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## How Renewable Energy Benefits Businesses and the Environment

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# How Renewable Energy Benefits Businesses and the Environment

An Undergraduate Thesis

Presented to the Faculty of

The Environmental Studies Program at the University of Nebraska-Lincoln

In Partial Fulfillment of Requirements

For the Degree of Bachelor of Science

Major: Environmental Studies

Emphasis Area: Natural Resources

Minors: Energy Science and Business

Thesis Advisor Name: F. John Hay

Thesis Reader Name: Lisa Pennisi

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# How Renewable Energy Benefits Businesses and the Environment

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University of Nebraska-Lincoln, 2016

Thesis Advisor: F. John Hay

## **Abstract**

This project is being conducted in Lincoln, Nebraska, through a literature review and survey review. World energy consumption is continuing to rise, and global power generation is responsible for more pollution than any other single activity. Virtually all regions of the world have renewable energy sources, and businesses need to become leaders in the renewable energy movement, in order to preserve our environment for generations to come. The importance of our environment should not be overlooked, and the potential benefits of thinking sustainably are quantifiable. Conducting a literature review will help determine if there has been an increase in companies implementing sustainable business practices, as well as establish their opportunities for growth and profit. A small survey of 20 questions, completed by 22 local businesses across Lincoln, will help determine the company's knowledge and interest levels of implementing a renewable energy project, and what they feel are the main advantages and disadvantages of doing so. Renewable energy is seen as the most important instrument to mitigate climate change and reduce the negative effects of energy production (Richter, 2012). Consumers are rewarding businesses that address environmental concern and are punishing those that don't (Bang et. al., 2000). Companies that think with an environmental lens are generally more innovative and profitable than its competitors (Etsy and Winston, 11, 2006). 100% of the businesses surveyed believe that renewable energy is reliable and beneficial for the environment. Only 14% of the respondents were very interested in implementing a project, while 82% agree that they feel there are advantages to using renewables over traditional methods. 95% of the participants feel that there is a marketing advantage with renewables, yet 50% do not think that it could draw new customers to their business. Solar energy is the most popular form of renewable energy amongst the respondents.

## **Introduction**

There are many advantages to using renewable energy sources for businesses, such as marketing opportunities, reduction of emissions, lower energy costs, and many others. The impact these sources can have on the environment should not be overlooked. A key concept to think about when discussing this topic is how not all renewable sources are economically feasible at the current time, and need major development to become widely used by companies around the world. Although there has been great progress in some renewable sources, more progress must be made to increase the possibility of these sources producing the energy that is required around the globe.

This topic is very important to me for several reasons, because the future health of our environment depends on us being able to turn away from the use of fossil fuels by adopting new methods of energy. Future generations depend on us acting on this problem now, to ensure the longevity of a clean atmosphere and diverse ecosystems. Although some technology needs research and development, I believe more renewable energy projects need to be implemented around the world. By increasing the amount of renewable projects, more money will be invested into this field, increasing the amount of research and progress that can be made. Businesses need to take the lead in becoming more sustainable, by increasing their renewable energy use. Corporations need to become leaders in making this change, because the amount of energy they use is undeniably more than energy used personally. Industry and electric power accounts for 61% of the total energy used in the US, while personal use accounts for 12% (EIA). When big businesses start to

make a change, others will follow, which will set the stage for future years of decreasing our dependency on fossil fuels. There are multiple environmental benefits that result from converting to renewable sources, but businesses have to consider the economic implications of doing so. The environmental effects fossil fuels have on the world are becoming drastically worse as time moves forward, and changes need to be made now before these effects become irreversible. Businesses' becoming environmentally aware is extremely important to me, because they have the capability to cause significant change amongst the population. The use of fossil fuels over the past century has caused a dramatic increase in greenhouse gases emitted into the atmosphere, and corporations are a huge contributor to the problem. These businesses have the ability to lower their emissions by implementing renewable sources, and can set an example for other businesses. To me, the advantages in becoming a sustainable business outweigh the negative economic possibilities, such as initial costs and maintenance factors. Businesses need to realize that they have the power to make a dire change in how the world uses energy. The environmental benefits from using renewable sources instead of fossil fuels are endless, and the importance of this topic cannot be overlooked.

The sun provides as much energy every hour, as humans use every year (Morton, 2006). This fact is incredible, and shows that we have all the clean energy we need, but we must develop technology to capture and store it. Morton continues by saying that solar markets in some countries, including Japan and Germany, have been growing by 31% each year over the past decade (Morton, 2006). Other nations need to follow this progress in renewable energy, and realize the benefits it can

have. The amount of unused renewable energy around the world needs to be taken advantage of. Virtually all regions of the world have renewable sources (Bull, 2001). With sunlight, wind, geothermal, and hydrological power capabilities in nearly all corners of the world, the importance of harnessing this power can change the planet. The possibilities of renewable energy are endless, while remaining clean and beneficial to the environment. Human populations will use mass quantities of energy every year regardless, and where this energy comes from influences the world of tomorrow. There has been major progress in the use of renewable energy, with hydroelectric, wind and solar as the leading renewable sources. We need to deviate from fossil fuels in order to become a more sustainable world. Solar energy has the potential to supply 69% of total electricity needs by 2050, and by 2100, will have the potential to supply 90% of our energy needs (Fthenakis, et. al., 2009). Knowing that renewable sources have the potential to completely replace fossil fuels should be enough for people to pursue more research and funding for the development of these technologies.

