



U.S. Environmental Protection Agency

Recognition Update: Marketing This Year's Hot Topic October 2006



Increased awareness & action

Consumer public

- ◆ Zogby Poll, Zogby International, 8/21/06
 - nearly 3 of every 4 Americans - 74% - are more convinced today that global warming is a reality than they were two years ago
 - there is strong support for industries to reduce their greenhouse gas emissions to improve the environment without harming the economy - 72% agreed such measures should be taken
- ◆ GlobeScan poll, 4/24/06
 - +33,000 people from 30 countries on average 90% say that "climate change or global warming due to the greenhouse effect is a serious problem"; U.S. = 76%

Financial

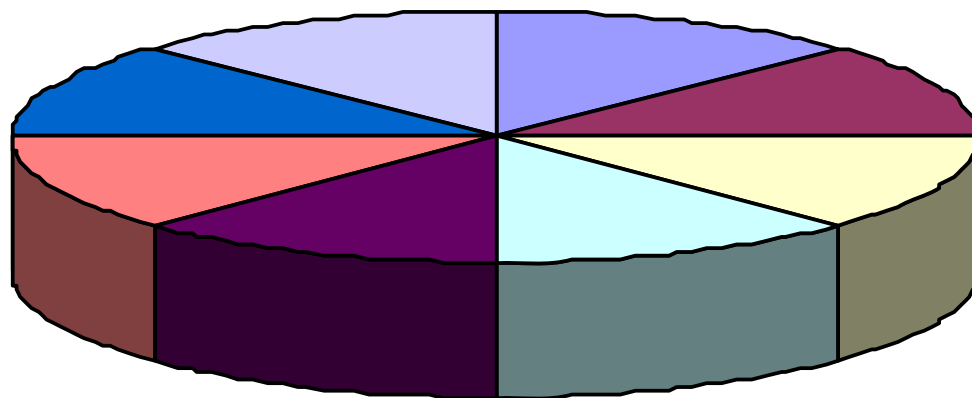
- ◆ Carbon Disclosure Project- unprecedented level of awareness concerning the competitive and financial implications of climate change
- ◆ 33 shareholder resolutions on climate change filed in U.S. in 2006 YTD
- ◆ CERES/INCR rank 100 Global Companies on Climate Change Strategies
- ◆ Clean Edge estimates Clean Energy market growth from \$39.9bn to \$167.2bn in 2015

Key messages & accomplishments

- ◆ Benefits of affiliation with our brand:
 - Largest public GHG goal-setting program for corporations
 - Rigor & credibility of program
 - Government recognition
 - Elite list of companies (over 50% are Fortune 500); over \$1 trillion in revenues; best practice in sectors
 - Demonstration of commitment to current issue
 - “Top of the heap”

