthly newsletter *Green Media Newsletter*, *Communicate Green Radio*, a radio show debuting next fall and sponsors *GreenMediaConnect*, a social networking site featuring forums, blogs and resources. For more information visit, <http://www.sustaincommworld.com>

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