The reason for the continued use of fossil fuels is not because we have no other option for energy, but rather the fact it is abundant and cheap to use at the current time. Renewable energy is at a disadvantage to other forms of energy, because of high initial costs, lack of skills and technology, financing risks and uncertainties, as well as poor market acceptance (Beck and Martinot, 2004). I agree that renewable energy is at a disadvantage, but that doesn't mean that it cannot benefit businesses. Although not all renewable energy systems are at the same level of development, there are some technologies ready for action right now that can

help businesses become more sustainable today. Not all renewable energy sources are sitting on the shelf ready to be plugged into the electricity system. Some, such as wind are almost competitive in mass markets, while others remain in niche markets with much more development to be made (Haas, et. al., 2004). We need to take advantage of the systems we can use now, while remaining focused on evolving other technologies to where they need to be. The renewable energy technology we have today can benefit businesses now, but considerations have to be taken into account. It is difficult to estimate the cost of damage avoided or the value of public goods presented, in terms of air quality or climate change, by using renewable energy sources. Increasing cost in energy for benefits that are unseen, is hard for corporations to see as favorable for their business (Menanteau, 2003). Companies need to realize these unseen benefits, and become leaders in the clean energy movement. They need to look into the future and see the benefits these technologies can have not only on the environment, but on their business as well. Sustainable strategies are smart business strategies. Addressing environmental and sustainability issues gives companies a sustainable competitive advantage and the benefits are quantifiable (Willard, 2012). This article identifies that sustainable strategies do benefit the business and the results can be measured, although some estimates may need to be made. Companies can gain a competitive advantage through renewable energy and other environmental technology. New technology can create and expand market demands. Environmental technology incorporates environmental considerations into many aspects of business operations, and thereby affects the competitive landscape in most sectors of the economy

(Shrivastava, 1995). Renewable energy has the potential to benefit companies today, and further those benefits in the future. Renewable sources being used by businesses will help increase the movement towards clean energy, and help develop the research and funding needed to allow these technologies to become a major supply for the world's energy.

This topic relates to the health of the environment, which is connected to almost everything on the planet. The importance of these sources becoming widely used should not be ignored. The amount of energy human's use is available through renewable sources, but we need to develop the systems in order to remain economically feasible in the eyes of businesses and corporations. This problem affects everyone around the world, and will for generations to come. Decreasing our dependency on fossil fuels needs to happen sooner than later if we want a clean environment for our children to live in. Humans and the use of fossil fuels threaten every ecosystem in the world, and we have the responsibility to protect the biodiversity of earth. Converting to clean, renewable energy can solve many of our world's problems, by creating jobs, and conserving our planet's health. The most important part of this project to me is not necessarily the benefits businesses can have from implementing renewable energy projects, but the example they can set for others to create a world of clean energy for generations to come. Protecting the environment is something that needs to be more highly focused on today, in order to prevent dramatic changes tomorrow. I am very interested in the preservation of the environment, without harming the progress of human civilization, and I feel that renewable energy does just that. Showing how renewable energy is viewed by

businesses and determining their level of interest is the main objective of this project.

### **Materials and Methods**

Using clean energy to create products is a clean and healthy way of getting things done, which will hopefully increase exponentially in the near future. Although it may not be the most cost effective method of producing goods currently, it allows for the company to stand out from its competitors and reach out to further markets. Collecting data from businesses is very important in understanding how future businesses value renewable projects, and how much these projects can affect the environment. Creating a survey to hand out to businesses can give reliable feedback to see companies interests in renewable projects, and what they think the benefits could be. Realizing the pros and cons of renewable projects is something that every business must consider before moving forward with a project.

I conducted a literature review to determine the increase in sustainable strategies used by businesses, as well as their opportunities for growth and profit. Analyzing the information helped me determine if companies are realizing the potential benefits of implementing renewable energy projects, and the advantages it can give them over their competitors. Using scholarly resources will help establish if consumers have a role in making businesses think with the environment in mind, as well as highlighting benefits it can have on the environment. The literature review shows why it is important for corporations to become leaders in the sustainable energy movement.

Conducting a small survey for multiple businesses across Lincoln is another method being used that will help determine company's interest in renewable projects, and get feedback on what they think of renewable projects for businesses. The survey will consist of 20 questions related to how businesses feel about renewable energy. The survey was sent to 75 small businesses across Lincoln, Nebraska; to get a feel for what knowledge these companies have on renewable energy. The contacts came from the entrepreneurial career services at the University of Nebraska-Lincoln and were contacted through emails and LinkedIn profiles. An online survey tool was used and to create an easy accessible way for the businesses to respond. 22 businesses responded to the survey. The companies surveyed are of all shapes and sizes. Surveying businesses who have considered a project, and surveying those who haven't will allow for us to determine the potential benefits of a project, and help us get an understanding of interest levels on starting a project. Using literature review to show why businesses around the world are starting to think environmentally, and conducting surveys of companies locally to see their interest and thoughts of renewable energy are equally important. Increasing businesses knowledge and interest in renewable projects is something that will shape the future for clean energy. Knowing the benefits of these projects, and gaining interest for future projects is needed to ensure a change in how industry uses energy.

