

CLIMATE RISK & OPPORTUNITY ASSESSMENT

45 Days to Align Your Business with the Changing Policy Landscape

The changing landscape

President Obama and Congress are moving rapidly to expand clean energy and reduce greenhouse gas emissions through stimulus spending, major new energy policies, and climate change legislation. To succeed in the coming years, it is essential that your company understand and get ahead of this market transformation.

For Example:

- *What emerging energy and environment policy developments will most materially affect your business, and how?*
- *What does your company need to know – and do – to integrate policy intelligence into business decisions?*
- *How can you best anticipate and shape policies, regulations, and programs in ways that advance core business objectives?*

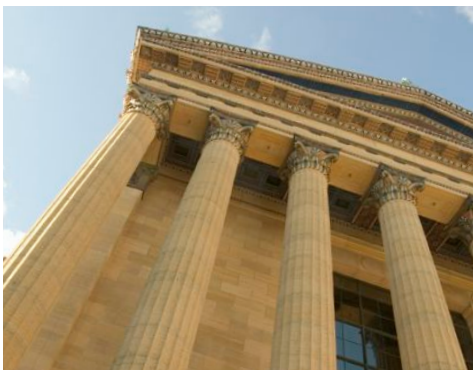
Prepare for key business risks and opportunities

Policy-intelligent companies proactively identify and respond to policy developments throughout their organizations. Capturing business opportunities shaped by low-carbon policies – including renewable energy incentives, energy efficiency programs, and the looming price on carbon – requires coordinated efforts in areas beyond Government Affairs, such as Marketing, R&D, Finance, and Operations.

GreenOrder's Climate Risk and Opportunity Assessment is a sequenced, 45 day process designed to provide you with a clear picture of the policy developments most relevant for your company, a scoring of key risks and opportunities, and actionable takeaways to increase the policy intelligence of your business strategies.

OUR QUALIFICATIONS

- ▶ GreenOrder provides policy support to corporate leaders, heads of business units, marketing teams, and other key decision makers
- ▶ Our methods build on experience working with GE, GM, BP, Hines, JP Morgan Chase, Office Depot, Polo Ralph Lauren, and some of the world's largest utilities
- ▶ Our staff brings policy development experience from the Pew Center on Global Climate Change, U.S. Climate Action Partnership, ICF International, NRDC, federal agencies, and key Congressional offices



How the process works

Days 1-15: Profile policy risks and opportunities

Provide up-to-date policy intelligence about recent and upcoming regulations, including a big picture snapshot of the state of play. Match 2009-2010 climate and energy developments to your company's business units and initiatives to identify a profile of the most significant risks and opportunities, based on GreenOrder's world-class policy expertise and years of sustainability consulting experience.

Deliverable: Custom profile of current and emerging policies relevant to your business

Days 16-30: Prioritize top risks and opportunities

Prioritize business risks and opportunities relevant to your Company using consistent metrics to assess the match with your business, as well as the probability and size of the potential impact. Consult with expert stakeholders and internal company experts to validate ranking analysis and ensure that it accounts for the most likely 2009-2010 developments.

Deliverable: Scorecard ranking of climate risks and opportunities

Days 31-45: Develop initial action plan for strategy integration

Based on our findings, identify key business units and functional leaders within the company that need to be engaged to successfully address risks and opportunities. Recommend basic organizational approaches and cross-functional engagement required to more effectively integrate policy developments into your business decisions.

Deliverable: A high-level action plan with a suggested timeline to integrate policy assessments into business strategy

FOLLOW-ON SUPPORT

GreenOrder offers additional services to help maximize the value of policy intelligence and strategy:

- ▶ Workshops for Executive Teams and/or Boards of Directors:
In-depth briefings for senior decision makers
- ▶ Policy Intelligence Subscription Service: Regular updates on policy developments and implications
- ▶ Stakeholder Outreach:
Critical alignment and communications support
- ▶ Other Targeted Assessments:
Strategies for other key policy areas, including water, toxics, and agriculture

Founded in 2000, GreenOrder is a strategy and management consulting firm that helps companies maximize the value of sustainability, making environmental excellence, energy innovation, and corporate responsibility drivers of profitable growth. We have helped our clients with multi-million dollar strategy initiatives, served as principal advisor to GE for more than 4 years on its award-winning ecomagination initiative, and worked with other industry leaders including BP, DuPont, GM, and Pfizer.

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