Green then, now and later

And what does it mean for us?
Center for Ecological Technology

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

- 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?