

WHAT'S IN IT FOR YOU?

Research indicates that over 76% of consumers agree it is important for companies to be mindful of their impact in the world, with 61% of consumers admitting they would purchase more sustainable goods and services but often lack the information and resources to do so.

Research also shows that even when companies are acting more “sustainably” they have difficulty communicating this to consumers in a meaningful and believable way. **GreenPages Directory helps bridge the gap between seekers of this information and the providers of resources, products and services, leading to more sustainable living, commerce and investment.**

www.greenpagesdirectory.net



A TOOL FOR CHANGE

Listing and Advertising in GreenPages Directory provides a search platform with:

A comprehensive listing: Including primary address, other geographic locations, telephone, logo, web address and links to specific products.

A user-friendly interface and access to personal customer support.

Access to our Eco-Flyer, an online option of disseminating your sales message.

Timeliness: modify and manage your locations, products and services in real time.

A targeted marketplace: users can modify search results to display by rating, certifications, proximity and other advanced search functions.

A minimal environmental footprint: online advertising reduces paper waste.

Reduced expenses: no paper production and delivery costs.

A level playing field: small and large companies have equal access to interested consumers.

An extensive reach: choose to have your ads viewed in a specific North American geographic region and/or across the continent.

A breadth and depth of information: communicate your environmental and social commitment highlights and certifications associated with services and products; post news, announcement and reports; respond to community concerns.

Valuable feedback: easy-to-use and easy-to-understand rating system is important in tracking consumer and community perceptions of your performance.

Standardized checklists of companies' eco and social progressiveness offer users at-a-glance comparisons.