

GREENPOINT CONTENT GUIDE

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THE COMPETITION

GreenPoint's competitors vary in sustainable philosophy and practices, but all share two distinct similarities in their positioning:

Firstly, they are well-established either through founding histories dating back to pre-PNG independence or by acquisitions and mergers.

Secondly and most importantly, they are capability-focused, reading like a menu of services with highly detailed equipment and product specs.

While both positions may seem like effective copy strategies, content devoid of any user benefit and lack of site maintenance reveal a tired, outdated and often forced tone. Even pages devoted to community involvement feel impersonal and removed from active issues.

THE GOOD

- Community outreach programs listed by name (Operation Open Heart, Cricket PNG)
- Detail by numbers (people employed, road lengths, exports, timber moisture content)
- Straightforward navigation

THE BAD

- Overwhelming amount of content with no benefit (Hebou has 5 pages dedicated to different mission statements and policies)
- Lack of updates (average copyright 2012)
- Social efforts feel impersonal, occasionally come across as boastful
- Virtually no social media, little image or video support

Despite GreenPoint's status as a new entity in PNG, the current market is ripe for a fresh, strong, compelling voice to engage the industry.



THE GREENPOINT PERSONALITY - FOUNDATION

To become an engaging brand, GreenPoint must have clear motivations and characteristics which relate to the reader. While these words will most likely will never be shared publicly, internal exploration of GreenPoint's past creates a strong personality foundation.

GreenPoint's back story is an emotional one. The founders trekked through jungles, spoke with the PNG people, saw their pain, felt their hope—negotiated and re-negotiated only to be barraged by false rumors and the harsh politics of a broken industry. Yet, GreenPoint isn't alone. These hardships are a commonality of all who strive for sustainable development in impoverished countries. The details are unimportant, but through these lessons learned, three clear and strong traits emerge, which provide the foundation of the company's motivation and the heart of GreenPoint's message:

APPRECIATION

GreenPoint recognizes the value of our natural resources and also the value of what these resources become. Nothing is wasted or squandered, but carefully harvested and perfected in order to build communities just as beautiful as the lands from which they emerge.

COMPASSION

People are the root of this company. While many competitors treat ILGs as commodities, GreenPoint recognizes them for what they are— essential collaborators— who should always be respected and treated as such.

WISDOM

GreenPoint's leaders are well-versed in the struggles surrounding PNG's development. Their collected experience serves as a guide for expertly navigating an ever-changing landscape and promotes a legacy for others to strive.

THE GREENPOINT PERSONALITY - DESCRIPTIVE TRAITS

GreenPoint is the **leader**, not the follower.

GreenPoint is the **collaborator**, not the aggressor.

GreenPoint is **transparent**, not elusive.

GreenPoint is **inspiring**, not preaching.

GreenPoint is **knowledgeable**, not a know-it-all.

GreenPoint is deeply and truly **connected**, not associated.

<i>Integrity</i>	<i>Profitable</i>
<i>Responsibility</i>	<i>Innovative</i>
<i>Passion</i>	<i>Unabashed</i>
<i>Friendly</i>	<i>Eco-friendly</i>
<i>Professional</i>	<i>Current</i>
<i>Leader</i>	<i>Compassionate</i>
<i>Catalyst</i>	<i>Clear</i>
<i>Approachable</i>	<i>Genuine</i>
<i>Humane</i>	<i>Natural</i>
<i>Aware</i>	<i>Direct</i>
<i>Sensible</i>	<i>Upright</i>
<i>Patient</i>	<i>Industrious</i>
<i>Advocate</i>	<i>Beneficial</i>
<i>Candid</i>	<i>Diligent</i>
<i>Persuasive</i>	<i>Stable</i>
<i>Balanced</i>	<i>Organized</i>
<i>Fair</i>	<i>Protector</i>
<i>Intelligent</i>	<i>Collaborative</i>
<i>Generous</i>	<i>Ethical</i>
<i>Trusted</i>	<i>Sincere</i>
<i>Enduring</i>	<i>Liberating</i>
<i>Global</i>	<i>Empowered</i>

ONE VOICE, MANY TARGETS

GreenPoint's message focus is clear, but a challenge exists communicating with multiple demographics on one digital platform. By diversifying and repeating the message through different techniques and mediums, GreenPoint can engage a dialog with all target markets.

