



Get a Little Greener:
Boston's Public Awareness
and Action Campaign
***“Green a Little. Change
a Lot.”***

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The Campaign

- ✿ PSAs *everywhere*: TV, the T, billboards, papers, online
- ✿ Ordinary Bostonians, doing something easy every day
- ✿ “What will YOU do today?”
- ✿ **“Green a Little. Change a Lot.”**



The Website

- ✿ Everyone can log in and:
 - ✿ Get green tips
 - ✿ Chat
 - ✿ Swap ideas
 - ✿ Blog
 - ✿ Get “*Green Points*”
 - ✿ Incentives
 - ✿ Community Reports



Green Points

- ✿ Awarded each time people take green actions
- ✿ Add up over time
- ✿ Most Green Points gets recognized
- ✿ **Communities** recognized and awarded for Green Points



Green Task Forces

- ✿ Volunteer task force in each community
- ✿ Helping mobilize efforts and educate
- ✿ Creating local partnerships
- ✿ Motivate, galvanize and inspire



Partnerships

- ✿ Creating relationships with local non-profits
 - ✿ Serve as role models
 - ✿ Create visibility of green efforts by community
 - ✿ Spreading the word through their projects
- ✿ Neighborhood focused, creating community

Logistics

- ✿ PSAs are free, allotted airtime
- ✿ Corporate sponsors with shared values
 - ✿ Maggie's Organic Socks for the Red Sox
 - ✿ Whole Foods
 - ✿ Trader Joe's
- ✿ Media: the River, CBS Boston, the Globe, WBUR
- ✿ Website help from MIT, Northeastern, local green orgs
- ✿ Translated into Spanish



Umbrella idea

- ✿ **Any idea** within this campaign can become a reality
 - ✿ Versatility
- ✿ Each person can **make a difference**, easily
- ✿ The glue that holds a **local movement** together
- ✿ Motivation, support, education, incentive
- ✿ **Awakens** the public to our green **potential**



What makes it work?

- ✿ Jumps off the page/screen and **comes alive**
- ✿ **Public owns the idea and makes it happen**
- ✿ **Empowering** citizens
- ✿ Belongs to **everyone**
- ✿ **One community** joining together in the **same mission**
- ✿ Reaches all backgrounds and demographics
- ✿ **Puts Boston on the green map of the country**



***Green a Little,
Change a Lot.***

What will YOU do today?