



The Hondo Group Partners with Joint US-China Cooperation on Clean Energy

The Hondo Group, a Fort Worth-based marketing communications company, announced today their green partnership with the Joint US-China Cooperation on Clean Energy (JUCCCE). The Hondo Group will be providing strategic green branding, creative services and a new Web site design for JUCCCE.

Fort Worth, Texas ([PRWeb](#)) January 27, 2009 -- The Hondo Group, a Fort Worth-based marketing communications company, announced today their [green partnership](#) with the [Joint US-China Cooperation on Clean Energy](#) (JUCCCE). The Hondo Group will deliver a variety of creative services including green branding and development and website re-design.

"China's environmental impact on the world means that we should all work together to ensure that China is successful in their efforts to go green," said Peggy Liu, JUCCCE Chairperson. "JUCCCE brings together companies around the world to bring sustainable solutions to key decision makers in China- whether they are local Mayors, grid executives or office managers. The Hondo Group will help us increase our ability to act as a bilingual and bicultural bridge for the energy industry's stakeholders."

JUCCCE's partners include leading experts and influencers from many sectors. Under the umbrella of JUCCCE's programs, many individual contributions are brought together to enable market-transformation strategies, to change the way China creates and uses energy.

"We are honored to lend our [green marketing expertise](#) to a movement that will transform China and the world into a more sustainable environment," said Lynn Balinas, president. "As our own company evolves and offers more environmentally conscious services, JUCCCE will prove to not only be a beneficial partner, but also a successful example to follow."

The Hondo Group recently added green marketing and sustainable business strategies to their product offerings. They are currently in the process of developing one of the first ongoing quantitative assessment tools for evaluating environmentally sound business practices. The Hondo Group's research-driven sustainable business plan turns environmental consciousness into a formidable strategic move. In addition, The Hondo Group team is staffed with a LEED Accredited Professional who can perform assessments on buildings and advise recommendations to companies interested in improving the sustainability and resource efficiency of their building. With these new green marketing efforts along with standard marketing services, The Hondo Group can help clients systematically reduce their carbon footprint on the environment while publicizing their environmental stewardship efforts.

JUCCCE is a non-profit organization whose mission is to accelerate the greening of China through international collaboration on impactful programs. JUCCCE programs focus on delivering near-term results in areas of greatest impact to transform the way China uses and creates energy. Established in 2007, JUCCCE has offices in San Francisco, Shanghai, and Beijing.

The Hondo Group, a marketing communications company, is dedicated to providing clients with new strategic



branding processes and procedures, and new products and technologies. With offices in Fort Worth, Texas and Darlington, Wis., the company represents clients in a variety of areas including agriculture, real estate, professional services, technology, healthcare and life sciences. As a full service agency, The Hondo Group helps clients close the marketing loop between great products and satisfied consumers. For more information, please visit www.hondogroup.com.

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