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**GREEN  
BIN**  
ECO GROUP DISCOUNTING

# The Problem in Question

- Consumers like to buy the lowest priced products



# The Greenbin Solution

**Its Simple!**

**We will hunt down unbelievable local green deals and offer them to you!**



<https://www.pragueticketoffice.com/group-booking-for-private-groups/>

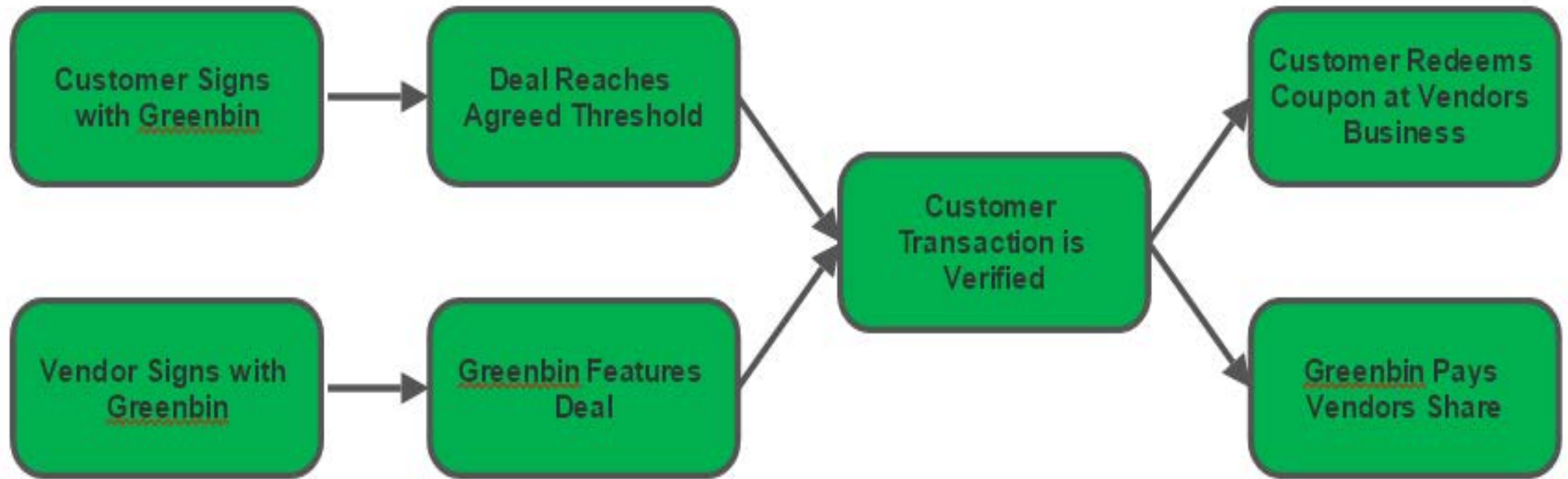
# Weekly Environmental Goal



KWh/year savings



# The Greenbin Solution



# The Greenbin Solution



<http://www.bikesdirect.com/>

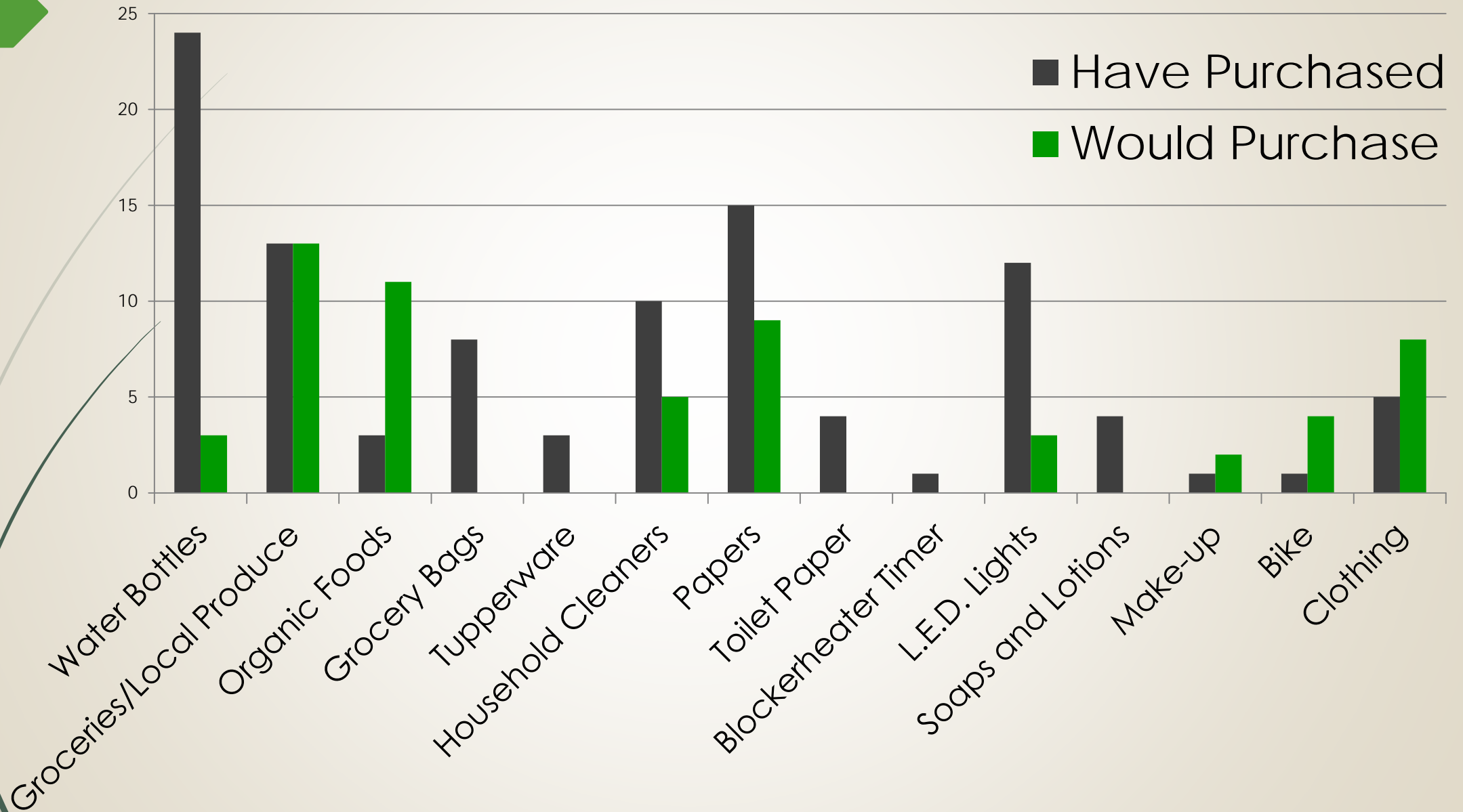


<http://www.goodhousekeeping.com/>



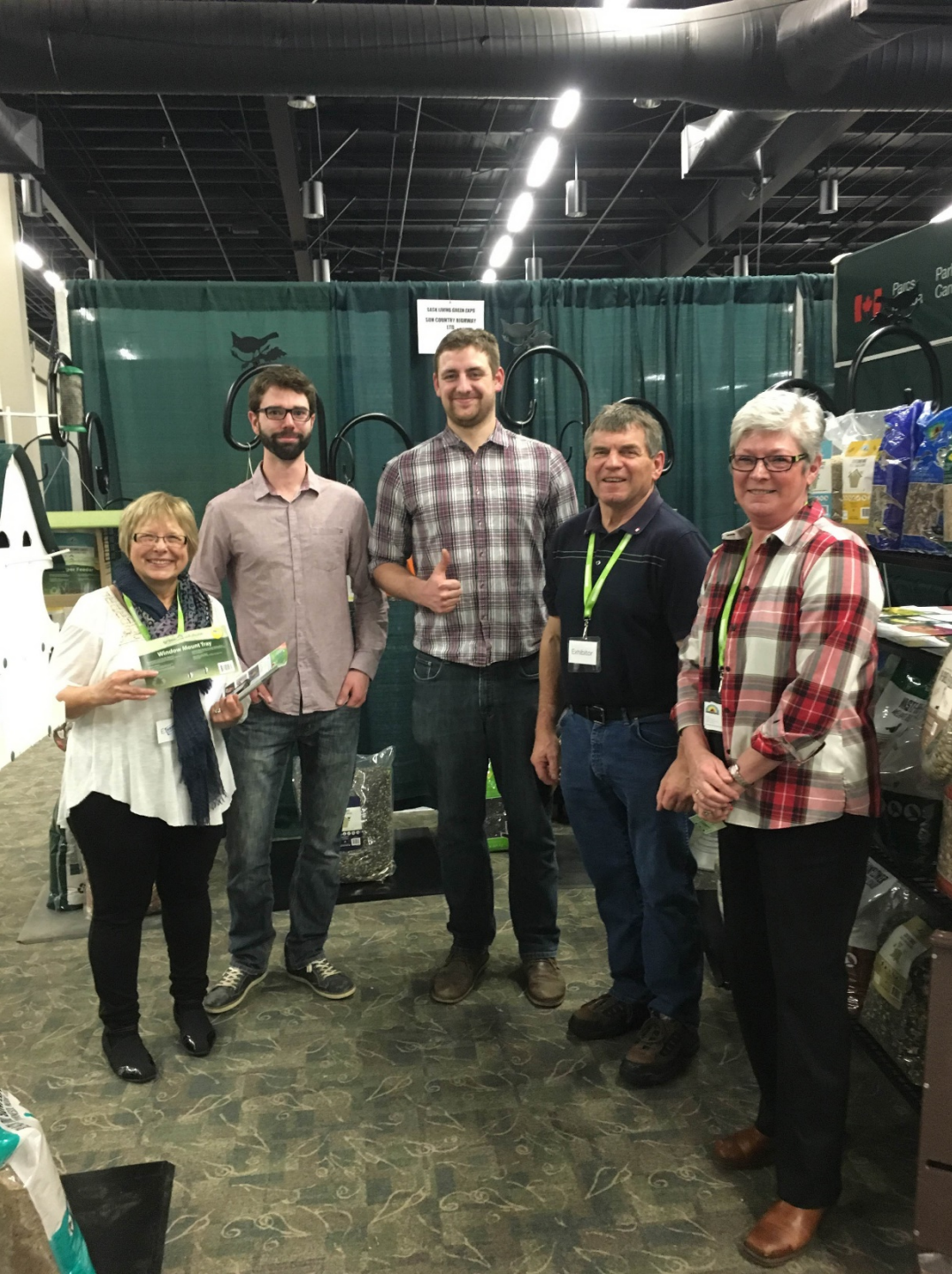
<https://www.northernsafety.com>

# ENVS 401 Class Survey



# Taking Action: Networking

- Visited the Saskatchewan Living Green Expo on Feb 26<sup>th</sup>
- Networked with local businesses and presented “GreenBin”





# Taking Action: Social Media



Search for posts on this Page

8 people like this  
Emily Ericson and 3 other friends

View Pages Feed  
See posts from other Pages

Invite friends to like this Page

