Green-e® Marketplace

- Powerful communication of our environmental leadership and renewable energy commitment
Communication Strategy

- **BD employees**
  - Create sense of pride that they are contributing to BD’s environmental stewardship—”Helping All People Live Healthy Lives”
  - Increase associate engagement
  - Recruiting tool

- **Customers**
  - Increase awareness that BD manufactures products using renewable energy

- **Public (Greater Salt Lake Area)**
  - Increase awareness that BD manufactures products using renewable energy
Communication to BD Employees

- BD Intranet site
- Site display monitors
- Cookie distribution on Earth Day
- Sandy site Communication meetings
Communication to BD Employees

- Banners, decals
- Sales Newsletter
Communication to Customers

- Product packaging-pending
  - Products manufactured in Sandy, UT
Communication to Customers

- **BD website**
  - Product info (where applicable)

- **Brochures**
  - Products manufactured in Sandy, UT

BD Website
Communication to Customers

- **Letterhead**
  - Limited to Autoguard™ and BD E-Z Scrub™ customers

- **Banner stands at tradeshow booths**
Communication to Public

- Letterhead
- BD website
  - Autoguard™ and BD E-Z Scrub™ products
- Banner stands at recruitment fairs
- BD parking lot light pole banners
- Board member materials
Communication to Public

- Sustainability & Annual Reports – pending
- Employee recruitment
  - “Did You Know?” fact sheet in Talent Branding folder
- Press kit - pending
  - Target Utah Business, Salt Lake Tribune, Deseret News