



SURVEY 2010

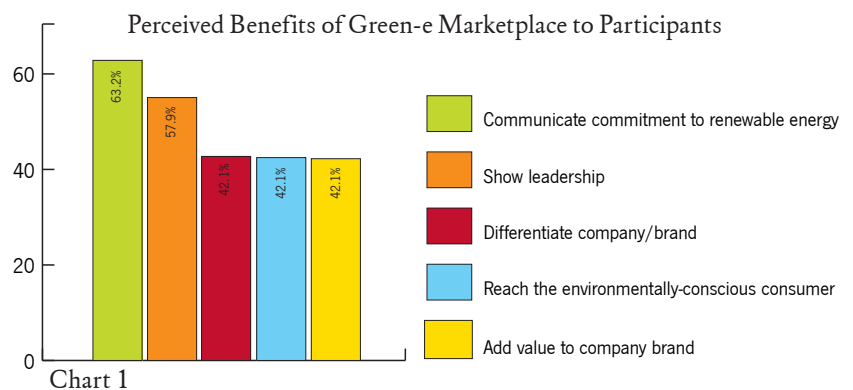


Green-e® Marketplace participants represent a broad spectrum of industries and sizes, and come together to join Green-e Marketplace as a way to demonstrate a commitment to renewable energy.

This annual survey provides insight into the many drivers, benefits, and values of Green-e Marketplace participation and use of the Green-e logo, the national symbol for renewable energy excellence.

The Value of Green-e

There are many reasons why an organization may pursue participation in Green-e Marketplace. For the second year in a row, our study found participants ranked communicating a commitment to renewable energy as the highest value the Green-e logo provides to its organization — clearly a key component of Green-e Marketplace. Participants also responded by saying the Green-e logo is valuable when reaching environmentally-conscious-consumers. The Green-e logo is additionally used to differentiate and add value to the organization’s brand as an environmental leader. In summary, the most important values the Green-e logo holds for the Green-e Marketplace participants are illustrated in Chart 1.

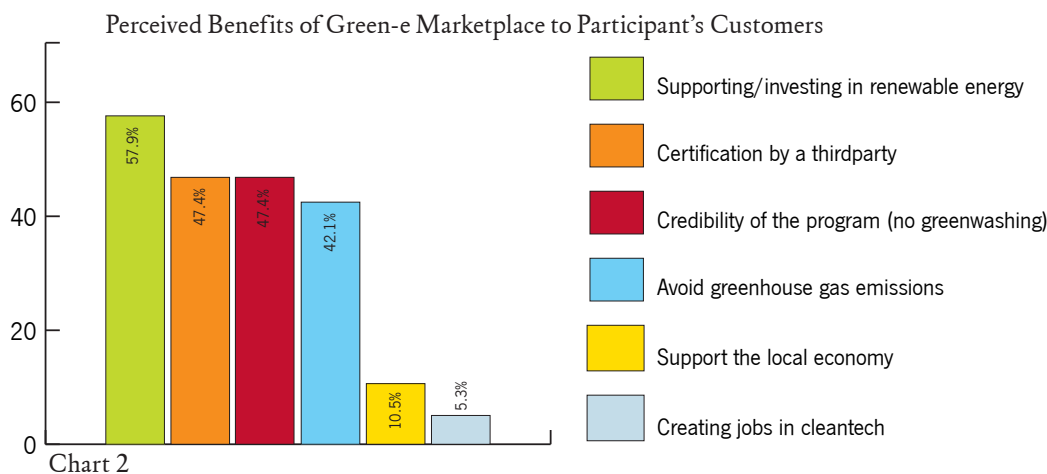


Turning the focus away from their organization, we asked our participants what aspect of the Green-e program is most important to their customers. Participants said customers think supporting and investing in renewable energy is the most important value of Green-e, with over half of those customers seeing Green-e Marketplace participation as a direct investment in renewable energy. Also important is third-party certification and credibility of the program to avoid false claims and greenwashing. In summary, the most important values the Green-e logo holds for the customers of Marketplace participants are illustrated in Chart 2.

Business-to-Business Impacts

In 2009, organizations told us they were concentrating heavily on their own sustainability efforts and expressed interest in doing business with companies that have similar priorities. All survey participants reported that it is important or very important that companies in their supply chain be more environmentally friendly.





In fact, this year we found half of our participants encouraged their supply chain to use renewable energy. From program experience Green-e Marketplace participants at times will seek services from other Green-e Marketplace participants adding an extra link in the supply chain of goods and services using certified renewable energy.

Decision Makers and Messaging

Last year, organizations told us that as corporate social and environmental responsibility efforts gained momentum, it was the senior and executive management who was most responsible for the decision to purchase and/or generate renewable energy:

- 61.5% senior/executive management
- 15.4% marketing/communications team
- 7.7% environmental officer
- 7.7% corporate social responsibility officer
- 7.7% facilities manager

This year we asked participants to identify who within the organization is actively promoting Green-e Marketplace and the use of the Green-e logo. The results clearly show departments with direct connection to consumers promote Green-e. While the decision to purchase renewable energy often lies with the executive team, the departments that actively promote Green-e are:

- 85% marketing/communications team
- 60% sales team
- 35% senior/executive management team
- 35% corporate sustainability team
- 35% customer service team
- 10% facilities

As a way to share a commitment to certified renewable energy our participants display the Green-e logo on product packaging, website and printed communications collateral. In 2010, 70% of surveyed participants indicated they will expand the Green-e logo in at least one area. Of the most common communication materials participants indicated website, brochure, and products as the primary three areas participants planned to expand the Green-e logo.

Feedback

If you would like to contribute additional comments or feedback, please feel free to contact Justin Roth at justin@resource-solutions.org or by calling 415.568.4280 .