## **Results**

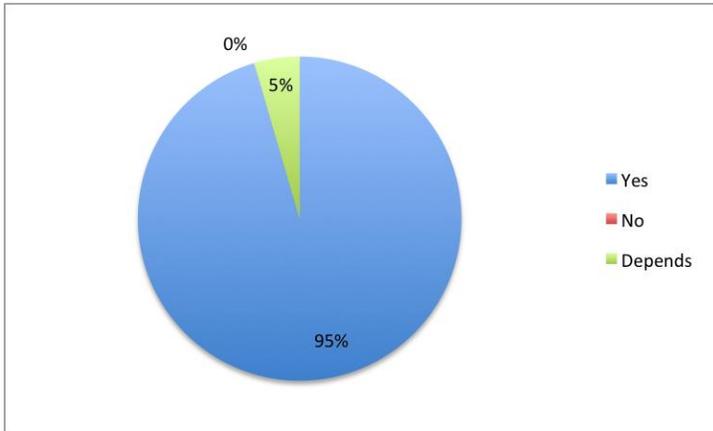
After researching numerous articles, I have found that there has been a major growth in businesses using sustainable strategies. This has resulted in more and

more companies becoming “green” as time moves forward, and is setting the pace for other companies to follow. Historically, corporate interest in the environmental arena tends to rise and then fall, but this time seems different. Instead of focusing mainly on environmental costs and risks, or corporate responsibility, more and more companies have come to see opportunities for growth and profit through a focus on environmental sustainability (Etsy and Winston, xi, 2006). Businesses are realizing the potential benefits from implementing sustainable practices and the advantages it gives them over their competitors. Media is playing a vital role in the growth of companies becoming green, by increasing employees and customers concern. Stakeholders around the world are hearing the green message and are becoming confident that the green economy will have a lasting effect. Over the last three decades there has been a growing concern amongst consumers about whether the earth’s resources will continue to sustain the standard of living that is enjoyed by most Americans (Bang, et. al., 2000). Energy consumption is continuing to rise, and worldwide power generation is responsible for more pollution than any other single activity. Americans are beginning to recognize the link between energy use and environmental degradation. This has lead to a growing segment of consumers either rewarding or intending to reward organizations that address environmental concerns in their business and marketing practices, and punishing firms that ignore environmental imperatives (Bang, et. al., 2000). Corporate strategies are increasingly becoming influenced by consumer concerns for the environment, and businesses are now trying to become more environmentally aware, while remaining profitable. Renewable energy appears to be one of the most efficient and effective

solutions (Dincer, 2000). Corporations using renewable energy have realized that they get “the best of both worlds,” because they see an economic benefit of implementing these projects by lowering their energy costs, and the benefits of “green” marketing. The environmental impacts are also a bonus for everyone. Solar energy emits roughly 98 grams of carbon dioxide per kilowatt-hour, while coal, the most widely used energy generation practice, emits 955 grams, or about ten times than that of solar (Akella, 2009). Geothermal, wind, hydroelectric, and energy crops generate even less than solar. Renewable energies are seen as the most important instrument to mitigate climate change and reduce negative effects of energy production (Richter, 2012). The business world and the natural world are inevitably linked, and smart businesses are beginning to realize this. Companies that bring an environmental lens to their business strategy are generally more innovative and profitable than their competitors (Etsy and Winston, 11, 2006).

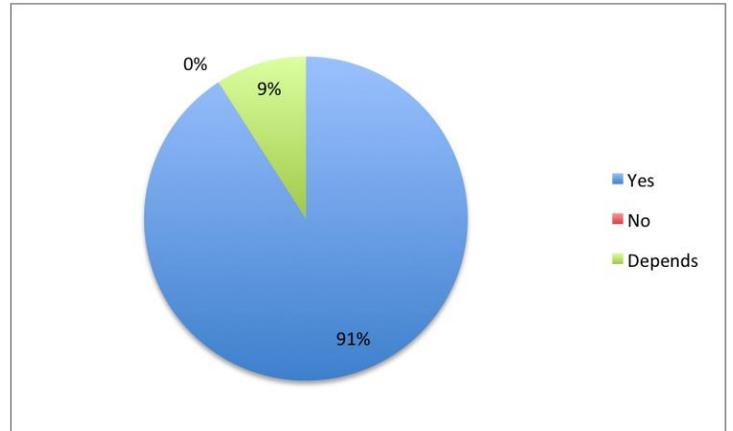
The first question in the survey asked, “What industry does your company do business in?” to get an understanding of what these businesses do. The businesses surveyed do practices in tools, textiles, financing, agriculture, marketing, and many more, creating a diverse pool of respondents. Having different backgrounds in business was important to ensure that the respondents would have diverse interest levels in renewable energy. The second question referred to the size of the businesses, and of the 22 companies surveyed 21 claimed to be small, while one claimed to be a medium sized business. Surveying local businesses gave me similar results of them mostly being smaller companies, which was expected.

**Question #3, “Do you believe using renewable energy is reliable?”**



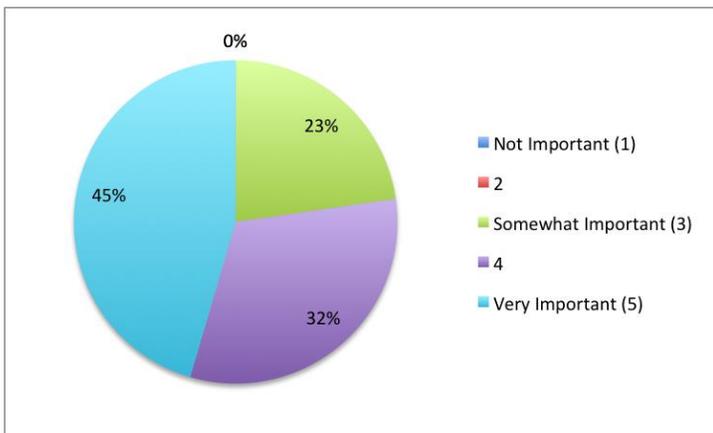
Twenty-one of the respondents agreed that renewable energy is reliable, while one said, “Somewhat, as it depends on the energy needs of the company.” Zero of the respondents claimed that renewable energy is not reliable.