GOVERNMENT & INTERNATIONAL AGENCIES

Professional, friendly and direct copy will be the primary method for communicating with government associates and other organizations who are looking for an overview of GreenPoint. Any studies or reports will be conveniently summarized with links to download full content.

Blog posts and social shares on professional sites will further engage this broad audience.

SUPPLIERS

Suppliers while interested in learning about GreenPoint, are likely searching for more specific information about the company's processes. Clear hierarchy layouts paired with charts/graphs or other simple infographic visuals will help these readers find what they want quickly.

LANDOWNERS/STAKEHOLDERS

While English is one of the three official languages in PNG, there are another 817 dialects spoken there. GreenPoint will bridge all communication barriers by featuring original photo and video content about issues directly related to the country's natives and their environment. Show then tell is GreenPoint's mantra for these viewers.

Additionally, content can be reused for blog or social shares to engage Western supporters and international agencies.

THE GREENPOINT TAGLINE

“Empowering growth, sustaining the future.”

Words to live by:

Empower

GreenPoint not only leads but encourages previously neglected and mistreated landowners to take an active role in their country's development. We take pride in our work and so should they.

Growth

Long-term success can only be achieved by holistic betterment and mutual opportunity, both for the company and the community.

Sustain

Continued efforts to maintain and protect our natural resources are essential for healthy development.

Future

GreenPoint's methods and projects will improve current systems and provide a positive impact in the world.

OTHER KEYWORDS AND PHRASES

BUSINESS DESCRIPTORS

Sustainable forestry and development
Sustainable development solutions
Ethical forestry and infrastructure

PEOPLE PRIORITY

Putting people at the heart of progress
Where people and progress thrive

SUSTAINABILITY

Sustainable growth, unlimited progress
Conscious growth
The new direction of sustainability

OUTLOOK

Forging new paths in sustainable development
Empowered progress for our future
Grow in the right direction
The new direction of development

THE GREENPOINT COMPASS METHOD



GreenPoint's revolutionary model for sustainable forestry and infrastructure development will change PNG's industry forever. By clearly defining and naming this technique, GreenPoint's leaders show they are not only dedicated to this way of business for their own company, but are also an advocate for others willing to adopt this program.

The GreenPoint Compass Method consists of four focus points: PEOPLE, EARTH, PROJECTS and PROFIT.

Every one of GreenPoint's services falls within a focus point, however they are not exclusive; many services could easily be categorized under two or more focuses.

By conducting regular audits of these interconnected points, GreenPoint ensures holistic and sustainable success – not only for the company, but also for the communities, land and projects they touch.

PEOPLE

Empowerment for Indigenous Landowner Groups and employees.

- Enhancement for local SME integration (catering, laundry services)
 - Quality of life improvements for health and welfare
 - Respect for culture sensitivity and sacred sites
 - New skills training
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EARTH

Respect for the land, wildlife and resources.

- Best-in-class forest management practices and health monitoring
 - Wildlife conservation and biodiversity
 - Use of innovative technology for sustainable methods
 - Open communication with ENGOs
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PROJECTS

Dedication to work excellence from initial planning stages to product delivery.

- On time and on budget
 - Top priority safety standards
 - Extensive pre-feasibility/feasibility studies and regular audits
 - Quality product development and logistics methods
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PROFIT

Commitment to mutually beneficial practices for GreenPoint and PNG communities.

- Infrastructure development with local support
- Substantial increase in timber yields for harvesting
- Reforestation and plantation programs
- Local economic growth through job creation