

## PANEL 2D

### WILL CUSTOMERS PAY A PREMIUM FOR “GREEN”?

*Moderator: Liz Hicks, NEES Companies*

#### **Panelists:**

- Lyn Hoefgen, Opinion Dynamics
- Sam Joffe, Applied Marketing Sciences
- Eric Fox, Regional Economic Research

#### **Summary:**

This panel is comprised of speakers who have all been involved over the last eighteen months in market research associated with several of the retail choice pilots. This panel will examine the potential of “Green Marketing” in an era of retail choice along with some of the issues associated with Green Marketing. Specific questions that will be covered include:

- What was most important to customers in choosing an electric supplier in the pilots?
- Are customers willing to pay more for Green? How much?
- What is the potential size of the “Green Market” for electricity?
- How do consumers define “Green” and is that different from how environmental advocates define “Green”?
- Do customers care about fuel mix of their potential supplier?
- How will truth in advertising affect “Green Marketing”?
- What are examples of “Green Marketing” from other industries?
- Did Energy Efficiency “sell” in the pilots?
- Do Trees and Ben and Jerry’s sell kWhs?