



Marketplace

Green-e Marketplace Survey Results

In December of 2007, the Green-e Marketplace team conducted a survey of all current program participants to gather information to help us enhance the understanding of what drew clients to Green-e and what their current and future plans for logo use are. In addition, we were interested in what specific value the Green-e logo holds for their brand as well as how each client's commitment to renewable energy and logo use fit into their larger corporate environmental strategy.

Results and Conclusions

We asked participants to rate a variety of reasons to purchase renewable energy based on the importance each held to their company prior to their purchase. We received close to a 50% response rate. Here are some highlights:

- 75% see support of renewable energy as part of a multi-pronged corporate environmental strategy.
- 70% intend to differentiate their company as an environmental leader by supporting renewable energy.
- 45% of respondents indicated that developing an environmentally friendly brand was very important.

In most cases, Green-e participation fits in with a larger corporate environmental strategy aimed to separate a brand from

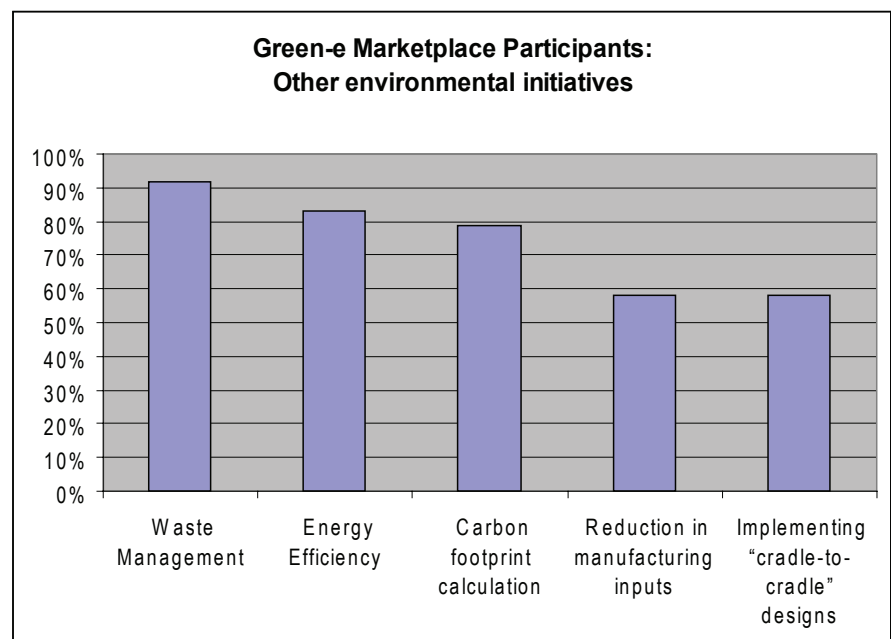
its competition. Companies indicated having active programs in the following areas: waste management, energy efficiency, carbon footprint calculation, reduction in manufacturing inputs,

implementing "cradle-to-cradle" designs, offsetting employee business travel (see graph).

In addition, it is often not the only logo used. Many companies include the Green-e logo along with other recognizable environmental logos. This combination of logo usage helps to reflect the multifaceted approach companies are taking in implementing their green programs.

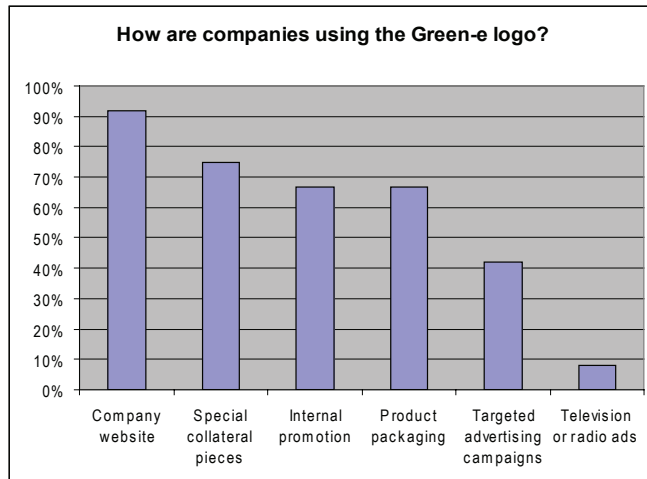
Specifically, companies are using the following seals:

Recycled	63%
FSC	54%
No other logo	21%
Green Seal	17%
USDA Organic	13%
Fair Trade	8%



Green-e Logo Value

Participants shared information about how they currently promote their overall environmental effort:



As the graph above shows, the Green-e logo's versatility allows for easy integration into a variety of company communication. The visual impact of the recognizable logo helps promotional material increase its effectiveness.

Respondents indicated that communicating their commitment to renewable energy was the most decisive reason for Green-e logo use. In addition, a majority of companies find the logo very important as:

- a brand differentiator
- to show environmental leadership
- to reach environmentally conscious customers

Furthermore, 50% of companies surveyed also find that using the Green-e logo is significant in competing with others in their industries who display green logos.

Pushing Forward

While the Green-e team did implement new, increased renewable energy purchasing requirements in January of 2008, we wanted to gauge how many companies would be able to continue to participate in the program if a 100 percent commitment was required. Survey respondents indicated that:

- 59% are already at 100% commitment
- 23% said that they could commit to 100%
- 18% said they would not be able to reach 100%

These results have led the Green-e team to consider creating a "Leadership" level to help give companies the ability to further distinguish themselves in the market.

Decision Makers

It is apparent from the results that the majority of decisions to join Green-e Marketplace were made by Senior and Executive management. Of the participants that responded, the decision to enroll in the program was made by:

- 74% Senior and Executive Management officers
- 22% Marketing and Communications teams
- 4% Environmental Officers
- 0% Facilities managers, CSR officers

While most companies use Green-e as part of a wider environmental strategy, there are many that still operate without a full-time environmental officer:

- 36% have a sustainability manager
- 36% have no specific environmental officers
- 32% have an energy or facility manager
- 12% of companies employ either in-house or consultant environmental advisors

The Green-e Marketplace program provides companies with a simple, nationally recognized symbol to convey their environmental commitment to stakeholders and differentiate their brand as an environmental leader. The value of employing the Green-e logo must be realized to help garner support for participation in renewable energy programs.

These survey results reiterate the importance of effectively communicating this value, especially to the executive level. This is particularly important as many companies currently do not employ sustainability managers. For those that do, it is clear that the decision typically still rests with senior management.

Feedback

Thank you to all companies who participated in the survey. We will be conducting a similar type of survey on an annual basis to learn more about your ideas and thoughts on the program.

If you would like to contribute additional comments or feedback, please feel free to contact Orrin Cook at orin@resource-solutions.org or by calling 415.561-2106