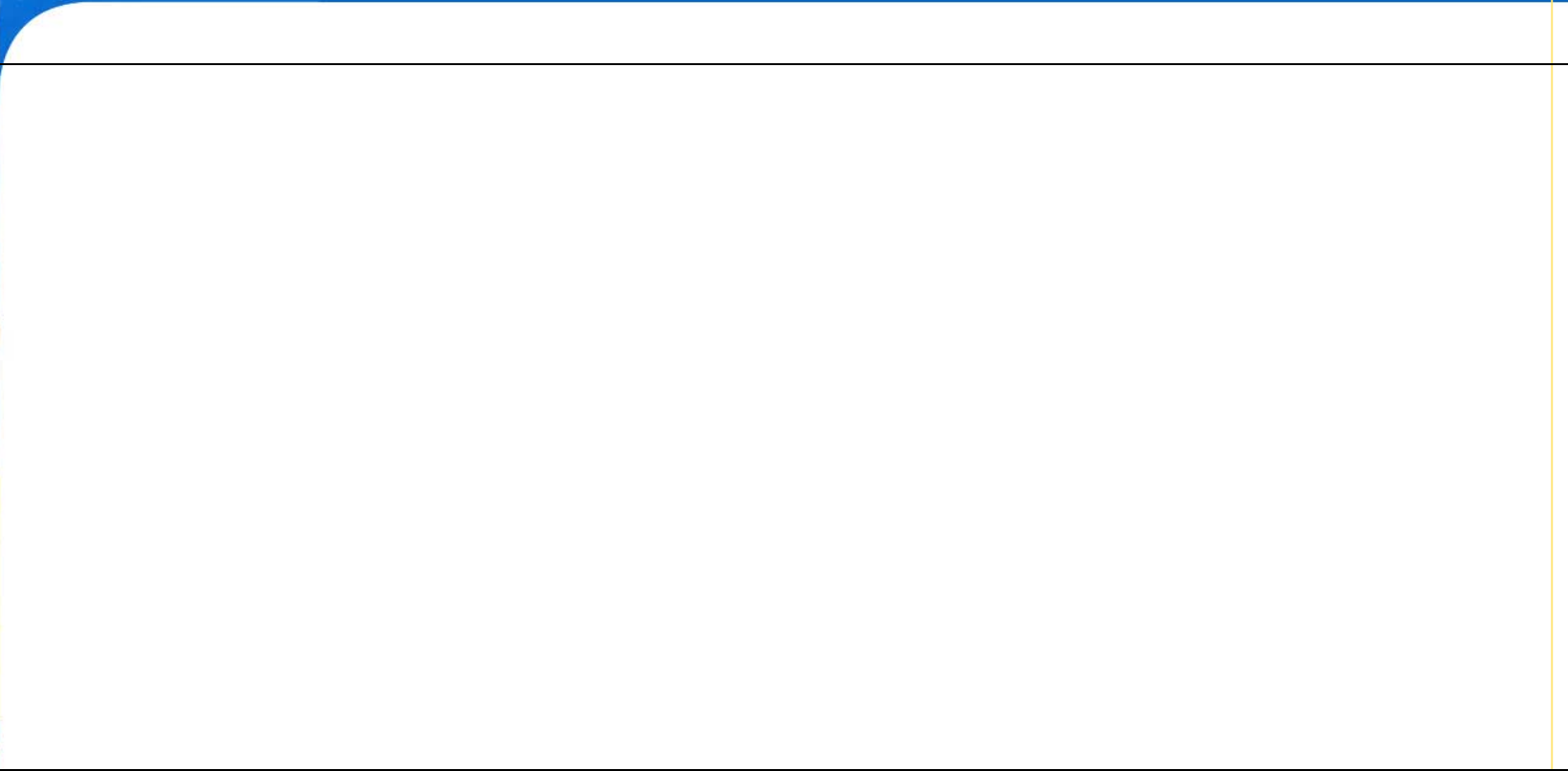
CL & Partner Audience

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- Partners
- Partner's employees
- Prospective partners
- Other corporate
- Investment community
- Government
- NGOs
- Customers

Partner Recognition by Milestone



2006 Developments

- ◆ Web site redesign
 - Improved organization, library of presentations, more tools
- ◆ Logo guidelines
 - Available on the new & improved web site
- ◆ Forbes
- ◆ Internal communications
 - For buy-in, regional, international, shop floor
 - Tools, posters, talking points?
- ◆ Supply chain communications
- ◆ Marcomm contacts
 - Partners want to get the message out
- ◆ Let us know how we can help

Web site recognition

www.epa.gov/climateleaders

Jan 05-May 06

Visitors: 61,649 targeted // Avg time: 82 sec // Avg pages viewed: 3.6

- ◆ Page with second highest # visitors: Partner list
- ◆ Top 3 locales viewing site most: DC, CA, NJ
- ◆ Most viewed Partner profile: Caterpillar (5,403)
- ◆ Most interesting search term: "public goods" gasoline

The screenshot shows the EPA Climate Leaders website in a Microsoft Internet Explorer browser window. The browser's address bar displays the URL: http://www2.epa.gov/projects/clean_energy/climate_leaders/site/index.html. The website header features the U.S. Environmental Protection Agency logo and the title "Climate Leaders". Below the header, there is a navigation menu with links for "Home", "About Us", "Partners", "Partner Goals", "Partner Resources", "Newsroom", "Events", "Join Us", and "Site Map". The main content area includes a banner for "Setting the Standard for GHG Management" with a "CLICK HERE" button, a "Five Partners Reach Their Goals" section with a "General Motors" link, and a "WHAT'S NEW" section listing "CL Reaches 98 Partners", "Partnership Fact Sheet", and "Forbes Special Advertising Section". The footer contains links for "EPA Home", "Privacy and Security Notice", and "Contact Us".

