



To whom it may concern,

This document proposes a 'green industry' promotion to increase the awareness of the environmental benefits of green industry products and services.

It is intended to be a spark. I'm hoping that a discussion will smolder among our peers, then catch a motivational fire and spread throughout our industry and country with enthusiasm.

The thinking proposed within this document is to leverage the Internet as a primary vehicle for the message.

To kick-off this thinking, let's discuss the comments within a green industry message board.

You will find the very first thread of discussion at:

<http://www.greenindustryboard.com>

Please register your name and participate.

It is going to take a bunch of folks (just like you) to make a difference.

I ask for your comments and constructive criticism equally on the message board in an effort to build a community.

Our brightest days are ahead.

Steve Cissel

'Oxygen Footprint'

The Carbon Footprint Antidote

Summary

The Green Industry desperately needs a message for the consumer that is embraced by its constituent groups.

Carbon Footprint, a term used by the everyday consumer describes the residue of carbon dioxide left by their everyday actions. The mindset of the consumer is that their **Carbon Footprint** is a direct result of the products and services they consume and the fossil fuels needed to produce them.

I would like to submit to you that our green industry embrace the idea that green industry products and services will help consumers influence the environment in a positive way.

Are we perfect? No. Our green industry uses **fossil fuels** and has waste products that lay to rest in the landfills. Yes, we use synthetic fertilizers and pesticides.

However, at the same time, our industry is making a significant transition to organic products. Also, we continue to educate and improve our Integrated Pest Management (IPM) approach of managing insects and diseases.

In addition, our green industry is using man-made waste to create soils that are alive with living organisms. We are utilizing pervious surfaces to reduce run-off and allow water to quench the earth.

But most importantly, our industry is the original green industry. We grow, sell, install and maintain plants that consume **Carbon Dioxide** and release Oxygen in a process called photosynthesis.

Our industry's products and services leave an 'Oxygen Footprint' that consumes the 'Carbon Footprint' of modern society while producing THE oxygen that sustains life.

Modern society needs to bring '**Oxygen Footprint thinking**' to the forefront and put its benefits to work immediately.

So, with the launch of this web site, I submit to you the need for the green industry and its constituent groups to embrace a promotional campaign that educates the consumer about the benefits of green industry products and services, and empowers them to act.

The campaign is: '**Oxygen Footprint – The Carbon Footprint Antidote**'.

Objectives

The objective of the Oxygen Footprint campaign will be to positively influence the everyday thinking of the consumer...to off-set the negative influence of the Carbon Footprint.

Oxygen Footprint should be a kitchen table term, just as **Carbon Footprint** is.

Society should make a conscious effort to leverage the expertise of the green industry for the betterment of the environment.

When consumers make a decision about discretionary spending, they need to know that green industry products and services are not only a good investment and worthwhile, but are building blocks to a healthier ecosystem.

To say it differently, we need to raise the visibility and increase the perceived importance of our value proposition.

Fortunately, we're not making up an idea and their benefits. The benefits are real, tangible, and worth investing in.

It's time to get to work.

Challenges

~ The Right Message – Will the message resonate with the consumer?

~ Overcoming Pessimism - Without question, we're taking on a bold mission. Our industry has tried this every decade for the last century. All have failed.

~ Limited Resources - We cannot use a 'promotion order' to raise funds because it is not only about at single agricultural product like pork, cotton or milk. New thinking needed.

~ Money - It will cost LOTS of money or at least that is the thinking. Can we do it inexpensively (comparatively speaking) and effectively simultaneously? Absolutely!

~ Independence – 'Organizations' and 'Associations' in our industry already have agenda's and territory that we must embrace and respect.

~ Diversity - The diversity and fragmentation of the green industry must be aggregated in this effort or it will never work. Constituent groups cannot remain on the sidelines. This is a team effort.

~ Timing – Never has there been a sense of 'green' demand like there is now. Will it fade? Will it saturate? Will it get watered down as everyone claims to be 'green'?

The cream will rise to the top.

How To

In my opinion, we need to get ‘Oxygen Footprint’ on the tongues of consumers, legislators and green industry businesses. You will see that my suggestions leverage the Internet as the primary delivery mechanism of the message.

We need to:

~ Understand that we are not in a hurry. We have to be **focused and steady**. The rumblings of ‘global warming’ and ‘carbon sequestration’ will only get louder and stronger. Our strategy needs to harness this awareness and advance systematically and strategically.

~ ‘Oxygen Footprint’ needs to be under the umbrella of a management group that is **not under the influence of preconceived notions** and political positions within the green industry. By doing it this way, each constituent group can proceed with its own objectives and agenda’s and we can eliminate ‘political posturing’ around the initiative.