**Question #4, “Do you believe using renewable energy lowers carbon emissions and is beneficial for the environment?”**



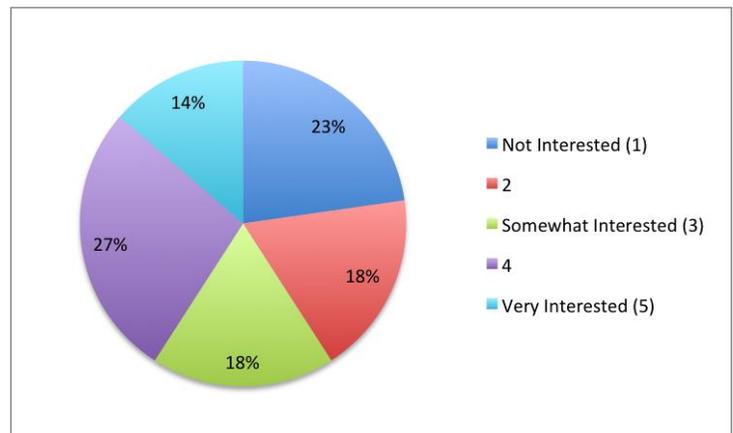
Twenty of the respondents believe that using renewable energy is beneficial for the environment, and lowers carbon emissions. Two of the respondents stated, “Generally yes, depending on which kind of renewable energy.” Zero of the businesses think that it is not beneficial for the environment.

**Question #5, “On a scale of 1-5, how important do you think businesses using renewable energy is?”**



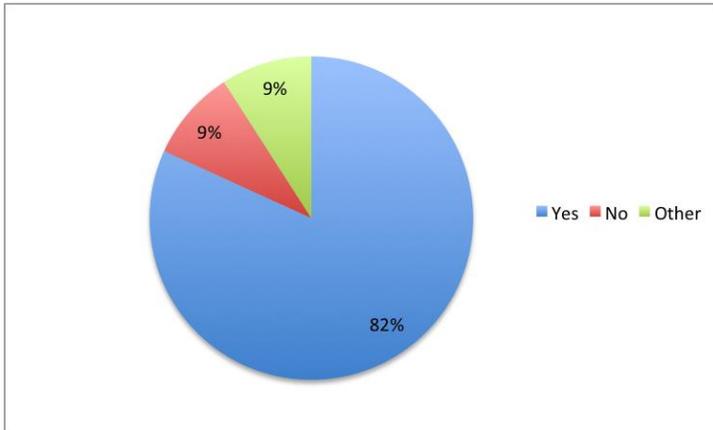
Zero of the businesses gave it a rating of “one” or “two”. Five of the respondents believe that it is somewhat important, seven gave it a rating of “four”, and ten believe that it is very important.

**Question #6, “On a scale of 1-5, how interested are you in the possibility of implementing a renewable energy project for your business?”**



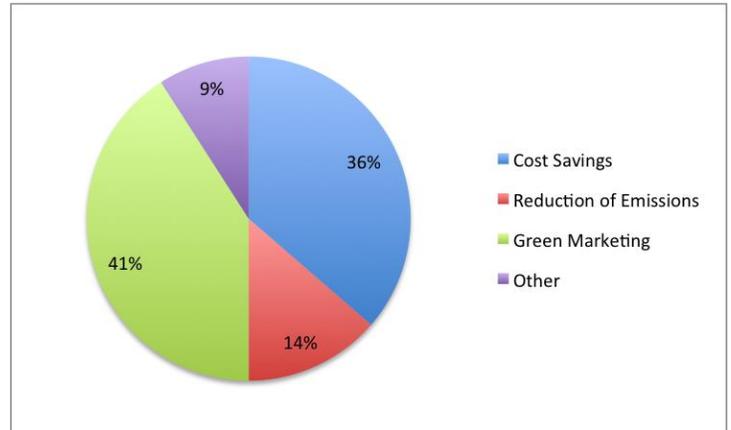
Five of the respondents are not interested, four gave it a rating of “two”, four are somewhat interested, six are interested, and three are very interested.

**Question #7,** “Do you feel that there is an advantage for businesses that use renewable energy over traditional methods?”



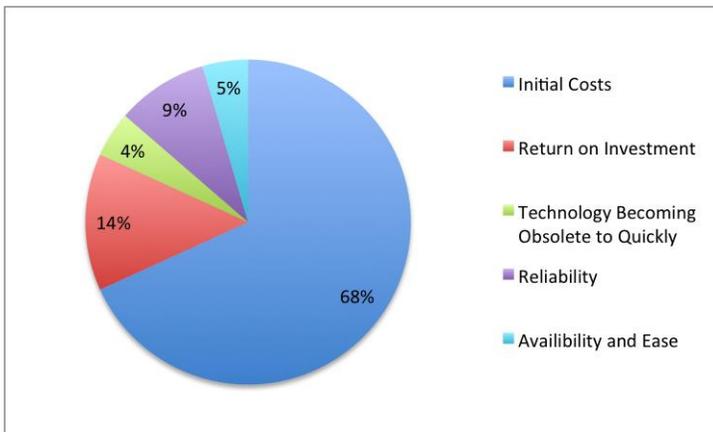
Eighteen of the respondents believe there is an advantage, while two do not. One believes there is an advantage if there are tax incentives, while another believes that it depends on if the targeted customers understand and appreciate that the business is using renewable energy.

