

**Going Green**  
**by the Numbers**  
 A Free GreenBiz.com Webinar  
 June 24 Sponsored by IBM



Search this site

[Login](#) | [Our Sites](#) | [About Us](#)

- All News
  - Energy & Climate
  - Business Operations
  - Design & Innovation
  - Resource Efficiency
  - Marketing & Communications
  - Small Business
  - Greener Careers
- [Resources](#) | [News](#) | [Features](#) | [Blogs](#) | [GreenBiz Radio](#) | [GreenBiz TV](#)

Subscribe: [GET OUR E-NEWSLETTER](#) [RSS FEEDS](#) [FOLLOW US ON TWITTER](#) [READ E-NEWSLETTER ONLINE](#)

## 'Obama Girl' and the Selling of Clean Energy

By [Marc Gunther](#), April 6, 2009 [« Prev Post](#) | [All Posts](#) | [Next Post »](#)

[EMAIL](#) [PRINT](#) [RSS](#) [READ COMMENTS](#)



Brian Keane, who leads a nonprofit called [Smart Power](#), wants to do for renewable energy what the "Got Milk?" campaign does for milk and what the "Fabric of Our Lives" campaign does for cotton -- he wants to make wind and solar and hydropower and geothermal energy really cool, and get more people to buy them. Here's one way he is going about it, with a little help from a friend:

188 diggs [digg it](#) 17 12 votes

SUSTAINABILITY 2.0 EDUCATIONAL SERIES BY: HydroPoint data systems, inc.

**LEARN HOW WAL-MART INVESTS IN GREEN JOBS FOR SUSTAINABLE RETURNS**

[REGISTER NOW](#)

**COMPLIMENTARY REGISTRATION**

- All Recent Posts on GreenBiz.com**
- [The Case for Water Quality Markets in Chesapeake Bay](#)  
By Dan Nees, May 22, 2009
  - [Electric Car Companies Use Partnerships to Boost Success](#)  
By Sarah Lozanova, May 22, 2009
  - [In Search of the Perfect Biofuel -- and Financing to Bring It to Market](#)  
By Marc Gunther, May 22, 2009
  - [Show Me the \(Stimulus\) Money](#)

Pretty funny, no?

Behind that commercial is some serious market research, and smart use of social media to spread the message. I met with Brian last week in D.C. learn more about what he and Smart Power are doing. (You will soon be able to listen to a podcast of our conversation at [The Energy Collective](#), a moderated website about energy and climate. I'm a member of their blogger board.)

Smart Power was started in 2002 with about \$6 million in foundation funding, to market clean energy and energy efficiency to mainstream Americans. The problem, as Brian explains it, is this: "84 percent of Americans said they would buy clean energy but 3 percent actually do."

Researching the best ways to talk about energy, Smart Power learned, not surprisingly, that language matters.

The phrase "alternative energy" conjures up images of hippies in log cabins and belly button rings. "Dick Cheney always talks about alternative energy," Keane notes. 'Nuff said.

Green isn't much better. "Green is a very confusing word to the American public," Keane told me. "Is it a lawn service? Is it a political party? It doesn't convey a sense of strength and competitiveness."

Renewable energy, an industry term, has been gaining traction but "clean, by far, is the strongest word," Keane says. People want their homes, their environment and their energy to be clean.

Still, according to Keane, most people don't think that clean energy works very well. If

By Graham Noyes and Janet J. Jacobs, May 22, 2009

#### [Cleantech, Sustainability and Women](#)

By Tilde Herrera, May 21, 2009

#### [Greener by Design: Can We Build Efficiency Into Products and Systems?](#)

By Matthew Wheeland, May 21, 2009

#### [Greener By Design: Reducing, Remaking and Eliminating Packaging](#)

By Jonathan Bardelline, May 20, 2009

#### [Greener By Design: What's Driving Green Design?](#)

By Amie Vaccaro, May 20, 2009

#### [You Can't Expect Consumers to Know What Green Means If We Don't Know Ourselves](#)

By Karen Barnes, May 20, 2009

#### [Greener by Design: Terracycle's Ultimate Solution](#)

By Matthew Wheeland, May 20, 2009

[» Blog Home](#)

## Latest News



### [Ford Explores 'Suede' Fabrics Made From Pop Bottles, Nanotechnology, and More](#)

By [GreenBiz Staff](#)

Published: May 22, 2009

DEARBORN, Mich. -- Ford Motor Co., which is turning recycling plastic soda bottles into suede-like fabrics for vehicle interiors, is wading deeper into bio-based materials with soy-based rubber fillers and plastics that can biodegrade in 90 to 120 days -- compared to 1,000 years for conventional petroleum-based plastic.

[» Read More](#)



### [Airplanes with 'Wagging' Wings Could be 20% More Efficient](#)

By [GreenBiz Staff](#)

Published: May 22, 2009

COVENTRY, UNITED KINGDOM --

Although the wings themselves won't waggle, by using tiny jets to emulate the air flow from wagging can cut mid-flight air drag, and save up to 20 percent of airplane fuel use.

[» Read More](#)

### [U.S. Government Wastes Over \\$440](#)

you can convince them that it works, then they don't know where to buy it. Finally, they worry that it is too expensive or too complicated to buy.

