



SURVEY 2009



In 2009, Green-e Marketplace conducted its second annual survey of program participants, to gain understanding of how certification and renewable energy fit into their overall corporate sustainability efforts.

The Value of Green-e

The Green-e logo provides companies with a simple, nationally recognized symbol to convey their environmental commitment to stakeholders and differentiate their brand as an environmental leader. Green-e Marketplace participants represent a broad spectrum of industries and sizes and the decision to join Green-e Marketplace helps showcase the steps companies take to limit their environmental impact.

Our survey found that participants value the Green-e logo for the following reasons. The logo:

- communicates a commitment to renewable energy
- reaches the environmentally conscious consumer
- shows leadership
- differentiates brands from competitors

However, the decision to invest in renewable energy and join Green-e Marketplace is made for different reasons among companies.

- 94% of respondents purchase renewable energy as part of a multi-pronged environmental strategy
- 81% of respondents said differentiating their company as an environmental leader was reason for their purchase of renewable energy
- 70% purchase renewable energy to identify themselves as an environmentally friendly brand

One Initiative Among Many

The Green-e logo is a clear way to indicate a company's renewable energy commitment, but there are many other steps Green-e Marketplace participants are taking to address their environmental impact. In addition to purchasing renewable energy, companies also take part in the following efforts:

- 86.7% of respondents are addressing their energy efficiency
- 84.6% are improving their waste management
- 78.6% are reducing their manufacturing inputs (e.g. water, fuels, and other resources)
- 71.4% are rethinking their products to be more reusable or recyclable

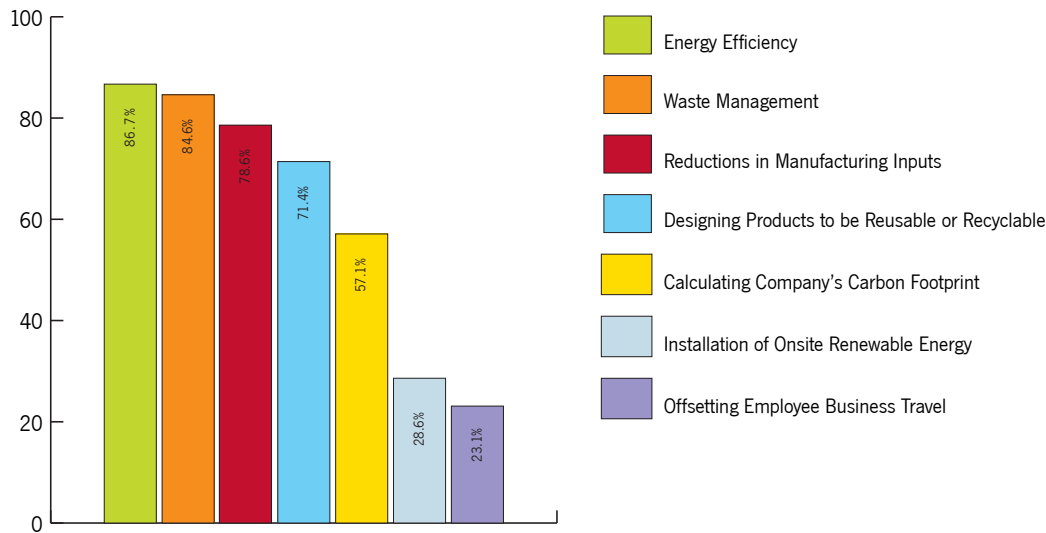
In addition, Green-e Marketplace participants are taking steps to actively manage their company's carbon emissions. Our survey found that:

- 92% of companies regularly monitor their utility bills
- 80% have invested in energy efficiency improvements
- 50% have measured the direct GHG emissions of their company

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-e Marketplace Participants' Other Environmental Initiatives



green programs. However, survey data suggests that the Green-e logo can serve as a proxy for a company's more comprehensive environmental commitment.

Business to Business Impacts

Companies who are concentrating heavily on their own sustainability efforts are also expressing 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. Nearly 75% of respondents stated it was important or very important that their suppliers use third-party environmental labels to verify their efforts to go green. Two-thirds of respondents would like to see the companies they do business with use renewable energy as well.

Green-e Marketplace participants would like to have relationships with other businesses with strong environmental records, though the reverse is also true. Participants report hearing the following requests from their clients:

- 44% want the business to be more environmentally friendly
- 22% want to see use of the Green-e logo
- 22% want their own organization to use the Green-e logo

Being an environmental frontrunner can help Green-e Marketplace participants drive new business throughout their supply chain.

Decisionmakers

As corporate social and environmental responsibility efforts have gained momentum on multiple fronts over the last few years, company executives are clearly taking notice. As evidenced in last year's survey, the majority of decisions to purchase or generate renewable energy are made by an organization's senior management:

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

For CSR officers, sustainability directors or marketing directors, clearly communicating the value of the Green-e logo to help obtain "buy-in" from the executive team is critical.

Feedback

If you would like to contribute additional comments or feedback, please feel free to contact Orrin Cook at orrin@resource-solutions.org or by calling 415.561.2106