

JUST ONE THING

Company/Organization: The Nature Conservancy

Type of Organization: Nonprofit

Number of Employees: 25

Category: Nonprofit

Challenge or Opportunity: The existing narrative in NH is that renewable energy is too expensive, and the technology needed to transition away from fossil fuels was not ready for companies or homeowners. The reality is that clean energy solutions are affordable, reliable and available. We wanted to change the narrative so NH residents can transition to renewables.

Approach or Solution: We approached businesses across sectors in NH to showcase their clean energy stories. We produced videos, ads in Business NH magazine, and events highlighting the economic and environmental reasons companies made these clean energy investments - sharing them with other business and political leaders.

Impact: We built a coalition- NH's Energy Future is Now - bringing these stories on the road. We asked businesses what were the challenges they faced in making investments, and what could be done to break down barriers. We developed policy approaches, engaged political leaders and helped drive a narrative shift - while promoting NH based businesses.