

SGA's Sixth Marketing Best Practice Award Program

Laclede Gas Company

Green Building Partnership Program

A stylized silhouette of a mountain range in a darker teal color, located at the bottom right of the slide.

Green Building Partnership Program



Program Description



Target Market



Program Objectives



Results and Program Effectiveness

Green Building Partnership Program

Program Description

Partnered with the Home Builders Association of Greater St. Louis in developing a very specialized verification program for their Green Building initiative.

- The verification process for the GBI-St. Louis program is handled through Laclede Gas.
- Homes are verified for compliance with the NAHB Model Green Building Guidelines

Green Building Partnership Program

Target Market

Homebuilders, Developers, Architects
Engineers and Homebuyers.


Green Building Partnership Program

Program Objectives

- Promote sustainable building practices while also providing energy cost savings to our customers
- Support our HBA, it's members and our residential customers
- Promote the inherent efficiency of natural gas operations and increase green building applications for natural gas usage
- Support builder/architect/engineering firms in planning green building efforts – all in the early planning & design stages of projects.

Green Building Partnership Program

Results and Program Effectiveness

- Gained access to builder planning & design meetings – influenced change
 - Fostered a great relationship with our HBA
 - Created a revenue stream for our verification services
 - Received recognition in the local building industry and the community
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- A decorative graphic at the bottom of the slide showing a range of teal-colored mountains or hills against a lighter teal background.

Green Building Partnership Program

Results and Program Effectiveness Continued

- Gained additional recognition through workshops and lunch learning sessions.
- Partnered with HBA to develop education display on Green Building for the 2007 St. Louis Home & Garden show
- Panelist at last two NAHB National Green Building Conferences
- Participated in two local radio programs on green building

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