



Environmental Communications Associates CLIENT LIST

GOVERNMENT AGENCIES



The Office of the White House

Provided press advance for Bush Administration for national public events.



EPA – Environmental Protection Agency

Facilitated the EPA's Pollution Prevention Education and Planning Roundtable for the National Advisory Council for Environmental Policy and Technology in Washington, DC. This session included an industry focus group agenda on voluntary partnerships, collaborative initiatives, and the regulatory process. The meeting was attended by senior level executives and environmental health and safety officials from the EPA and leading corporations such as IBM, GE, Amoco, Occidental Petroleum, Digital Equipment and Motorola.



FEMA – Federal Emergency Management Agency

Developed the national communications strategy and public campaign for FEMA's Project Impact, a coordinated communications program created to encourage citizens and state governments to be proactive and take preventive steps to minimize potential damage from natural hazards and severe weather. Full campaign included; television, radio, print, web.



United States Army

Developed the comprehensive national communications strategy for use by federal munitions stockpile installations to help guide communications to surrounding communities regarding risks, safety alert systems and protective actions in case of accidents. Included media and advertising and public relations efforts.

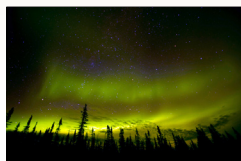


DART – Dallas Area Rapid Transit

Comprehensive grade school (K-5) curriculum design and development for Dallas Area Rapid Transit. Included research, concept, design and writing. Easy to use, hands-on lesson plans in binder format. Each grade level explores the expanding influence of transportation throughout history and how it affects personal choices, land use and lifestyle. Compatible with all state educational standards. Illustrated characters, design and content builds on itself through all grades maximizing learning and continuity of material.



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INAC – Indian & Northern Affairs Canada

Facilitated and developed a strategic plan and framework to guide decision-making on natural resource development and management in Canadian Northern Territories (NWT, Yukon and Nunavut). Efforts integrated criteria for sustainable resource development, Aboriginal rights, economics, environment, and community criteria among others.



Rocky Mountain National Park – Next Generation Fund

\$10 million capital campaign to fund the park's education and interpretive programs. Services included strategic planning, campaign branding, logo and website development and design, and promotional materials.

CORPORATIONS



Lockheed Martin

Provided communication services to Astronautics for eight years. Hired to guide communications for Astronautics on environmental matters including; managing stakeholder relations on major remediation efforts at Denver site, newsletter on Denver remediation project, created numerous Environmental Annual Reports, wrote and produced video designed to communicate environmental goals to internal audiences, and created museum exhibit on the history of the Titan rocket.



Rocky Flats Environmental Technology Site

Hired on two-year contract to direct public outreach, including; strategic planning and communications, public meeting facilitation and interaction with stakeholders for Kaiser Hill managing the cleanup at this former plutonium weapons plant. (HIGHLY CONTENTIOUS ISSUES). Designed Communications Training for top 100 managers on site.



Honda North America - National 4H Council

Consulted with Honda NA on all environmental sustainability matters. Created curriculum called, Going Places, Making Choices, which focuses on transportation, environment and personal choice. Targeted to traditional and experiential high school, learning environments, the course includes 5 units encompassing transportation history, climate change, energy and resources, land use, and personal choice. ECA directed the project, provided written content, format, information resources and design concepts, website design, marketing materials and media relations.



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Good Housekeeping Institute

Provided consulting to Good Housekeeping for four years on how they should address environmental labeling for products under the, "Good Housekeeping Seal of Approval," provided studies on forestry issues, HCFCs, environmental labeling worldwide, packaging issues etc. Started the Good Housekeeping Green Pages in the magazine.



Roche Colorado

Hired to design and implement a long-range public outreach/public involvement program and internal employee program. ECA worked with Roche Pharmaceuticals for 10 years providing consulting, guidance on environmental issues management, created and facilitated the Community Advisory Board, employee training, public hearing facilitation, and overall media and crisis communications strategies and communications training for executives.



Sun Oil Company

Designed and produced a major public outreach program – including Community Advisory Board – to help raise awareness of Sun's environmental efforts and mitigate community aggravation.



Tilbury Cement

Consulted with, and coached company on stakeholder relations and public meeting strategy for controversial plan to burn waste oil in cement kiln. Provided training to top management on stakeholder relations and facilitation.



Deja Shoes

Hired to launch the world's first shoe made from all recycled materials. ECA provided marketing, and public relations. In one year ECA generated over 500 articles and 30 television interviews – 2.5 million dollars worth of equivalent press space and air-time.



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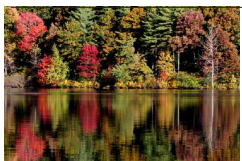
Kraft Foods

Hired to analyze status of corporate environmental activities in food industry, assess Kraft's position, create strategic plan through a series of facilitated meetings with Executive Board.



Alfalpa's

Developed an issue-related marketing strategy to relate specific environmental concerns to the consumer's own emerging values and ethics, thereby creating a mutual philosophy as a buying criteria. Project included strategic development, campaign production (radio and print ads), direct mailings, scientific support materials and campaign administration.



Hearst Publishing/Walden Pond

ECA assisted in developing the Countryside Preservation Trust – a program supporting land trust organizations. ECA provided guidance on the development of the trust fund for preservation of Walden Pond, designed the criteria by which the Trust would select grant requests for funding and evaluated proposals from the eligible organizations.



Econergy International

Provided complete branding and strategic marketing program for Econergy International. Branding included: corporate identity package, advertising campaign, industry communications and Power Point presentation materials. In 2008, Econergy International was purchased by GDF Suez Group, a leading international energy provider.

NON-PROFIT



Keep It Clean Partnership

A multimedia municipal campaign designed to increase public awareness. The campaign evolved over four years and included print, direct mail, traveling display booth, creekside and roadside signage, curriculum, creation of illustrated mascot H₂O Jo, who successfully branded water quality to young children.

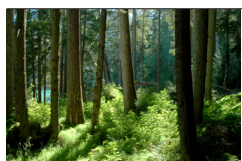


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City of Boulder

Provided strategic planning for Downtown Boulder Improvement District with the Chamber of Commerce and other community organizations for a large marketing program. Campaign design included large dioramas and banners at Denver International Airport, magazine ads and brochures. Its goal was to boost visits by business and tourist travelers to Downtown Boulder.



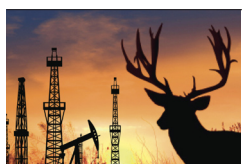
Ministry of Lands and Parks, British Columbia

Created the Guidelines for Public Involvement and Community Advisory Panels for industries used by companies desiring to do business, or presently operating in the Province. Guidelines are now required and address environmental issues through better public communications.



The Vatican

Provided custom training in public communications and media management for Cardinals and Archbishops assembled from numerous countries.



Make It Clean Colorado

Hired by consortium of citizen groups to promote clean energy development and smart, responsible gas drilling in Colorado. Campaign included billboards and newspaper ads.