



# Marketing: Behavior, Environmental Decision- Making, and Communicating Climate Change

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# Green Mountain

- Green Mountain is the nation's leading competitive provider of clean energy
- Green Mountain was built on a mission to change the way power is made through consumer choice.
- The motivation to make that choice is broad – don't limit yourself.





# Customer Motivation

- We frequently talk to customers about their motivations for green energy
- We found out that green is personal

Electricity is about as basic a commodity as anyone can get...To me, the only difference they can provide is **how they generate the power, how they look towards the future and whether they take a stand on the environment**

The whole world to me is a family. One person lost is like cutting off a toe. It's all interconnected... Whether we destroy the world or each other is a choice. **Every thing's a choice.**

# How We Talk about Climate Change

We don't.

The variety of messages/channels can be more motivating than outright statements:

- Personal ownership
- Educate (website, blog, social media)
- Recognition
- Lead by example





CO<sub>2</sub> Avoided by Region  
▶ See how our impact stacks up over time



Employee Commuting Program  
▶ Learn how we encourage greener commuting



Product Environmental Impact  
▶ Explore the benefits of our products

## From the President



Read the Letter

## Customer Impact



By The Numbers  
Markets and Products  
Green Mountain Energy™ Sun Club™

## Inside Green Mountain



Mission, Values & Core Traits  
Standards  
Carbon Footprint  
Employee Programs  
Membership & Policy Positions  
Recognition

## Looking Forward



Looking Forward  
Be Heard  
Stay Connected

# Key Takeaways

- Climate change is polarizing and limits reach.
- Make the choice for renewable energy personal.
- Find multiple touch points to educate, engage and create action.
- Lead by example



# Thank You

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