



PE8 Action: Buy Local/Buy Green Campaign

2 Points

A. Why is this action important?

This action focuses on developing a campaign to support local and green purchasing throughout the community. When local governments take the lead in creating a brand for local products and in developing an education campaign, it raises awareness of local, green purchasing in the community. Brand recognition can play a significant role in building a sense of loyalty to local, green products and services among consumers. When consumers buy green and keep their dollars circulating locally, it helps to reduce greenhouse gas (GHG) emissions and contributes to the efficient use of limited resources.

B. How to implement this action

To implement this action, local governments should first form a team of stakeholders involved in the development and launch of the campaign. This team could include representatives from the economic development department, communications or press department, public health department, chamber of commerce, business improvement district, retailer association, agricultural committee, and local farmer coalitions. Working with a communications specialist, the team should craft a message for the campaign and develop a recognizable brand. The team should develop a campaign strategy that outlines the selected media and approaches for communicating the campaign message. Local governments may seek to advertise at local farmers markets, public events, on billboards or street furniture, through traditional direct marketing approaches, and online. Local governments may want to plan a public event to launch the campaign to increase awareness.

Local governments should consider partnering with businesses that participate in the [New York Sustainable Business Council](#) or the [Green Business Bureau](#), depending on the level of participation at the local level.

C. Time frame, project costs, and resource needs

Local governments should allow for several months to develop the campaign message, marketing materials, and to launch the campaign. Local governments can use their in-house press and communications staff, leverage partner organizations resources, or use an outside communications expert.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. Economic development staff, chambers of commerce, agriculture committees, and local retailers would all likely be engaged in this effort. Some local governments may elect to collaborate with neighboring jurisdictions to create a regional campaign.

E. How to obtain points for this action

Points are earned for this Climate Smart Communities (CSC) action by establishing a formal campaign with a brand for the community or region. The campaign should support local products and services, green products and services, or both. It could also focus on food and agricultural products or other significant segments of the local or regional economy that would benefit from such a campaign. Participation in a regional campaign (across several communities) will also earn points as long as the local government is playing an active role in supporting, promoting, or administering the campaign.

F. What to submit

Submit copies of materials developed for or used in the campaign, along with a description of the level of local government engagement, documentation of branding and other marketing materials, including a link to website, if applicable, and a list of local and green vendors participating in the campaign. The campaign must have been active within three years prior to the application date.

All CSC action documentation is available for public viewing after an action is approved. Action submittals should not include any information or documents that are not intended to be viewed by the public.

G. Links to additional resources or best practices

- [Community Involved in Sustaining Agriculture \(CISA\) Buy Local Program in Massachusetts](#)
- [Santa Monica, CA, Local Business List](#)
- [Western New York Sustainable Business Roundtable](#)
- [New York Sustainable Business Council](#)
- [Northeast Sustainable Agriculture Working Group](#)
- [Green Business Bureau](#)

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.