

NURSERY PAPERS

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Promoting the green credentials of the nursery & garden industry to the consumer through World Environment Day

World Environment Day is on June 5, and Nursery and Garden Industry Australia (NGIA) is providing a unique opportunity to participate in the industry World Environment Day promotion throughout the month of June.

The aim of the campaign, which falls under the Life is a Garden brand, "Our Environment, Your Backyard", is to get people out into their gardens to make a difference in their own backyards, in turn encouraging the purchase of more green-life.



Promoting the green credentials of the nursery & garden industry to the consumer through World Environment Day

The industry's involvement in World Environment Day first began in 2006. The campaign started as a pilot, with 40 garden retailers participating. In 2007 it was opened to all retailers, with over 283 involved with the program.

In 2008, for the first year ever, this exciting promotion is available not only to all garden retailers, but all growers as well. This is designed to help us gather new ideas to grow the promotion in future years.

Promoting a green industry

The nursery and garden industry's World Environment Day campaign helps promote the green credentials of the industry and educates consumers about how easy it is to make a positive impact on the environment from their own backyards.

Looking after the environment is everybody's responsibility and by simply adding more green to our lives, we can begin to reduce the impact that we have. It is a great opportunity to encourage Australians to plant more green-life, and give them more information about recycling, composting, worm farms and

other environmentally friendly technologies available from the garden industry.

This is also a brilliant chance for you to not only celebrate World Environment Day, but also to position your garden retail centre or nursery as the local 'green shop'. By locating all your environmentally friendly products in a central area of your business you not only make shopping easier for customers, you can also showcase your green credentials. Make this area interesting using evocative displays and point of sale materials to tell the "green" story.

NGIA will be communicating the following messages as part of the World Environment Day campaign:

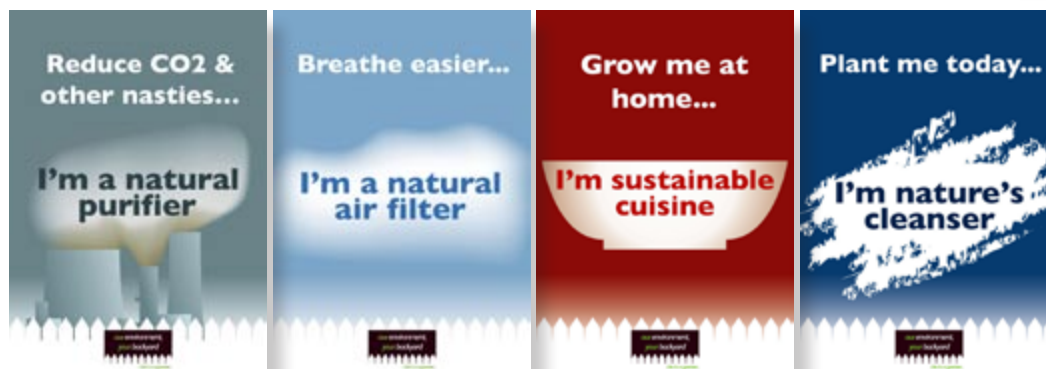
- Reduce your footprint, plant your garden
- Think globally and act locally
- Create a substantial future in your backyard
- Discover what you can do to support the environment – it's easy
- Plants are a valuable part of the solution to global warming

The environmental marketing kit and point of sale materials

Garden retailers and growers who take part in the free World Environment Day promotion will receive the new Environmental Marketing Kit.

In this year's kit, you will find materials aimed to help you easily communicate environmental messages to your customers. As part of the kit, NGIA has provided a sample display that you can construct in your own garden centre. Also, there are posters that are perfect for displaying around your business including statement posters featuring well-known garden ambassador tips, as well as a Flora for Fauna poster. There is also detailed information on the carbon footprint and how to help your customers understand this sometimes tricky topic better.

The information and point of sale material can help you create a "green shop" to sell your environmental messages and products.



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The 2008 kit has been designed to compliment the information in the 2007 Environmental Marketing Kit which is available via www.ngia.com.au. Additional resources are available on www.lifeisagarden.com.au including:

- 'Life is a Garden' marketing materials
- 'Flora for Fauna' information and promotional materials
- 'Wise About Water' point-of-sale material, consumer fact sheets and retail guide
- 'Chefs in the Garden' consumer fact sheets

Make the most of the marketing materials by providing creative and interesting displays that show customers how they can make their lives greener. Ideas include:

