

CLEAN
AIR



COOL
PLANET

MAKING THE CLIMATE EVERYONE'S BUSINESS

We live in a time of increasingly unstable climate and growing concern over energy security. Because transportation, electricity, and fuel costs are closely linked to energy policy, climate change will be one of the most important environmental issues facing businesses in the 21st century. Fortunately, corporations throughout the Northeast are beginning to recognize the significant cost-saving opportunities that come with strategies to address energy use and reduce emissions of carbon dioxide (CO₂).

The scientific verdict is already in and policy changes are in the works. The National Academy of Sciences recently endorsed the findings of an international panel of scientists, who concluded that the world is beginning to experience accelerated global warming caused largely by human activities. Here in the Northeast, winters are growing warmer, spring arrives earlier, and the frequency of severe droughts and floods is increasing. If we don't act quickly to slow global warming, we will experience economic losses as well as severe impacts on public health and coastal communities.

Clean Air-Cool Planet works directly with businesses to help develop cost-effective solutions to fight climate change and promote environmental protection. We work with companies large and small to address the climate challenge in ways that can help them cut their electric bills and reap the benefits of corporate environmental stewardship. As concern about the risks associated with climate change continues to mount, climate-friendly companies will enjoy increasing public approval. Whether it's a simple project to cut costs by replacing inefficient lighting or an innovative program to set corporate-wide emission reduction targets, Clean Air-Cool Planet is helping companies build models of leadership for a new era. ***No matter what size your company is, the message is simple: energy efficiency is like money in the bank.***

PUBLIC SUPPORT FOR CORPORATE ENVIRONMENTAL STEWARDSHIP

According to national opinion polls, today's customer is looking for more than just quality and price:

- 73% of consumers have purchased products specifically because they are better for the environment than competing brands
- 71% do not believe there has to be a trade-off between the environment and economic goals
- 74% do not think businesses are concerned enough about the environment.

"People want to do business with responsible companies, and responsible companies are stepping up to the plate to take action on climate."

*Adam Markham
Executive Director,
Clean Air-Cool Planet*

HOW CAN THIS HELP MY BUSINESS?

The bottom line is that a company choosing to take early action on climate change will strengthen its own competitive position while enhancing its perception among public audiences. Clean Air-Cool Planet is forming climate change partnerships with a select group of businesses throughout the Northeast. We can work with you to create solutions and demonstrate the compatibility of economic and environmental goals. Our team will help you:

- Develop a climate strategy to keep your company ahead of the curve
- Identify opportunities to cut your energy bills
- Educate your employees about the benefits of energy efficiency
- Gain public recognition for your energy and environmental initiatives
- Offset your greenhouse gas emissions with clean energy purchases
- Keep up with the latest policy thinking on global warming.

LEADING COMPANIES KNOW HOW TO MAKE THE CONNECTION BETWEEN REDUCING CO₂ EMISSIONS AND SAVING MONEY.

GREEN MOUNTAIN COFFEE ROASTERS, a leader in corporate social responsibility, installed a new generator to produce clean, reliable power at its plant in Waterbury, Vermont. The unit provides space heating and warms water for cleaning process equipment. As a result, the Company's energy use is close to 70 percent efficient, which eases the energy demand on the local electric utility grid and reduces the company's impact on the environment.

NATIVE ENERGY offers individuals and businesses simple, effective, and verifiable ways to fight climate change and global warming. The Vermont-based company has teamed with Clean Air-Cool Planet to trigger construction of more than 150 commercial-scale wind turbines that will keep more than five million tons of CO₂ out of the air.

SHAW'S SUPERMARKETS netted \$3.7 million in 2001 by installing energy saving equipment. In an industry that operates on slim profit margins, a typical supermarket would have to sell \$150 million in groceries to reap such rewards. Shaw's and Clean Air-Cool Planet are working together to develop a corporate-wide emissions reduction target.

SOUTH COUNTY HOSPITAL installed a state-of-the-art fuel cell that produces as much as one-third of the medical center's daily peak electrical needs and generates virtually no pollution. The 100-bed facility, which was the first in Rhode Island to have solar panels, expects this new technology to significantly reduce its greenhouse gas emissions while cutting power bills by as much as \$90,000 per year.

VERIZON COMMUNICATIONS has launched a corporate-wide energy conservation initiative supported by a \$25 million capital investment in technology. As a result, the nation's largest telecommunication company is now reaping \$20 million a year in energy savings. Verizon has partnered with Clean Air-Cool Planet to help the company evaluate greenhouse gas emission reductions strategies.

NORTHEAST BUSINESSES ARE WORKING FOR A COOL PLANET

GUILFORD OF MAINE

“Our corporate parent Interface doesn’t look at the environmental arena as a cost center, we look at it as a profit producer.”

*Paul Paydos
Vice President of Technical
Services*

BUSINESS & INDUSTRY ASSOCIATION OF NEW HAMPSHIRE

“In today’s competitive marketplace, doing business well should include a recognition of the impacts of climate change as well as an understanding of the savings realized by companies who can reduce their impacts on the environment.”

*Barbara Bernstein
Executive Director,
WasteCap Resource Conservation
Network*

TIMBERLAND

“We are committed to minimizing the environmental footprint of all our operations. That’s why Timberland is working with Clean Air-Cool Planet to develop innovative solutions to climate change.”

*Terry Kellogg
Senior Manager,
Environmental Affairs*

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OUR APPROACH

CLEAN AIR-COOL PLANET IS:

- Solutions-oriented
- Regionally-focused
- Science-based
- Non-partisan

THROUGH OUR CLIMATE PROGRAMS, WE ARE:

- Helping leading organizations address the climate challenge
- Creating cutting-edge alliances
- Building a network of the best scientific and technical advisors
- Educating opinion leaders about global warming and energy solutions.

Clean Air-Cool Planet is the Northeast's leading nonprofit dedicated to finding and implementing solutions to global warming. A 501(c)3 organization, CA-CP works with corporations, communities, and colleges in New England, New York, and New Jersey.

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