**Question #8,** “What do feel is the biggest advantage of a business using renewable energy?”



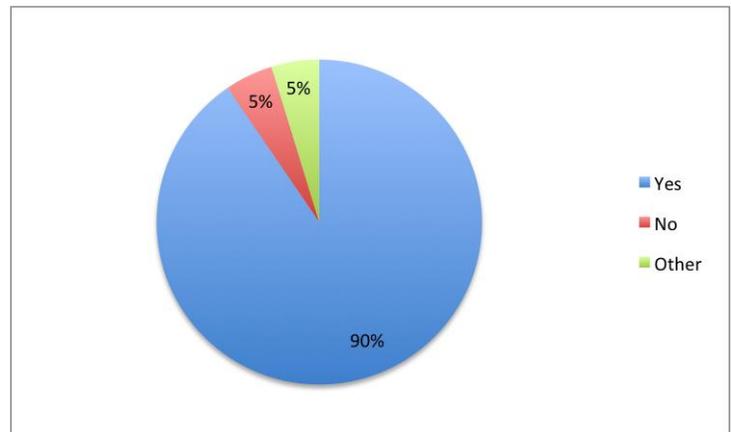
Eight of the respondents feel that cost saving is the biggest advantage, while three believe it is reduction of emissions. Nine believe green marketing, one feels cost stability and energy supply, and one believes that a sustainable business practice is the biggest advantage.

**Question #9,** “What do you think is the biggest disadvantage of using renewable energy over traditional methods.”



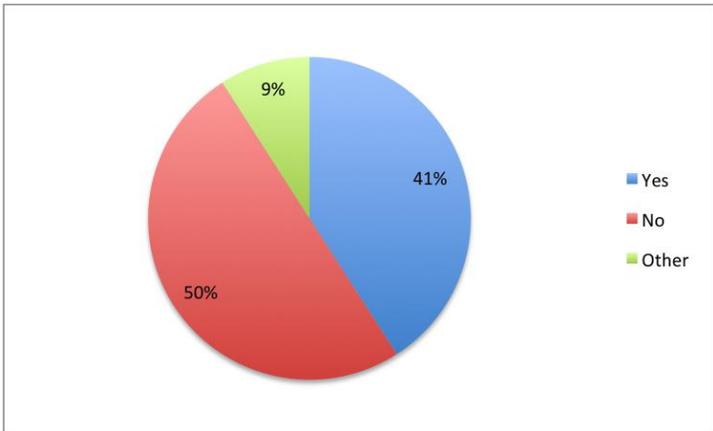
Fifteen believe initial costs is the main disadvantage, while three feel return on investment, one thinks the technology becoming obsolete to quickly, two agree on reliability, and one believes availability and ease.

**Question #10,** “Do you think using renewable energy and having sustainable business strategies has a marketing advantage?”



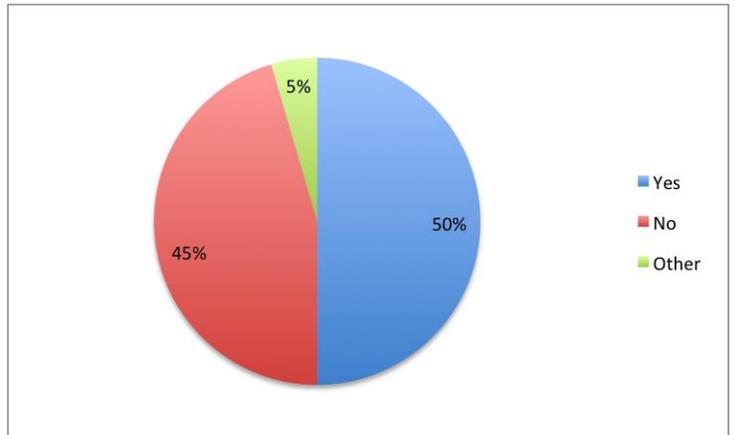
Twenty believe that it does have a marketing advantage, while one does not. One respondent said, “It depends on the industry and customer culture, but there seems to be a shift in many industries that is making this advantage greater.”

**Question #11,** “Do you feel that using renewable energy could draw new customers to your business?”



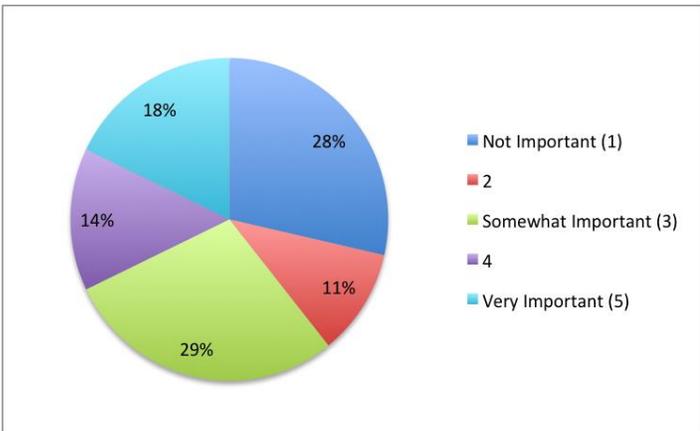
Nine answered yes, while eleven did not think it could draw new customers to their business. One stated, “Only if it is a bigger thing that wraps a whole company culture”, while another said, “We don’t have “customers” in our government agency.”

**Question #12,** “Do you feel that your customers would appreciate your business more if you used renewable energy over traditional methods?”