~ We need to **create an ‘Oxygen Footprint Calculator’** that standardizes the measurement of oxygen output from plants and the collective landscape.

~ We need to do a [psychographic](#) study of consumers to identify the target audience of our message, and then embrace the target audience so that **they become advocates**.

~ Empower the advocates to be a voice in the consumer-to-consumer layer of the Internet purchase funnel called **‘social networking’**.

~ **Build a web site** (www.OxygenFootprint.org) that is the go-to place for ‘Oxygen Footprint’ information. The web site is the home to the ‘Oxygen Footprint Calculator’. The web site is searchable for the products and services of the industry. The site has a searchable map for beautification programs in their area that include a printable blueprint design summary of the products (branded and otherwise) that are used in the effort.

~ **Beautification Programs** by the constituent groups of the green industry integrate the ‘Oxygen Footprint’ message and help the consumer to see and interact with products and services of our industry. Video the whole process and spread it virally across the web and make it all searchable down to the local green industry business.

~ Plant tags produced in our industry should have an **‘Oxygen Footprint’ numeric value** so the consumer can add these values to their respective ‘Oxygen Footprint Calculator’.

Funding

Thoughts on how to incrementally fund ‘Oxygen Footprint’:

~ Step 1: Psychographic Study - Raise money from green industry businesses to do the psychographic study mentioned above.

Use ‘GreenIndustrySearch.com’ as simple way to raise a ‘First Round’ of funding for the Psychographic Study. Each green industry company location purchases a Company Listing in support of the overall ‘Oxygen Footprint’ initiative, but monies are spent on the study first. Psychographic study estimated to be a \$150,000.00 initial cost, with a \$20,000.00 annual update. 1,515 listings on the Green Industry Search web site are needed to raise the \$150,000 needed not to mention a byproduct of a searchable B2B database that serves the business needs of the industry.

~ Step 2: Build the ‘Oxygen Footprint Calculator’ - Might we engage a larger ‘power’ (USDA, EPA,?) to fund this obvious need? This would be a positive step in engaging legislators to embrace our ‘Oxygen Footprint’ message.

~ Step 3: Grants - ‘Grants’ are a potential source of funding. Having a unified industry message enhances the probability of receiving these funds.

~ Step 4: Engage the plant brands - Brands and growers are geographically positioned to supply the plants necessary to facilitate the beautification programs at the local level. Landscape Contractors and garden centers/nurseries can participate as well.

~ Step 5: Engage the consumer - Offer membership to consumer households. There are 82 million gardening households in the United States. An annual membership relationship with a few percentage points provides a sustainable funding mechanism to the mission of ‘Oxygen Footprint.org’.

~ Step 6: Traditional Marketing - If necessary, providing there are enough financial resources, embark on traditional media campaigns to reinforce our message and keep it top-of-mind.

Full Disclosure

About 10-20 Media, Inc.

~ My name is Steve Cissel. I am the CEO of 10-20 Media, Inc. I am a thread of the green industry fabric, as you are, and have been involved in the green industry all of my working lifetime (22 years).

~ 10-20 Media has built, at its own expense, the web site call Green Industry Search. 10-20 Media would like to donate the web site to the development of the 'Oxygen Footprint' initiative. It will continue to maintain and manage the GreenIndustrySearch.com web site at its own expense, and will allocate 100% of the revenue generated by GreenIndustrySearch.com (defined in advance) towards the 'Oxygen Footprint' initiative as long as the 'Oxygen Footprint' initiative is alive. Having a industry supported B2B directory of products and services will be an asset as the demand for our products and services increase.

~ 10-20 Media will build, at its own expense, the OxygenFootprint.org web site. It will further maintain and manage the OxygenFootprint.org web site at its own expense, and will allocate 100% of the revenue generated by OxygenFootprint.org (defined in advance) towards the 'Oxygen Footprint' initiative as long as the 'Oxygen Footprint' initiative is alive.

~ 10-20 Media is the publisher of Lawn and Garden Search (www.LGYP.com), a web site that aggregates consumer related commerce and content as it relates to the Lawn and Garden marketplace. 10-20 Media uses the Lawn and Garden Search platform to enable traditional print publishers and web site publishers to harness the lawn and garden marketplace. Oxygen Footprint.org is a perfect candidate for a consumer facing content and commerce platform provided by 10-20 Media. 10-20 Media will handle the business relationship (including monetization) with OxygenFootprint.org on a level playing field – the same as 10-20 Media does with all of its publishing partners.

~ The business objective of 10-20 Media is to aggregate the fragmented data of the green industry into a resourceful database that can be replicated across Internet publishing platforms. Our desire is that the industry grows - so that the consumer knows the stimulating and environmentally beneficial attributes of green industry products and services.