

# 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



[www.cetonline.org](http://www.cetonline.org)

# 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?

