

Marketing Eco-Industrial Projects



Re-Branding Is CRITICAL

The project plan must incorporate a carefully coordinated public relations plan to highlight a commitment to the community with a positive focus on:

- Job Creation
- Increasing Tax Base
- Clean Energy Projects
- Educational Initiatives
- Protecting and Enhancing the Environment

Developing a Marketing Plan

Consider the following elements:

Analysis of local market drivers: (within the “Eco Industrial” context)

- Is there surrounding industry that can utilize some of the sites infrastructure?
- Are their Local, State, or Federal incentives to attract industry to the site, or for its redevelopment?
- Does the community have a strong recycling program? Do they want one?
- Can the existing land and buildings be re-developed?
- Can the sites infrastructure be repositioned?
- What type of jobs are needed?

EIP Marketing Strategies

- Pursue state and local job creation and investment incentives
- Create special legislation to create incentives for attracting business or projects to the site
- Develop strategic alliances with universities to obtain research grants and funding
- Assess current waste management practices to determine if there is an opportunity for additional recycling and/or engineered fuel production
- Assess the local workforce to determine what type jobs are needed
- Review the potential for local public/private partnerships
- Research the viability of a “green-business incubator” that would utilize some of the existing buildings for use in attracting emerging or start up green technology companies
- Create an existing building renovation plan

PR and Marketing Lessons

- Hire a PR firm that understands the Clean Energy space
- Be transparent and open to the media
- Develop a consistent and easy to understand message
- Create 'Ambassadors' within the community and political arena
- Expect environmental groups to become adversaries (WTE)

Define the “Anchor” Project (Eco-Industrial Context) Examples:

- A Material Recovery Facility (MRF) or recycling center for commercial, residential and special waste
- A Thermal Conversion technology to create energy and/or fuels. This design will help attract manufacturing related uses that can use the waste heat and steam (combined heat and power “CHP”)
- Biomass fuel production and sales
- Alternative transportation fuel production project
- Data Center park