**Want More Phone Calls?**  
Get people near Sask Green Bin to call you today.  
[Promote Local Business](#)

**GREEN BIN** **Sask Green Bin**  
Shopping Service

[Add A Button](#) [Liked](#)

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More](#)

Home Notifications Messages Search Twitter

**GreenBin**  
@saskgreenbin

We plan to offer deals on local environmentally friendly products! This is a pilot project being run by U of S Environment and Sustainability students

TWEETS 8 FOLLOWING 34 FOLLOWERS 6

Subscribe to Recieve Green Deals

[Email Address](#)

[f](#) [You Tube](#) [twitter](#) [p](#)

**Tweets** **Tweets & replies**

GreenBin Retweeted  
**TheStarPhoenix.com** @TheStarPhoenix · Jan 19  
Sask. restaurants that source local food aren't affected as much by low dollar  
[thestarphoenix.com/storyline/sask... #business](#)

**GREEN BIN** **Sask Green Bin**  
Published by Steven Kessler (7) · March 17 at 11:11

Greenbin wants to make buying green go mainst... will help you, the consumers, to buy greener pro... you are a business and want an innovative mark... line and lets see what we can do to help. By joir... community you will be exposed to tons of health... products right here in Saskatoon. Like us on Fa... what green products you wish to see featured!


**GREEN BIN** **GreenBin** @saskgreenbin · Mar 17  
Don't forget to like Sask Green Bin on Facebook! #sustainability

**GREEN BIN** **GreenBin** @saskgreenbin · Mar 17  
Hey Green Bin Community! What kind of green products would you want to buy at a lower cost? Would love to hear some feedback #sustainability

*en more amazing deals and offers to see your business featured here,*



# Key Factors for Success

- Developing a brand name
  - Building merchant relationships
  - Strong marketing tool for green products
  - Imbedded in Saskatoon
- 



# Accomplishments

- People are starting to notice
- London Drugs and Co-op showing strong interest.
- Like us on Facebook and follow us on Twitter to show support and make Greenbin come to life!

# London Drugs Sodastream

- 50% off Sodastream machine
  - Regular Price \$99.00
- Why its better than the alternative
  - Saves 2000 bottles per one CO2 cartridge





Because...

“Alone we can do so little,  
together we can do so much.”

Helen Keller