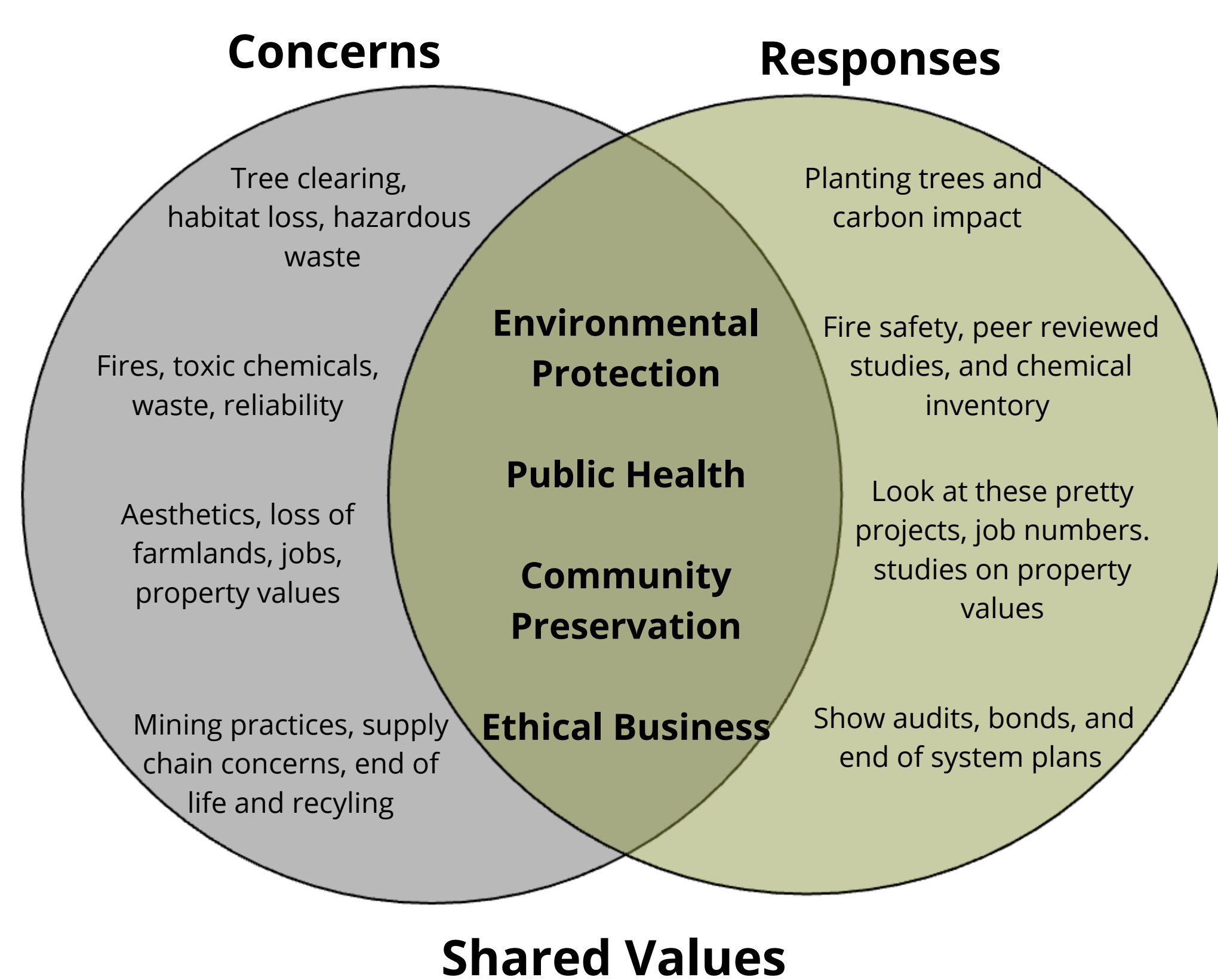


COMMUNICATING FOR CHANGE

Nearly 500 U.S. counties and growing have moratoriums in place on renewable energy development.

Local opposition fueled by misinformation threatens our ability to reach 100% clean energy by 2035. In an increasingly polarized society, finding common ground and shared values can build bridges and a better foundation upon which the clean energy industry can flourish.

