

The Key to Success That Everyone Misses: A Strong Brand

A Look at GreenNYC – New York City's Behavior Change Program



STRONG BRAND | GREENYC

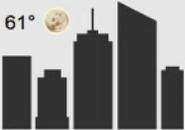
Accessible, clean, compelling



BIRDIE | OFFICIAL MASCOT



STRONG BRAND | EARNED MEDIA

61°  **gothamist**

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OUR CITIES: LONDON

FEATURED



Video: Good Samaritan Shames Bike Thief Into Returning stolen Wheel



No Charges For Running Over Schoolkids On Queens Sidewalk



TV Crew Sort Of Apologizes To Residents Of Fort Greene

Photos: Birdie—NYC's Most Fun Mascot—Takes A Staycation



Birdie enjoys the tranquil Chinese Scholar's Garden at Sailors Snug Harbor (Photo courtesy Birdie NYC)



The New York Times

TimeOut
New York



GREENYC BRAND | ACHIEVEMENTS

- Recognition with 50% of New Yorkers
- Generated 2.5 billion media impressions for program initiatives (despite limited resources)
- Garnered earned media in major publications
- Overwhelmingly positive emotional response from Nyers
- 25 + partnerships within the city, NGOs and the private sector
- Measurable environmental impacts (reductions in GHG and tonnage of solid waste)

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