



The Premier International Green Brand

OTC: GGII

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Green Globe Director and Village Green Global CEO Discusses Potential of Strategic Alliance

Q&A with Doug Smith covers a variety of topics regarding the expanding relationship between Green Globe and Village Green Global

Green Globe International, Inc. (stock symbol: GGII), the worldwide owner of the Green Globe brand, has furthered strengthened its ties to Doug Smith, founder and CEO of Village Green Global, Inc., including appointing Mr. Smith to the company's Board of Directors. Green Globe has also signed a co-venture and reciprocal non-exclusive licensing agreement with Village Green Global, which will result in the imbedding of a Green Globe Baseline Standard into Village Green's SMARTweb® low cost, environmental auditing tool, which establishes a baseline for its clients to begin measuring and potentially monetizing their environmental improvements. As a result of his close ties to Green Globe International, Mr. Smith is featured in a question and answer feature in this month's Green Globe newsletter.

Green Globe International: The readers of this newsletter have undoubtedly read your biography that was included in the announcement of your appointment to the Board, but after such a success with SMARTweb in Australia what prompted you to pack your bags and move Village Green to the United States and specifically to Irvine, California?



Doug Smith: Our team wanted to create a global presence to provide and enable our partners around the world with a centralized approach to environmental auditing. Village Green Global was created to support a growing global demand for awareness, reporting and software development recognized by the emerging Carbon economies world wide. Village Green Global was reorganized in California (the 8th largest economy in the world) to meet this demand.

GGI: How do Village Green's products and solutions deliver cost saving for its clients?

DS: SMARTweb is the proprietary software of Village Green that provides clients with automated reporting that identifies their baseline for the purpose of monetizing their improvements and, at the same time, identifies the various opportunities to cut the costs in the areas of energy, water, transport and waste management. Through this approach, clients can make decisions in areas that will be of the greatest financial benefit immediately and reduce their environmental impacts at the same time. Village Green and Green Globe trained consultants can then mentor a client to achieve the greatest opportunity going forward on the path to sustainability.

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RECENT NEWS

Thursday, July 1

Green Globe International, Inc. Partners With Greenopia and Village Green Global, Inc. to Provide Sustainable Solutions for Small Business

Thursday, June 24

Green Globe International, Inc. Announces Brand Expansion in the Transportation Sector

Monday, June 21

Green Globe International, Inc. Announces Director Doug Smith's Presentation on Greenhouse Gas Emissions Reporting at TechConnect World 2010 Conferences and Expo

Wednesday, June 16

Green Globe International, Inc. Releases June 2010 Newsletter With CEO Comments on Carbon Based Economy and the Energy Credit Marketplace

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Market:

Over-the-Counter

Stock Symbol:

GGII

Note: Green Globe services in the Asia Pacific region are distributed, managed and sold exclusively by Green Globe Asia Pacific (GGAP) through EC3 Global. For further information on Green Globe Asia Pacific, please visit www.greenglobe.org.

The World Travel & Tourism Council (WTC) is a shareholder in Green Globe International



Green Globe International is an Affiliate Member of the United Nations World Tourism Organization (UNWTO)




The Green Globe Brand Expands in the Transportation Sector

Green Globe Certification Partners With Limousine Environmental Action Partners, LLC

Green Globe International has reported that a Green Globe branded certification program has announced a partnership with Limousine Environmental Action Partners, LLC (LEAP), which has developed the first certification program of its kind for the ground transportation/limousine industry.

Green Globe Certification announced that it will include LEAP's certification system as part of the transport sector standard. Together, LEAP and Green Globe Certification now offer a complete sustainability solution for owners and operators of ground transport.

According to its website, LEAP is a business development consulting firm dedicated to assisting executive ground transportation companies meet their customer needs with greater sustainability. LEAP's comprehensive and customized strategies and solutions provide all the tools required to initiate and maintain an environmentally responsible, yet profitable business model. Its offerings include carbon emissions inventory assessments and goal setting, greenhouse gas (GHG) reduction strategies, carbon offsetting, voluntary reporting to governmental agencies, marketing and brand strategy, media relations, comprehensive outreach campaigns, partners' booking engine, and customer education. More information on LEAP can be found at www.leapcars.com.