LEVERAGING SHARED VALUES TO MITIGATE CONFLICT



Bringing facts to a feelings fight is ineffective

Feelings can change while core values generally remain constant

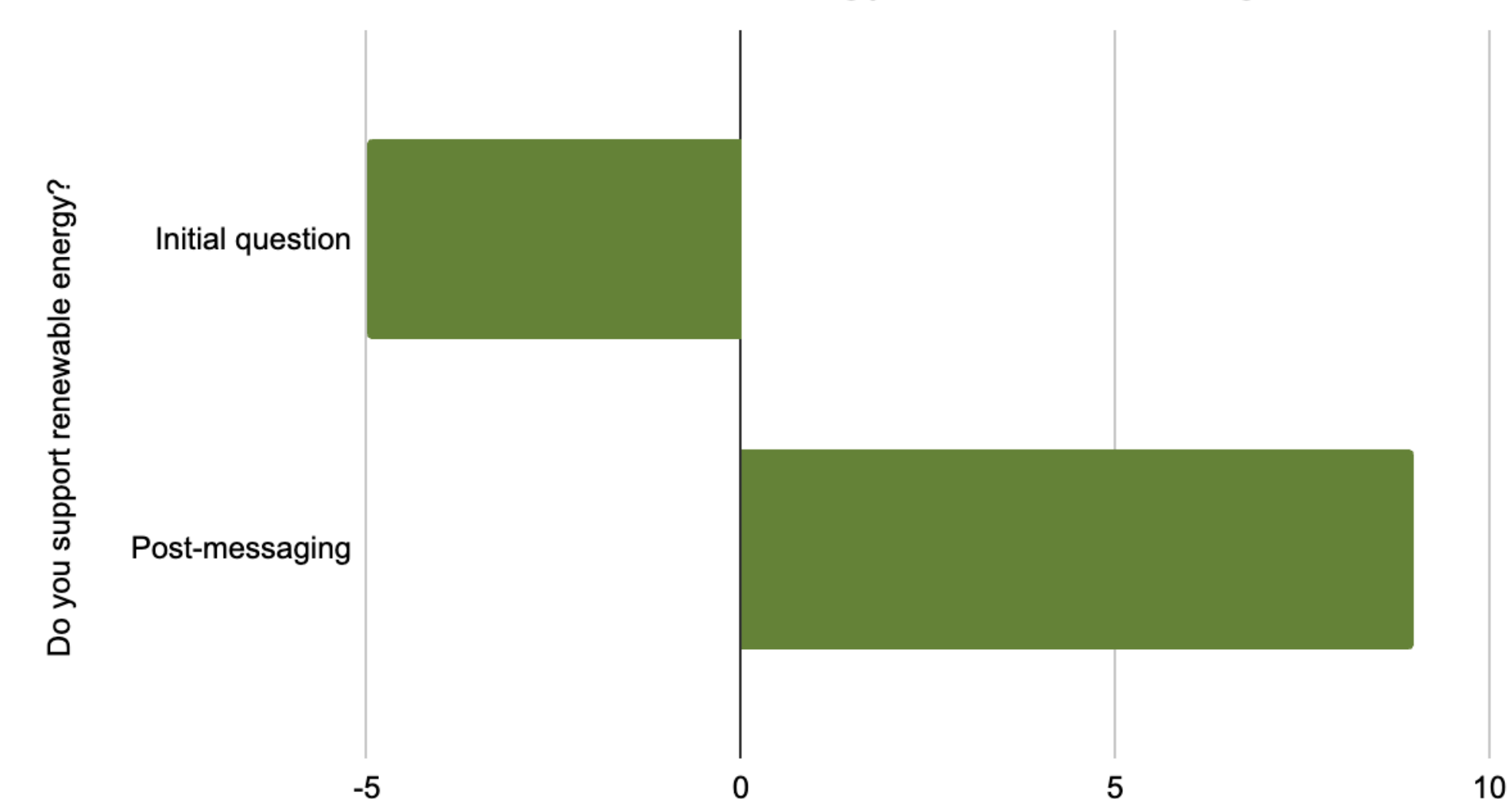
Finding and embracing shared values builds trust

When was the last time you changed your mind because of a peer-reviewed study?

COMMUNICATING VALUE TO COMMUNITIES

In a Michigan county with the highest density of wind turbines in the state, asking one question that listed three different pieces of specific infrastructure improvements funded by clean energy resulted in 14-pt swing, resulted in 9-pt positive margin.

