

# GREEN BUILDING PRODUCTS MARKETING PROGRAM

[ A PARTNERSHIP WITH SAIT POLYTECHNIC ]



Marketing Brochure

[www.calgarygreenbuilding.com](http://www.calgarygreenbuilding.com)

## PROGRAM GUIDELINES

The Calgary Regional Partnership Green Building Products Marketing Program is designed to enhance the ability of “green building” technology businesses operating in the Calgary Region to contribute to the growth and diversification of the regional and local economy.

### THE PROGRAM AIMS TO DEVELOP A COMPREHENSIVE MARKETING PLAN FOR THE SELECTED COMPANIES THAT WILL:

- a) Assist small businesses to move new and or existing green building technologies / products to new distribution channels to gain a competitive advantage in domestic and export markets.
- b) Assist small businesses to access business expertise to successfully commercialize new and or existing green building technologies / products and business management knowledge.
- c) Build links between the Calgary Region industry, Alberta Finance and Enterprise, Calgary Regional Partnership (CRP) and SAIT Polytechnic thereby increasing access to technology and business expertise.

### VALUE OF VOUCHERS

Successful companies will receive a \$15,000 voucher to which they will have to contribute \$5,000 of their own funds. The vouchers will then be redeemable at SAIT and SAIT will be responsible to deliver on the comprehensive marketing plans at a cost of no more than \$20,000 per plan.

### The marketing plan would specifically address the following areas:

- a) Current Situation Analysis: Where are we now?
  - i. Internal Assessment
  - ii. External Assessment
  - vi. Business and Marketing Objectives
  - ii. Business Definition: Mission/Vision/Value Statements
  - iii. Strategic Insights/Opportunities
- c) Barriers: What is keeping us from getting there?
  - i. Obstacles – Identified and Potential
  - ii. Competition
- d) Strategic initiatives: How are we going to get there?
  - i. Brand Identity, Positioning & Value Proposition
  - ii. Marketing & Communications – Strategy
  - iii. Required Resources
- e) Success Factors: How will we recognize success?
  - i. Benchmarks of Success
  - ii. Measuring Performance & Progress
  - iii. Future Investment
- f) Plan Implementation: Steps to successfully get where we want to be.
  - i. Action Plan

**COMPLETE APPLICATION FORM**



## PROGRAM CONDITIONS

### ELIGIBILITY REQUIREMENTS

- a) The applicant's business is an existing green building technology business developing green building products for growing markets.
- b) The applicant's business must be established and have gross revenue in the preceding fiscal year not exceeding \$10,000,000.
- c) The applicant's business must be registered in Alberta and carry on more than 50 percent of its business operations in the CRP area and have an office in the CRP area (see map below).
- d) Selected companies will need to complete and submit a Productivity Assessment which is available online at: [www.productivityalberta.ca/tools/assessment](http://www.productivityalberta.ca/tools/assessment). The three elements measured by this tool are Leadership and Management, Operations, and Innovation.

### PROGRAM CONDITIONS

- 1) The marketing plan work/services will be provided by **SAIT Polytechnic**.
- 2) Businesses must contribute a minimum cash contribution of 25% of the total eligible cost of the project. The voucher can be used for up to 75% of the total eligible project costs.
- 3) Businesses must enter into a written agreement that clearly specifies the work to be undertaken by **SAIT Polytechnic** and the cost of providing these services.
- 4) Businesses cannot transfer their voucher to another individual or business.
- 5) Projects must be completed by August 31, 2011.

### APPLICATION PROCESS

Businesses can apply to the program via an online application form available to at [www.calgarygreenbuilding.com](http://www.calgarygreenbuilding.com).

Deadline date for applications is February 28, 2011. Applicants will be notified by March 15, 2011 as to the results of the adjudication.

Applications will be evaluated on a first come, first serve basis. The number of vouchers is limited.

### ADJUDICATION OF SUBMISSIONS

A panel representing business sector and industry expertise will evaluate submissions and recommend those that best meet the criteria of the Green Building Products voucher program.

### ADDITIONAL INFORMATION

Applicants are encouraged to contact the **Calgary Regional Partnership** and **SAIT Polytechnic** to discuss their project prior to submitting an application to the Green Building Products voucher program.

#### For additional information, please contact:

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# CALGARY REGION MAP

