

# Partners Programs

The only way to make an eco-minded world happen sooner



## Delivering together greater awareness and promoting the use of sustainable development by...

ecospecifier believes in collaboration with like-minded individuals, organisations and countries to strengthen the case for sustainable development, and therefore ecospecifier actively seeks Industry Partnerships that reflect our interests in building the success of our businesses and expanding into new relevant areas. Promoting mutually beneficial sustainable relationships is at the core of our Industry Program by:

- Exploring how to deliver shared & additional benefits
- Exploring how we can partner to develop the ecospecifier service and translate it for the needs of other countries
- Enhancing the values of each other's organisations
- Identifying opportunities to promote each others events, projects and businesses
- Utilising each other's strengths and working collaboratively towards mutual goals

## Industry Partners

The ecospecifier Industry Partners Program includes the Professional Partners Program, the Association Partners Program, the Global Partners Program, the Development Partners Program and the ecospecifier Product Standard Expert Group

### Professional: - where the key value is **co-operation**

- Build awareness in the market place of each other's activities, projects and information
- By facilitating new contacts with local and national organisations to promote the benefits of green building and sustainable development in the built environment
- Use of networks and contacts to link and support interested parties

### Association: - where the key value is expansion of **member benefits**

- Build awareness, in the market place of each other's activities, projects and information
- Use of networks and contacts to link and support interested parties
- Connect interested parties to each other's services
- An underlying goal of expanding reciprocal participation in events of similar areas of interest; balancing educational outcomes with income generation from the parties' collective efforts

### Global: - where key value is **global co-operation**

- Representing Industry Partnership with potential for co-operation on a global scale

### Development: - where the key value is **collaboration**

- A mutual collaboration or potential joint venture where organisations support the global development of ecospecifier's ethos by adding their expertise and knowledge to create a value added outcome and become a vital link to accelerate a more sustainable built environment on a local or global scale



*"ecospecifier has paved the way by providing the only real database of who can deliver in accordance with local and international green standards".*

**Bovis Lend Lease**  
Sustainability Director  
CEMEA Christopher  
Doyle  
(ecospecifier Industry  
Partner)



**Bovis**  
Lend Lease

**Become an ecospecifier partner - contact: [partners@ecospecifier.org](mailto:partners@ecospecifier.org)**

Enquire about ecospecifier Industry Partners' Program 2011-2012 package that includes as a minimum:

- Continual appearance on our ecospecifier homepage in your country of choice (Australia, United Arab Emirates, South Africa or Global .com site, and coming soon Asia).
- A short description of how your business provides a joint service with ecospecifier
- Your logo on the ecospecifier website hot linked to your website.

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The **ecospecifier Product Standards Group** exemplifies the calibre of thinkers that have agreed to assist **ecospecifier** along the way, developing our online resource and rigorous system of green product verification.

## ecospecifier's New Partnerships in 2011

**ecospecifier** has a reputation as a leader in the field of green building and sustainable product materials and technologies.

We offer you the chance to engage with us and our client base of more than 26 000 qualified and registered users to promote and extend your service in conjunction with **ecospecifier** to a ready made audience of committed eco-clients. Thousands of design construction professionals navigate through



**ecospecifier's** global websites every day, conducting materials research with rigour and making materials selection with confidence - from a current product listing of more than 500 categories.

The satisfying experience of growth in just over 6 years is only the beginning. **ecospecifier** is also launching a number of new initiatives that will see the company

develop new services and grow into new countries, including India and USA through 2011 and beyond.

Are you interested in becoming an **ecospecifier** Sales and Marketing Licensee? **ecospecifier** is also inviting expressions of interest from organisations who would like to support the global expansion of the **ecospecifier** ethos and services. Launch the **ecospecifier** services in your country to provide another vital link to help accelerate a more sustainable built environment on the planet bringing green building products, materials and technologies together with vision for new standards of sustainable product certification and green building design. Contact: [partners@ecospecifier.org](mailto:partners@ecospecifier.org)



**ecospecifier** Global & Australasia is a leading green building solutions resource also offering:

- Green Product Listings & Manufacturer Services
- Global Consulting
- Education & Training
- Subscribers Services

\*Full information packages are available on each of these services and can be downloaded from [ecospecifier.org](http://ecospecifier.org) or email [partners@ecospecifier.org](mailto:partners@ecospecifier.org)



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