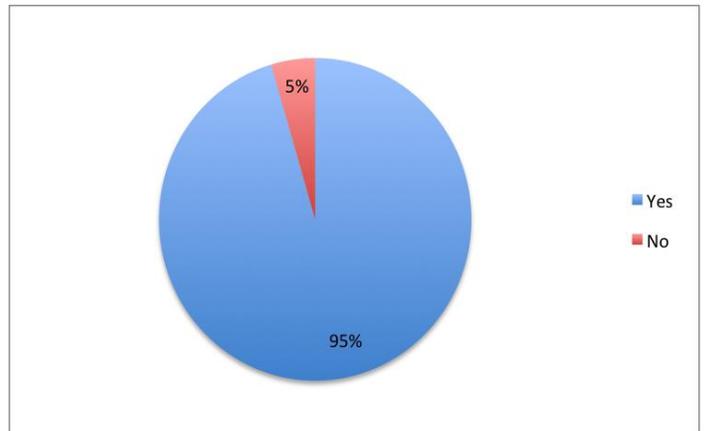
Eleven think yes, while ten believe that it would not make their customers appreciate them more. One respondent said, “We don’t have “customers” in our government agency.”

**Question #13,** “On a scale of 1-5, how important do you think your business using renewable energy is to your customers?”



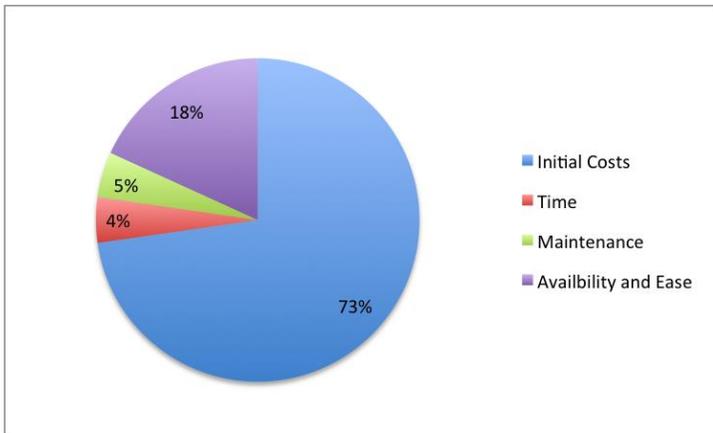
Eight respondents feel it is not important, three gave it a “2” rating, and eight believe it is somewhat important. One gave it a “4” rating, and two businesses feel that it is very important to their customers.

**Question #14,** “Do you believe renewable energy usage will increase drastically over the next 10 years?”



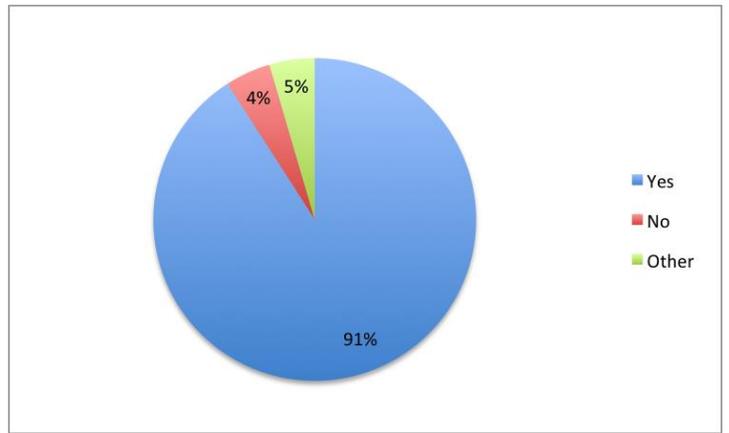
Twenty-one of the respondents agree that renewables will drastically increase in the near future, while one does not.

**Question #15,** “What do you feel is the main reason more companies are not using renewable energy to meet some of their demands today?”



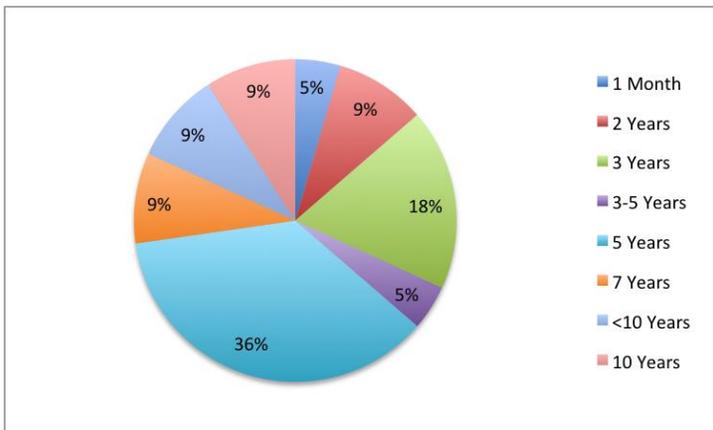
Sixteen feel that initial costs is the main factor, while one thinks time. One business thinks maintenance is the main factor, and four believe it is the availability and ease of implementing a project.

**Question #16,** “If set-up costs/maintenance were not a factor, would you consider using renewable energy for all of your energy needs?”



