

## What GEENI offers

### 'Responsible Marketing'



For further information, call Paul Payten

GEENI: Global Environment Energy Network Interface



**G**LOBAL  
**E**COLOGY &  
**E**NDUCATIONAL  
**N**ETWORKING  
**I**NTERFACE

GEENI – Global Ecology & Educational Networking Interface

E-mail: [ask@geeni.net](mailto:ask@geeni.net) Phone: +61 2 4787 5850 Fax: +61 2 4787 6819

PO Box 256 BLACKHEATH NSW AUSTRALIA 2785

Web [www.geeni.net](http://www.geeni.net)

GEENI: Global Environment Energy Network Interface



**Welcome to GEENI...**

**Your access to sustainable  
ways of doing business  
and life**

GEENI: Global Environment Energy Network Interface

## **About GEENI**

In order to make use of the great depth of experience and knowledge gathered over at least 25 years in Direct Marketing and other service oriented industries, the business concept of GEENI, Education for Sustainability, Responsible Marketing was created.

Having worked within a wide variety of industries and market sectors and seeing a need for education for sustainability, authentic and sustaining marketing services, this knowledge, experience and intent is now on offer through GEENI.

**So, for a new and 'greener' perspective...[ask@geeni.net](mailto:ask@geeni.net)**

GEENI's purpose is to create and initiate ways of bringing sustainability, authenticity and prosperity into the community and business.

**Global Ecology & Educational Networking Interface** is a long and complicated name, yet it depicts clearly the function this business seeks to fulfil: assisting the uptake of eco-friendly and sustainable products, as well as promoting the education for and practices in sustainability.

GEENI is an individual organisation which can become a virtual corporation. Trying in isolation to be everything to everyone is not a sustainable way of doing business. So, GEENI partners with other appropriate entities to achieve a given project. This flexibility also sustains the business and its associates by not duplicating or developing systems which become redundant at the end of a 'job'. The structure of GEENI is that of a hub around which the best and most suitable resources are clustered for the required period.

GEENI: Global Environment Energy Network Interface

## What GEENI does

GEENI promotes the Triple Bottom Line –

***Prosperity, Humanity and the Environment***

**For great results, GEENI specialises in services such as:**

### **Workplace Assessment and Training -**

Assess your office procedures, organisational culture and staff on their true deliverable benefits and relevance to a sustainability plan.

Establish and understand what is needed then instigate training in sustainability.

### **Sustainability Principles**

*Sustainability plan:* Work on how to carry your business towards a neutral ecological footprint and make it prosper.

*Change Facilitation:* Through workshops, mentoring and coaching barriers and issues can be identified and dissolved to enable 'new' practices to be adopted more easily.

*Environmental auditing:* Clarify how to bring your built environment up to necessary standards in energy efficiency, air quality, cleanliness and more in order to support and facilitate your staff giving of their best.

*Feng Shui:* Interior and exterior consultations have proved valuable for thousands of businesses across the world. It does work.

*Eco Design:* For renovating or building new premises, solar passive design and other principles are most relevant in saving costs in energy of various sorts. Responsible design also ensures improved ambience and comfort.

Prices on application

### **Telemarketing\* -**

This is generally charged by the hour, from AUD\$35 per hour, plus Campaign Design, Set Up, Script and the telecommunication costs, at cost.

*Lead generation:* We call businesses all over the Asia Pacific region and find the demand for our client's product/offer and arrange sales meetings or send information and build the pipeline.

*Market research:* We find the best niche market for the product, map the nature and size of the market, then help position the product for best up-take opportunities.

*Surveys:* We establish what demand there is for your product, before you invest in THE idea that might be ahead of its time. Find out if your clients are loyal and satisfied.

### **Database\* -**

*Database management:* Building, cleaning and maintaining databases. We make certain our clients stay in touch with their client base, with the view to expanding it where possible and consolidating their efforts.

*Sale of lists:* Purchase from AUD\$0.15 to AUD\$5.50 per contact. Cost depends on extent of information contained in the records, integrity and degree of targeting required, i.e. company name. Phone, fax, contact, title, e-mail, industry, revenue, etc..

*Screening:* Also available is a 'live' database of businesses and service providers from a wide range of global, energy, environmental and health sectors, screened both 'positively' and/or 'negatively' by GEENI.

### **Events\* -**

We manage the 'occasion' in the style required, from concept, to promotion and co-ordination, through to post-event marketing. Price on application.

### **Research Reports\* -**

By filling in our [request form](#) at [www.geeni.net](http://www.geeni.net), you can submit a request for GEENI to compile a research report. The undertaking to raise the report is subsequent to approval. Price is available on application.

\* Rates for these services vary and are subject to change.

GEENI: Global Environment Energy Network Interface

## **Who GEENI works with**

Some clients' businesses.... past and present

State government training & education body  
Combined state and federally funded business sustainability training program  
Business development, support and coaching  
Global and national IT&T vendors  
Business practices and policies provider  
Professional industry association and business network  
IT innovations developer  
Water technology manufacturer and distributor  
International, national and local Tourism  
Practitioner Training course provider  
Personal Development courses and self help products provider  
Environmentally friendly personal and agricultural products supplier

**Now available** - If you need a hand to develop an idea, concept or product and bring it to market, we have connections – equity, finance, advice, marketing and business development services from passionate professionals.

GEENI: Global Environment Energy Network Interface