

Green then, now and later

And what does it mean for us?



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Center for Ecological Technology

Practical solutions that make
sense for our community,
economy, and environment



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- Energy Efficiency and Green Building
- Green Communities and Businesses
- ReStore Home Improvement Center



Green before ... and then

- People unconvinced
- Raising interest
- Some will go far, but most won't
- Few players
- *An Inconvenient Truth*
- Media frenzy
- Economy crashes
- Green lower priority



Green now

- More are convinced
- Lower priority than economy
- Green policy focus
- Some willing to go even farther, but most won't
- Rush of new players
- Consumer confusion
- Barriers to investment



Green in the future

- Changes post election
- Stimulus hangover
- Economic recovery
- More savvy green consumer
- More mainstream green consumer
- Dynamic business environment
- The "For Benefit" corporation



What to do?

- Can you lead your existing customers into the green economy?
- Can you adapt and innovate fast enough?
- Can you successfully manage growth?
- Why are you better and can you convince customers of that?
- How will you compete as laggards catch on?
- Are you responding to a market demand or trying to create one?