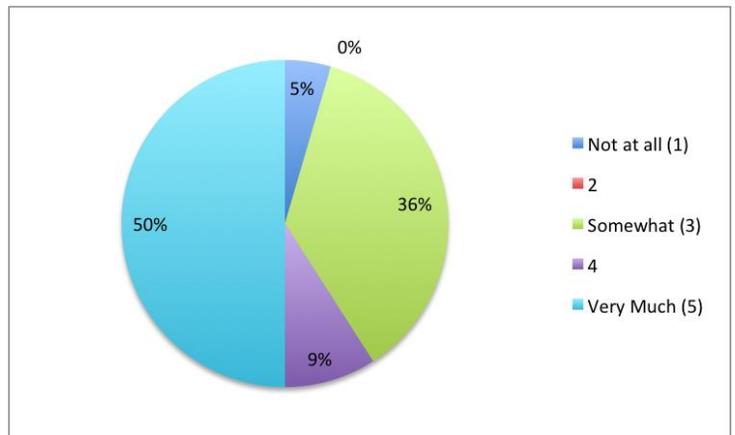
Twenty of the respondents said yes, while only one said no. One stated, “Probably not “all” right away, but yes to some immediately and then increasing over the years.”

**Question #17,** “What would be the maximum length of time for a return on investment for you to consider using renewable energy for your energy needs?”



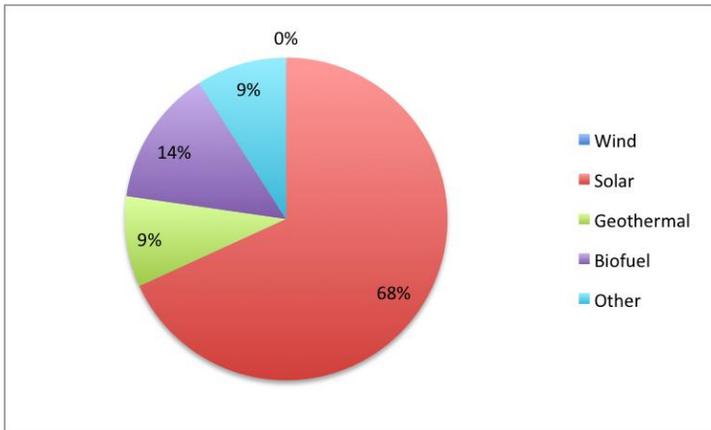
One feels one month, two agree on two years, four said three years, and one feels three to five years. Eight agree on five years, two on seven years, two feel under ten years, and two believe ten years would be the maximum time for a return on investment.

**Question #18,** “On a scale of 1-5, how much would a government incentive increase your interest in implementing a renewable energy project?”



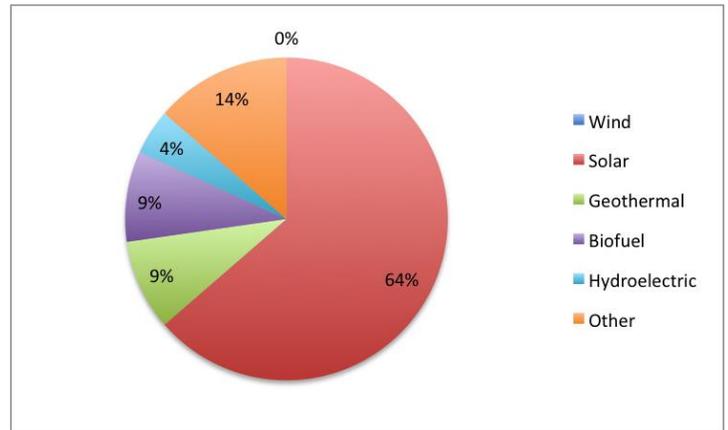
One said “not at all” while zero gave it a rating of “2.” Eighth said their interest would increase somewhat, two gave it a rating of “4” and eleven said it would increase their interest level very much.

**Question #19**, “If you were to consider a renewable energy system for your business, which is of greater interest to you?”



Fourteen of the respondents claimed that solar would be their top choice, while two agreed on geothermal, and three on biofuel. Zero felt that wind would be their top choice. One respondent said, “I don’t know,” and one said, “Whatever is most effective for my location.”

**Question #20**, “What renewable energy system would you like to learn more about, to possibly increase your interest of implementing a project in the future?”



Fourteen of the respondents agreed that solar is what they would like to learn more about, while two agreed on geothermal, and two on biofuels. One respondent wants to learn more about hydroelectric, while zero have interest in wind. One doesn’t know what they would like to learn more about, one doesn’t want to learn about any of them, while one wants to learn about all of them.

**Discussion**

The findings from my research, had surprising outcomes, as well as expected results. It was very pleasing to realize that more companies are beginning to think with the environment in mind, while remaining strong and innovative. I think it is very important that certain companies are starting to set the pace for others to follow, by leading the way for sustainable business practices and using renewable energy to show their customers that they care about preserving the environment. Companies are undoubtedly realizing that there are quantifiable benefits to using

renewable energy and portraying an environmental friendly aspect to their business plans. The objective of this paper was to prove that renewable energy has clear benefits for the health of our planet, as well as explore the views and innovations for businesses. It was frightening to realize that corporate interest in the environmental arena tends to rise and fall over the past several decades, but it gives me hope that this time will be different and have a lasting effect. It is surprising that industries are deviating from thoughts about the costs and risks associated with making environmental changes, and are realizing the opportunities for growth with their consumers in mind. The customers have a key relationship to why businesses are starting to become more environmental friendly, which gives hope that future generations will continue and strengthen this relationship. It was expected to identify the vital role that media plays with why corporations are starting to behave in a sustainable manner, because of all the emotions that climate change have stirred. It is amazing to know that everyday more people are becoming concerned for future generations and the environment we are leaving behind, and are dedicating themselves to making better choices in order to preserve the health of the planet by doing whatever they can. Hopefully this will give the “green” economy a lasting effect, and allow more people and corporations to hear the “green” message. It is known that energy consumption will continue to rise as our population increases, with more developed communities, which is a main reason as to why we need to act now and make the transformation to renewable energy sources. It was predictable that renewable energy is seen as one of the most important tools to mitigate climate change, but was surprising to find that

businesses are just now realizing the potential profits and advancement these sources can give them. My findings support that the business world and the natural world are inevitably linked, and that the benefits businesses and the environment can gain from the use of renewable energy is tangible and measurable.