- If your garden centre has a large, beautiful tree on premises, dress it up with a yard lounge and table to highlight the lifestyle aspects of the campaign
- Never underestimate the impact that placing a poster in an open area can have. This simple act will draw attention to your new marketing efforts and encourage customers to ask questions about the material
- If you have an old window frame available, why not hang it from the ceiling then surround it with lush, vibrant plants and trees? This shows how easy it can be to use plants for natural home insulation
- For an interesting twist on recycling, develop a display that shows consumers how to reuse instead. Take plastic drink bottles and convert them into small planters or shred some newspapers to use as mulch
- Don't forget about the kids – create a display that highlights child-friendly plants and products. Bright colours and plants that have no sharp bits are always winners with the little ones
- Grow Your Own – Display mature plants or baskets of produce, along with Chefs in the Garden Consumer Fact Sheets with your vegetables and herb and fruit tree seedlings to encourage people to grow their own

Using simple language to speak about the environment

It is often easy to lose sight of how important it is to communicate environmentally-friendly green messages to your customers. There are so many things that we all can do in our backyards to decrease our environmental footprint and customers who are interested in helping the environment will appreciate your knowledge and help on the subject.

The carbon footprint has become a hot word but many consumers are confused or overwhelmed by all the information that is coming to them on the topic. Australians can make a positive move to reduce their footprint by planting more trees and gardens, a great opportunity for the nursery and garden industry to sell more plants.

Tips on how to speak with consumers about the carbon footprint:

- When explaining the carbon footprint, use basic terms that your average consumer would understand
- Provide easy solutions on how to reduce the carbon footprint, starting in the garden
- Create displays that focus on the carbon footprint theme; show your customers how beautiful and easy being eco-friendly can be by showcasing products and plants that can help them make a positive impact on the environment



10 easy steps to a greener environment

PLANTS

1. Go fusion, and include a few Australian natives and grow your own food to spice up your space.
2. Keep your garden where it belongs – don't let your plants escape to become someone else's weeds.

FOOTPRINT

3. Improve your air quality – plant more green-life to help remove carbon from the atmosphere.
4. Save your energy – planting a 25ft tree reduces heating and cooling costs by 8 to 12 per cent per annum.

HABITAT

5. Flora for Fauna – make your wild friends feel at home in your garden.
6. Keep your pets fauna friendly too.

RECYCLING

7. Watch your waste – dispose your garden clippings responsibly.
8. Last night's dinner could bring life to your garden – composting is the way to reduce waste and improve your soil.

WATER

9. Be wise about water – only watering when your garden needs it.
10. Nurture your soil – healthy soils hold more water and are the building blocks of a great garden.



Environmental facts and figures in 'consumer speak'

- The average person produces 26 tonnes of CO2 per year
- A 25 foot tree absorbs the equivalent of 5 room air conditioners running 20 hours per day
- One mature tree intercepts between 54 and 109 kgs of small particles and gases of air pollution
- One front yard tree intercepts over 3 kgs of air pollutants
- Each tree planted "offsets" your environmental impact by "breathing" in about 7,000 kg of CO2 per year. So planting just 10 trees per year is one strategy for achieving this
- Trees and plants are described as greenhouse sinks because they absorb carbon dioxide from the air as part of their photosynthesis cycle, and absorb carbon dioxide
- In an NGIA Newpoll survey in 2007, 71 percent of Australians indicated that they wanted to grow their own food

Supporting PR and media relations

NGIA will be promoting the campaign by public relations strategies targeting metro, regional and local media.

The key messages of the media campaign are "Reduce your footprint, plant your garden" and "It's easy to make a difference in your own backyard." The campaign is designed to encourage people to buy and grow more trees and plants.


A media kit will be sent out to key news and lifestyle media nationally. A press release will be issued to garden media via the Horticultural Media Association (HMA) and regional media through the newswire service.

The objective of the media campaign is to promote the benefits of green-life, gardens and environmental gardening practices as one of the solutions for global warming.







The overwhelming message is to tell Australians that the best way to start looking after the environment is in their own backyard, and it's easy to make a difference. The aim is to get the greatest amount of media coverage possible to communicate these messages to garden novices and green-thumbs alike.

Celebrating World Environment Day

SOLAR-POWERED
AIR PURIFIER



Introducing your new solar-powered air purifier:

<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">Available in a wide range of colours, styles and sizes to suit all tastes</p> </div> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">Low maintenance</p> </div> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">User friendly, no batteries required</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">Attractive models available for indoor and outdoor use</p> </div> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">Mood enhancing</p> </div> <div style="text-align: center;">  <p style="font-size: 8px; margin: 0;">Solar powered</p> </div> </div>
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More Information

NGIA will be holding a review following the 2008 World Environment Day campaign, and will be seeking feedback on the campaign as well as ideas for 2009.

For more information on the 2008 NGIA World Environment Day campaign or to participate contact NGIA, phone (02) 9876 5200 or email info@ngia.com.au