



Green-e® Marketplace for Businesses and Brands

Program Benefits

Your organization's renewable energy commitment is significant, and communicating it to your customers and stakeholders is critical. Green-e® certification delivers added value to your communication efforts by providing promotional tools that support your sustainability, sales, and marketing goals. Whether you're seeking downstream brand support from a distributor or tweeting to your customers, use the resources and benefits in this guide as support—one big benefit from your participation with Green-e®.

Sales Kit

- Sales Deck Support
- Sales Team Training Call

Marketing Toolbox

- Communications Guide
- Social Media Kit
- Blog Templates
- Case Studies

Communications Strategy Session

Resource Page

Contact us today

(415) 561-2100
marketplace@green-e.org

Certification gives you access to:

- Logo licensing
- Sales Kit
- Marketing Toolbox
- Communications Tools
- Dedicated Resource Page



These tools make it easy to communicate about renewable energy and give your sustainability, marketing, and sales teams the resources they need to take full advantage of Green-e® certification.

Sales Kit

We know that measurable return on investment from certifications is critical to the long-term success of your sustainability initiatives. With ready-to-use presentation materials and a complimentary sales team training session, you'll be able to leverage your Green-e® certification from the start.

Sales Deck Support

We have two decades of experience as the nation's leading certification organization for renewable energy, while your sales team might be hearing about Green-e® for the first time. To help, we've created custom slides that help you explain to customers how your Green-e® certification supports your company's or product's brand positioning.

Sales Team Training Call

Your team looks for brand differentiations that matter, we'll train them on all the nuances of Green-e® with an hour training call so that they can present Green-e® with confidence.





Marketing Toolbox

Use our Communications Guide, Social Media Kit, blog post template, and case studies in your marketing and communications. Quickly and effectively get the word out about your environmental commitment.

Communications Guide

Our Communications Guide highlights why consumers care about renewable energy, how to position your commitment with them, and how Green-e® can help you connect with these customers—whether at the point of sale or through your online communities.

We offer examples of how other certified companies are using the Green-e® logo to benefit their sales and relationships with customers. Leverage your participation with Green-e® to realize real sales advantages.



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Finally, you can use our compilation of statistics from consumer surveys and internal marketing reports to convey the benefits of Green-e® certification internally, an important step to achieve stakeholder buy-in.

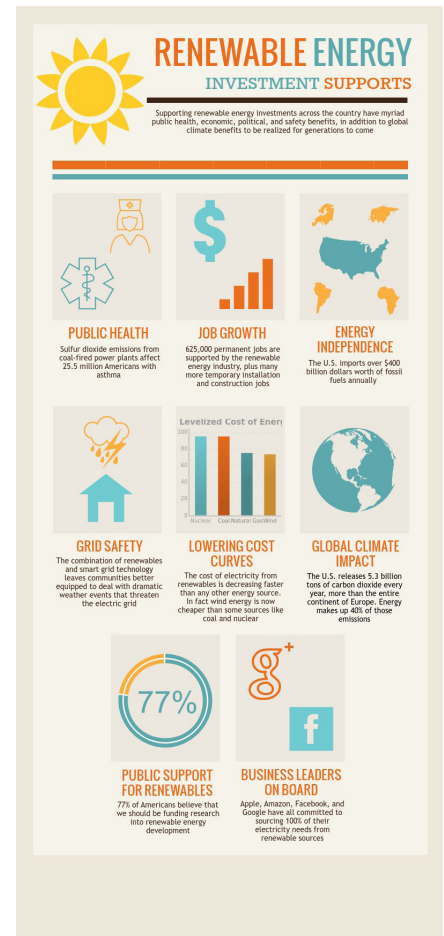
Social Media Kit

Social media is a powerful tool for connecting customers with your sustainability efforts. Our Social Media Guide goes over tips and tricks for how to communicate Green-e® on Facebook, Twitter and Instagram, including sample tweets that can be downloaded and inserted straight into your favorite social media platform.

Graphics can also be a great way to catch the public eye - Green-e® periodically produces informative graphics about renewable energy, available for download on the Participant Resource Page.

Blog Templates

Writing a blog post can take time. And the electricity market can get complex. We've done the hard work for you and crafted template blog posts that you can customize with your own details and use to showcase your company's sustainability story—both inside and outside the company.






Marketing Toolbox (continued)

Case Studies

Learn from those already making the most of their renewable energy commitment. Stories and examples of how current participants communicate about their renewable energy commitments and Green-e® certification will help you develop yours. Green-e® can also work with your team to develop a case study based on your company's unique story.


CASE STUDY
Intelligent Nutrients Uses Renewable Energy for Product Manufacturing



Environmentalism has been at the core of the Intelligent Nutrients brand since the beginning, when founder Horst Rechelbacher released the first USDA Organic certified hair care line in 2008. Intelligent Nutrients believes in maximizing organic ingredients, incorporating sustainable packaging, never employing animal testing, and taking a lifecycle approach to every product it ships. As part of its overall sustainability commitment, Intelligent Nutrients wanted to investigate how to incorporate renewable energy into its operations, and the company turned for help to Center for Resource Solutions, which runs the Green-e certification program.

Intelligent Nutrients presented an interesting challenge in switching to clean energy due to its distributed manufacturing structure and locations in several electricity markets. Green-e staff helped the company investigate utility green power options where possible, and renewable energy certificates (RECs) for its manufacturing operations.

Intelligent Nutrients purchased 147,448 RECs.

**KEY FACTS**

- 7 manufacturing partners
- 91 products with the Green-e Logo
- 100% powered by clean energy

Communications Strategy Session

Green-e® staff will sit down with you upon joining our program to talk through your company background and objectives. Whether you're looking to engage your customers or increase sales, we will help you think through how best to reach your goals.

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All the resources described above are available on the dedicated Green-e® Participants Resource page, which we keep updated with the latest tools and educational materials.

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