



Edelman's Cleantech Practice

The cleantech industry is more politically, socially and economically significant today than at any other time in history. Just five years ago, politicians were debating the validity of climate change, consumers around the globe were just beginning to learn about the benefits of compact fluorescent light bulbs, and the cleantech industry was struggling to define itself as a solution to global problems. Yet, in just the first half of 2009, we have seen a sweeping set of regulatory and legislative actions that, when coupled with the current economy, will impact cleantech communications strategies for years to come.

According to CleanEdge, a research and publishing firm devoted to the cleantech sector, global clean-energy markets will grow from \$115.9 billion in 2008 to \$325.1 billion by 2018.¹ While this growth is stimulating a very fast-moving environment for cleantech companies, it's also widening the gap in trust and understanding among stakeholders relevant to the cleantech industry. As government policymakers and federal agencies shape the cleantech agenda, companies can expect increased scrutiny of where federal dollars are being spent and resources deployed. Therefore, it is imperative for cleantech companies and the broader industry to communicate a clear value proposition not just to investors, but to policymakers, regulators and opinion elites.

The new and growing critical mass of energy and the environmental issues is forcing cleantech professionals and company stakeholders to think differently about how they go to market. No longer is it sufficient to speak directly to customers. The business environment today calls for a public engagement model where many stakeholders including policymakers, non-governmental organizations and local communities affected by cleantech projects must be engaged in an ongoing multidirectional dialogue. The good news is that the interests of the political leadership across the globe and those of the cleantech industry are more closely aligned than ever, but there is still work to be done.

Gaining Insight into Cleantech Issues and Opportunities

To gain insight into the current cleantech opinion landscape, Edelman worked with its research firm StrategyOne to conduct the company's first-ever Cleantech Multinational Opinion Survey, an attitudinal study of more than 6,200 individuals in eight of the world's largest markets: China, France, Germany, Japan, India, Italy, the U.K. and the United States.

According to the findings, people across the globe have high expectations for technology to

1. Clean Energy Trends 2009 published by CleanEdge

tackle world challenges, particularly in China and India, and there is a perception that government and industry somewhat understand one another on the development of new clean technologies. Further, a plurality believe that government somewhat understands industry's efforts, while a sizeable minority say the government does not understand. Likewise, industry is seen as having a good, but not great, grasp of how government supports cleantech. These findings speak to the need for cleantech companies to engage on a broader level and not act in a silo when it comes to communications.

In terms of clean technology adoption, consumers across the globe believe it is a shared responsibility among industry, government and non-governmental organizations to join together in the effort to proliferate clean technologies. These findings are consistent with Edelman's 2009 Trust Barometer, underscoring the need for government and business to work together. The Trust Barometer found that 66 percent of informed publics globally believe business should work with government and other third parties to solve global issues.

When asked about trust, consumers are more trusting of information about cleantech when it comes from more than one source. While industry is more trusted than government or NGOs, communication from multiple sources is more compelling. The Trust Barometer found that 60 percent of informed publics globally need to hear something three to five times to believe it. Communicating frequently and honestly is important to overall company reputation.

Our research provides us with four key learnings for any cleantech company looking to expand its market scope or engage in public policy debates:

- **Industry needs a solid communications plan to aggressively engage third parties.**
- **NGOs are a trusted information source, but industry should not sit back and count on them to carry the message.**
- **Likewise, government is not an overly trusted information source on cleantech, and does not provide information as quickly as people would like.**
- **In order for companies to establish trust and message credibility, they must demonstrate that they are working with government and NGOs and not acting alone.**

Edelman's Approach

Given the political and economic environment and the results of our Cleantech Multinational Opinion Survey, Edelman believes that cleantech communications needs to go beyond market penetration and reputation management to be a strategic imperative for business continuity and market expansion. With a team of cleantech and policy experts located across the world, Edelman provides strategic counsel and communications programming to cleantech companies covering a variety of needs including issues management, communications campaigns, corporate responsibility and sustainability reporting, management training, public-private partnerships and public affairs.

Our approach is tailored to meet our clients' specific needs and includes an analysis of a company's cleantech efforts and their impact, the company's current communication strategies toward investors and policymakers, and key audiences' perceptions of the company's positions and actions.

The Edelman Difference

Our cleantech practice is comprised of senior communications counselors, environmental engineers, former government officials, political strategists and former journalists, who are all dedicated to helping cleantech companies and associations, plan for and respond to the complex issues that face the industry today. Edelman has launched new cleantech campaigns, devised corporate strategies on the issues of energy and climate change, and counseled clients on the best approach to respond to complex regulations and economic initiatives.

What sets us apart from other firms is our tightly integrated network of cleantech experts in Washington, D.C., Silicon Valley and cities large and small across the country. Our team is at the forefront of cleantech communications, having launched innovative and interactive campaigns with proven success. Bottom line, our cleantech team is unmatched in the public relations industry.

Engaging the Team:



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