"We are pleased to report the continued expansion of Green Globe branded programs throughout the world, especially as it enters new industry sectors," commented Green Globe International Managing Director and Chief Executive Officer Steven R. Peacock. "Green Globe Certification has done an excellent job in promoting the brand in the travel and tourism sector, and we will continue to support their efforts to increase its use with additional partnerships and affiliations." 

Director Doug Smith Presents Greenhouse Gas Emissions Reporting Information at TechConnect World Conferences and Expo

Green Globe International Director Doug Smith, president and CEO of Village Green Global, Inc., recently spoke at the TechConnect World 2010 Conferences and Expo, held from June 21-24 at the Anaheim Convention Center in Anaheim, California. The title of his talk was "Greenhouse Gas Emissions Reporting through Integrated Business Solutions."

TechConnect World drew over 5,000 attendees from over 70 countries, across major industry segments and along the technology path from research to implementation in nanotechnology, clean technology, microtech, and life sciences. The event hosted more than 300 companies, universities, equipment manufacturers, international development authorities, solutions providers and national laboratories. Exhibitors met with thousands of prospects and potential buyers, who came to the expo to evaluate the latest technology and services. For more information on the event, please visit www.techconnectworld.com.

In addition to Mr. Smith's recent appointment to the Green Globe International Board of Directors, Green Globe has entered into a co-venture and reciprocal licensing agreement with Village Green Global. The agreement is the next step in the process of Village Green imbedding a Green Globe

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Green Globe International Partners With Greenopia and Village Green Global to Provide Sustainable Solutions for Small Business



Green Globe International has announced a joint venture with Greenopia, who utilizes an eco-analysis method to provide a local guide to green living for most major U.S. cities, and Village Green Global, Inc. Village Green and Green Globe International will provide market-leading green business services and technology solutions to the 25,000 small/medium business customers of Greenopia, so that they can maximize their sustainability.


“This joint venture with Greenopia and Village Green Global provides the complete solution to small businesses that includes the most trusted name in green consumer awareness, an award winning measurement tool that can establish a company’s baseline and monetize its environmental improvements, and an internationally recognized green brand for sustainability consulting and ISO compliant certification,” stated Steven R. Peacock, Managing Director and Chief Executive Officer of Green Globe International, Inc.

Green Globe International recently announced the signing of a co-venture and reciprocal non-exclusive licensing agreement with Village Green Global to imbed a Green Globe Baseline Standard into Village Green’s SMARTweb(R) tool. This standard and logo will be provided to each client that completes the SMARTweb environmental report.

Village Green’s SaaS-based carbon accounting tool, SMARTweb(R), which will be offered to Greenopia members for a discounted rate, not only tracks the environmental impacts of businesses, but makes unique product-specific recommendations to improve sustainability and reduce costs. Unlike most assessment tools, SMARTweb features an easy-to-use online interface that can save thousands of dollars versus using environmental consultants or building auditors. Moreover, SMARTweb can significantly lower logistical costs, resulting in additional savings.

Referencing these savings, Doug Smith, CEO and Founder of Village Green Global, Inc., said, “Direct savings to the bottom line performance of 15 percent for companies using SMARTweb are not uncommon in the United States.”

“Greenopia is excited to offer such a complete sustainability toolkit to its merchants in the myGreenopia program,” said Gay Browne, Founder of Greenopia. “Not only will these tools help decrease the businesses’ environmental footprint, but they will save small business owners money and will help promote the great environmental initiatives they are doing.”

Greenopia employs its award-winning eco-analysis method to deliver actionable green-assessments to the rapidly growing green consumer market. Green businesses and merchants use Greenopia’s targeted marketing methods to effectively reach consumers making greener choices. Greenopia’s rankings and ratings are based on its review of publicly available information and reflect its evaluation of such information. 

Director Doug Smith Presents at Technology Conference

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Baseline Standard into Village Green’s SMARTweb(R) low cost, environmental auditing tool, which establishes a baseline for its clients to begin measuring and potentially monetizing their environmental improvements.