Public Service Announcement

**2005-2006 Magazine Campaign:
Equivalent of ~\$1 Million in ad value
to audience of 6.1 Million**

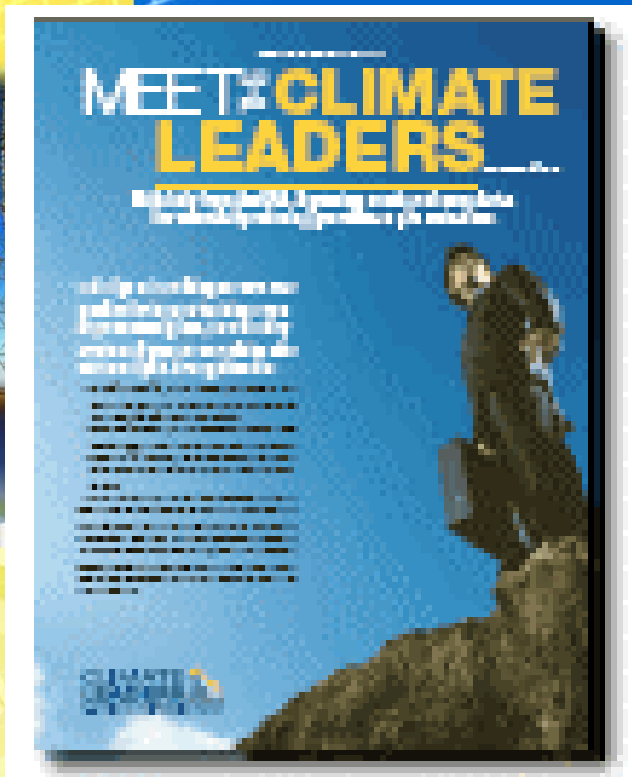
**Forbes, Inc., Entrepreneur, U.S.
News & World Report, Time, Money,
Business Week...Golf**

**All the most successful public
awareness campaigns have been
sustained consistently over many
years = our third year!**

3M
Advanced Micro Devices, Inc.
American Electric Power
Ball Corporation
Bank of America Corporation
Baxter International
Calpine
Caterpillar Inc.
The Collins Companies
Cinergy Corp.
Eastman Kodak Company
Exelon Corporation
First Environment, Inc.
FPL Group, Inc.
Frito Lay, Inc.
Gap Inc.
General Electric Company
General Motors Corporation
Green Mountain Energy Company
Hasbro, Inc.
Holcim (US) Inc.
IBM Corporation
Interface, Inc.
International Paper
Johnson & Johnson
Marriott International, Inc.
Melaver, Inc.
Miller Brewing Company
National Renewable Energy Laboratory
Norm Thompson Outfitters, Inc.
Pfizer, Inc.
PSEGE
Roche Group US Affiliates
SC Johnson
Staples, Inc.
St. Lawrence Cement
Sun Microsystems, Inc.
United Technologies Corporation
Xerox Corporation



Forbes Advertising Supplement



- ◆ January 2007 *Company of the Year* issue
- ◆ 4.7 million readers
- ◆ Closing October 23
- ◆ Hello to the Forbes rep!

Exponential impact: Co-marketing

- ◆ “experience shows that partnered delivery of messages is often a key component for projects that are large, complex, and have many stakeholders”
>> Futerra
- ◆ exponential delivery of message: EPA...plus 100 companies



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Equipping your home with products that have the ENERGY STAR® label can cut your energy consumption (and bills) by 30%. To find out more, visit www.earthday.org.



Starbucks proudly supports the Earth Day Network.

This insulating sleeve is made from 60% post-consumer recycled fiber and uses approximately 45% less material than a second paper cup. Intended for single use only.



PAT. # 5,205,473

Careful, the beverage you're about to enjoy is extremely hot.



- ◆ Annual reports
- ◆ Environmental & sustainability reports
- ◆ Web sites
- ◆ Employee communications
- ◆ Newsletters
- ◆ Onsite posters
- ◆ Press releases

Our Actions Make a Difference

By saving energy at work, we help protect the environment for everyone.

As a partner with the U.S. Environmental Protection Agency's ENERGY STAR® program, we're committed to protecting the environment through energy efficiency. This year, ENERGY STAR partners and consumers will prevent the greenhouse gas emissions equivalent to 13 million automobiles by using less energy. www.energystar.gov



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ENERGY STAR

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We can change the World!



CLIMATE
LEADERS
U.S. Environmental Protection Agency

How can we help?

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- ◆ More tools?
 - Technical documentation? – topic? – style?
 - Internal communications? – audience?
 - Supply chain communications? – referral?
 - Case studies? – topic?
- ◆ More recognition?
 - Different stakeholder mix?
 - New audience?
 - International?
 - Vary message?



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www.epa.gov/climateleaders