The companies in the survey sample all do practices in different areas of business, which gave me a diverse assortment of what they know and what they would like to know about renewable energy projects and the benefits it can have on their costs, marketing, and reduction of emissions. It was expected to find out that 100% of the companies agree that renewable energy is reliable and beneficial for the environment, but slightly surprising that only 14% have high interest levels of implementing a project. It was unanticipated that 77% of the respondents thought that businesses using renewable energy is important, considering the fact that all of them are still using traditional energy methods to run their facilities. This shows that they know that changing the way they use energy significant, but there are barriers that refrain them from doing so. It was very surprising that 82% of the local companies felt that there is a definite advantage of using renewable energy over the usual approaches and that 95% of them agreed that there is a marketing advantage as well. This was surprising, because although they agree that there are advantages to adjusting towards sustainable business practices, the ease of implementing a project keeps them moving forward. It was projected that the initial costs of executing a renewable energy project was going to be the most agreed upon disadvantage of undertaking the task, but was very surprising to realize that “green” marketing was the top choice for the advantages these companies sought. It was

imagined that the cost saving on energy bills would be seen as the largest advantage, coming from an industrial mentality. It was interesting to see that over half of the surveyed felt that implementing a renewable energy project would not draw new customers to their business, but more than half felt that their customers would appreciate their business more for doing so. This was interesting, because it illustrates that they think their current customers value and environmental attitude, but don't consider that it could draw new customers from their competitors. The next question asked about the views of significance they feel their customers have on renewable energy used in industry, and it is satisfying to know that 61% of them believe that their customers consider it important. 95% of the respondents felt that renewable energy use in businesses will increase drastically over the next ten years, which gives hope that these companies will adapt to future modifications in the energy sector and make adjustments in their energy use. It was anticipated that a government incentive would increase the likelihood of the respondent's interest to committing to a renewable energy project, and astonishing that nearly all of them would use renewable energy to meet all of their energy demands today if set-up costs and maintenance were not a factor. This proves that the initial costs and lack of incentives is a major reason why more companies are not pursuing alternative energy sources. It was extremely surprising that none of the companies considered wind power as their top choice for what sources they had most interest in, considering the amount of wind energy capabilities that is present in Nebraska. Solar was top choice of interest and by a considerable amount, and also the top answer for the technology they would like to learn more about. This was a probably

the most agreed upon energy solution, because of the availability to ease of applying solar panels directly to the facilities rooftop. Overall, some of the answers from the survey were very surprising, while most were expected, and proved that local companies do perceive renewable energy as an advantage for businesses profitability and marketing. The data clearly showed that the respondents mutually agree on most of the advantages and disadvantages of implementing a renewable project, and proves that the initial cost and lack of incentives is what is keeping most businesses from taking the leap and becoming leaders in the renewable energy movement.

### **Conclusion**

This project was completed in order to find factual information about the way companies feel about renewable technology, and the interest levels they have in implementing a project, as well as prove the importance and benefits it has on the environment. Understanding the overall knowledge local and worldwide businesses have is important to comprehending why some companies are becoming leaders in using renewable energy to power their facilities, and why others are not taking the steps needed to ensure the growth of these alternative energy sources. The references used show the potential benefits that renewable energy can have on the environment, as well as the profitability and competitive advantage it gives to businesses. Solar energy is the most practiced form of renewable energy in industries right now, and has 10 times less carbon emissions than the leading energy source coal (Akella, 2009). The importance renewable energy has in regards to the preservation of the environment should not be overlooked, as it is seen as the

most important instrument to mitigate climate change and reduce the negative effects of energy production (Richter, 2012). Companies are beginning to realize the positive benefits renewable energy can have on its reduction of costs, as well as marketing advantages, and sustainable business practices are on the rise. Consumers are becoming more environmentally aware and having growing concerns about future generations, and is starting to reward companies that have ecological outlooks, and punishing those that don't (Bang et. al., 2000). The local businesses surveyed seem to agree on the advantages and disadvantages implementing a renewable energy project have, and all know that there will be drastic increases over the next ten years. The lack of incentives, initial costs, and availability and ease of implementing a project is what is holding these companies back from moving forward and becoming leaders in the renewable energy movement. Renewable energy has been rising over the past several years, but there needs to be more drastic changes in the corporate industry to set an example for others to follow. The survey respondents agree that there are marketing and profit advantages from using renewable energy, but their interest levels are lower than where some may like them to be.

This project could have been bettered by increasing the amount of businesses surveyed to increase the diversity of the knowledge and interest levels they have on renewable energy sources. Future studies should include a wider area of companies surveyed, to recognize the different views businesses have in different states, as well as companies of all sizes, to ensure a variety of local small businesses, and large corporations thoughts on the issue. By creating a more diverse pool of

industries, the thoughts and opinions could be differentiated from my findings, and generate a more practical outlook on what businesses really feel about renewable energy used in business and the possible benefits it can have. Overall this project had some credible information that can give insight to how companies are feeling today about renewable energy and what the future has in store for renewable energy industry. The importance of the environment needs to be accepted by all people, businesses, and governments to ensure the longevity of our communities and the health of our planet for generations to come.

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