The co-venture agreement also includes an option through the end of the calendar year under which Green Globe International has the right to acquire up to \$2,000,000 of Village Green’s common stock. Green Globe has exercised the option to acquire a portion of the Village Green stock.

“Village Green Global has brought initial awareness to the United States about the fact that environmental improvements can be measured and monetized,” commented Green Globe International Managing Director and Chief Executive Officer Steven R. Peacock. “Doug Smith is a visionary, and Green Globe and its shareholders will benefit greatly from this relationship, not only from direct revenues through embedding the Green Globe Baseline Standard into SMARTweb, but also from its equity ownership position in Village Green Global, which we expect will prove to be an exceptional investment.” 

Green Globe Director Doug Smith Discusses Potential of Strategic Partnership

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GGI: What do you believe have been Village Green's most important or noteworthy accomplishments since it expanded into the U.S. market?

DS: Village Green identified the need to work closely with community colleges and universities in the U.S., to expand Village Green curriculum that focuses on environmental auditing. There is a lack of qualified professionals in this sector globally and Village Green is now training a displaced workforce to move into this emerging industry. To date we have 3 colleges and a university working with our curriculum. We have also secured 2 education facilities where we can conduct our own training programs. In addition to the education platform, we are now providing our software into a joint venture with Greenopia and Green Globe that will initially contact 25,000 small businesses in the U.S. currently listed on the Greenopia website with a plan to expand from there. We have other large scale announcements set for release over the next month as well.



GGI: What first attracted you to Green Globe and why did you accept the invitation to join the Board of Directors?

DS: I have been watching the progress of GGI for about 6 years now. The main points that I look for in certification programs are two-fold: 1) Integrity of process and 2) Internationally recognized. The efforts of the brand to reach new markets, and the sound and rigorous efforts by the brand's licensees gave me comfort to not only join the board but to begin an integration of the Green Globe logo into all future Village Green Environmental Impact Assessments going forward.

GGI: For the record, the recently signed Co-Venture Agreement between Green Globe and Village Green calls for the imbedding a Green Globe Baseline Standard into the SMARTweb environmental reporting software. How do you see these two products working together?

DS: Clients that start with Village Green generally do not have an initial understanding of their overall outputs. As such, Village Green first creates a baseline report for the client that gives them a clear understanding of where they are today. The imbedding of Green Globe "baseline recognition" logo will not only provide them with some immediate recognition but will act as a catalyst for the client to move into the next stages of full ISO certification offered by Green Globe licensees around the world. Village Green will be actively assisting the client in this transition.

GGI: Can you explain to the readers what the financial impact might be for Green Globe as a result of this Co-Venture Agreement as it relates to the current projects both here in the U.S. and abroad, where the Green Globe Baseline Standard will be utilized in each SMARTweb environmental audit report?

DS: Currently, Green Globe will receive 15% of all small business revenue raised through the Greenopia program mentioned above, as well as all other small business and residential programs launched globally over the next 3 years. In addition, Green Globe will receive 21/22% of all revenue received through Village Green Environmental Impact Assessments for enterprise customers globally. If we just look at the Greenopia project of 25,000 existing green businesses and use a very conservative conversion rate of less than 10%, the projected revenue to Green Globe is in the low 6 figures. Greater revenues are expected as this program and others evolve. The other point to note here is that all revenues will be annually recurring revenues.

GGI: What changes have you seen in the green business landscape since Village Green first began looking into the United States as a commercial market and what are your predictions for the future?

DS: The level of awareness to environmental improvements, reporting and the need for cost savings in business has increased dramatically in the U.S. over the past 2 years. Going forward, I see the U.S. markets becoming more sophisticated with the expansion of carbon based projects and the need for clear direction and understanding of environmental reporting and ultimate need for independent certification. Village Green and Green Globe are well positioned to lead in these emerging markets globally.



Forward-Looking Statements

This newsletter contains forward-looking statements with respect to the results of operations and business of Green Globe International, Inc., which involves risks and uncertainties. Actual future results could materially differ from those discussed. The Company intends that such statements about the Company's future expectations, including future revenues and earnings, and all other forward-looking statements be subject to the "Safe Harbors" provision of the Private Securities Litigation Reform Act of 1995.