Sentiment towards renewable energy sees +14 swing

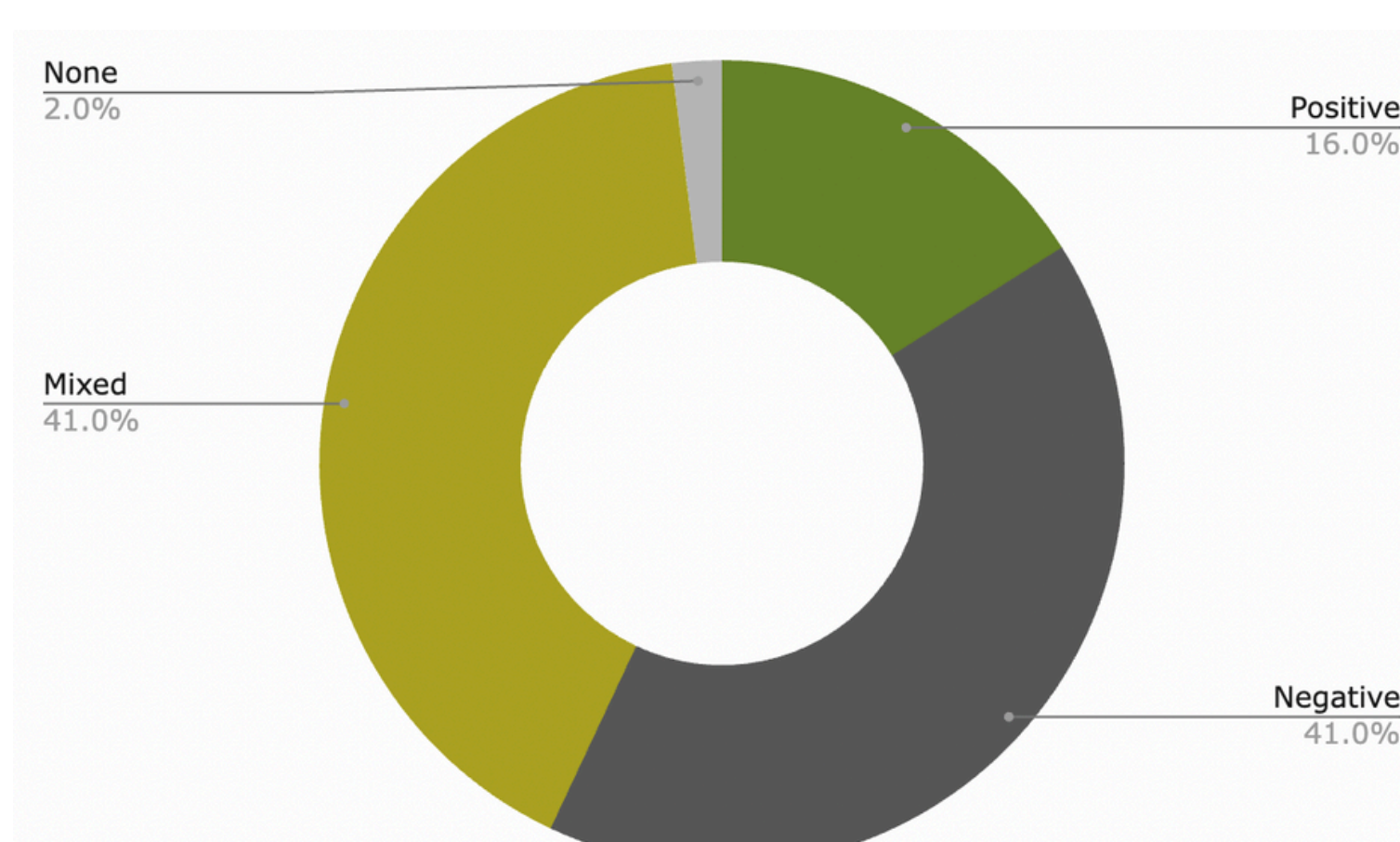


On-going communication around value after construction and over the life of a project is critical.

Source: Embold Research | Conservatives for A Clean Energy Future | Tigercomm

COMMUNICATING IMPACT

Q Do you think the country's transition toward renewable energy will have a positive, negative, mixed, or no impact on your local community?



Source: Embold Research | Tigercomm

Relatively few rural residents believe the country's energy transition will have an overall positive impact on their community