These are real obstacles. Most readers of this blog probably know that many local utilities offer clean energy options, but I'm guessing most of you haven't availed yourself of the choice. The cost of buying clean power varies but it's often as little as \$6 a month. As more people sign up, utilities must meet the growing demand by buying more power from renewable sources. (After Brian and I talked, I tried to sign up through Pepco, my local utility, but I was stymied because I don't have a bill handy. Nor is the process as easy as it should be.)

Over the years, Smart Power has used traditional radio and TV campaigns to raise awareness of clean power, hired college students to go door to door explaining the process and worked with nonprofits to encourage their members to sign up. After leading regional campaigns in Connecticut and Pennsylvania, partly funded with government money, Smart Power was able to drive up buy rates for clean energy.

Now Keane is turning more often to viral marketing on Internet, and he's found that it is a much cheaper and quicker way to reach people. [Obama Girl](#), as she's known, agreed to produce the "Save Energy" commercial (above) for about \$5,000, and within just a few days it had attracted more than 100,000 viewers on YouTube. "It's magic," Keane says. "It spreads like fire."

The [America's Greenest Campus](#) contest that she is promoting is aimed at college students, faculty, staff and alumni. The contest, created by a partnership that includes Smart Power, the U.S. energy department and a company called [Climate Culture](#), is a way to get colleges to compete as students and their allies reduce their collective carbon footprints between now and October. Naturally, there are pages on [Facebook](#) and [MySpace](#) promoting the contest, as well as a [Twitter feed](#).

Smart Power used to have a traditional Madison Avenue agency on retainer for \$100,000 a year. No more -- who needs an agency when you can get Obama girl?

Share: [LinkedIn](#) [StumbleUpon](#) [Digg](#) [ADD COMMENT](#)

### [Million per Year in Printing: Report](#)

By [GreenBiz Staff](#)  
Published: May 21, 2009

WASHINGTON, D.C. -- About one-third of all government printing is wasted, and federal employees lack incentives and guidelines to reduce printing waste, according to a new report from Lexmark.

[» Read More](#)

[> Read More News](#)

## Sponsored Links

[Autodesk is proud to present the Sustainable Design Webcast Series. View the schedule.](#)

[Go green and go now! Marylhurst University's 100% Online MBA in Sustainable Business – Because a greener tomorrow start today!](#)

[How can "going green" help you meet your organization's goals? Visit IBM's new interactive tool to explore.](#)

[GreenBuildingsNY - The event for efficient buyers - June 16-17, 2009 - New York City - \[www.GreenBuildingsNY.com/GWM\]\(http://www.GreenBuildingsNY.com/GWM\)](#)

[HP's limited edition "Green IT for Dummies" guide is an introduction to help organizations go green. Get your free copy.](#)

[Carbon Performance Made Simple with CSA. It's time to make a clean start to combat climate change. Get a competitive advantage.](#)

[A new world awaits your decision. Introducing ASPEN Diverse Earth...An MBE and FSC-certified, premium recycled office paper.](#)

[UL ENVIRONMENT. Sustainability claim validation and certification backed by UL's century of testing leadership and unmatched public trust.](#)

[Download Standards for green engineering from ANSI, ASHRAE, ISO pertaining to building, energy, LEED,](#)

**Going Green  
by the Numbers**  
**The Power of Analytics**

A Free **GreenBiz.com** Webinar  
Moderated by **Joel Makower**

June 24th, 2009 at 10am ET

Sponsored by **IBM**

sustainability, climate, HVAC, more.

Sustainability 2.0: Clear Standards launches next-generation Sustainability and Carbon Management software solutions for business growth.

[« Prev Post](#)

[All Posts](#)

[Next Post »](#)

'Obama Girl' and the Selling  
of Clean Energy

Warren Buffett's Chinese  
Electric Car Company

#### Comments

Post new comment

Subject:

Comment: \*

Web page addresses and e-mail addresses turn into links automatically.

Allowed HTML tags: <a> <em> <strong> <cite> <code> <ul> <ol> <li> <dl> <dt> <dd>

Lines and paragraphs break automatically.

[More information about formatting options](#)

CAPTCHA

Are you human? Thanks for helping us block auto-spammers.

Image CAPTCHA

**What code is in the image?: \***

Copy the characters (respecting upper/lower case) from the image.

Post comment

**Integrated Facilities Management  
Sponsor**



---

**Design Sponsor**



---

**Certification Sponsor**



---

**Innovation Sponsor**



---

**Work Environment Sponsor**



---

**Environmental Services Sponsor**



---

**Technology Sponsor**



---

Energy Management Sponsor



See [GreenerBuildings.com](http://GreenerBuildings.com)

---

Public Relations Sponsor



Many Minds. Singular Results.™

---

JACOB K. JAVITS  
NEW YORK CITY  
[WWW.GREENBUILDINGS-NY.COM](http://WWW.GREENBUILDINGS-NY.COM)



---

GIVE NOW



[Contact Us](#) | [About GreenBiz.com®](#) | [About GWM](#) | [Editorial](#) | [Advertise](#) | [Jobs](#) | [Press](#)  
[Privacy Policy](#) | [Disclaimer](#)

GreenBiz.com® is a registered trademark of Greener World Media, Inc.

© Greener World Media, Inc. All rights reserved.