

Clean Technology and Sustainability

Good for People, the Planet and Business

Nereus adds value to cutting-edge organizations that focus on clean technologies and sustainable business models. Our team applies valuable knowledge and insights from diverse experiences within the business world – from multi-nationals to small, budget-conscious companies, start-ups and non-profit groups. Recognizing emerging opportunities and synergies, we know how to bring organizations and their audiences together to meet a common goal.

Clean technology promoters and sustainable businesses won't succeed solely by positioning themselves as clean and green. While this kind of messaging may inspire investors and consumers, they need to understand how a product or service provides superior benefits before they will take action to learn more or to buy.

Nereus team members bring strong commitment and expertise to our work with clean technology clients. Our pros have broad, deep experience with a variety of clean technology businesses and industry organizations, including:

- Solar energy
- Wind power
- Biofuels and biomaterials
- Green building methods
- Smart grid technologies
- Clean transportation

We've shared our expertise at national and regional forums on topics ranging from providing public relations support for green marketing campaigns to marketing sustainable products.

Years of Applied Insight

We've been committed to advancing clean energy technology and sustainable businesses for years. Examples include:

PROVIDING COUNSEL to a forecaster of solar and wind power sources for producers of renewable power worldwide.

ADVISING A SUPPLIER to the photovoltaic industry regarding a plant siting in Oregon, and a global rollout of the business.

PROVIDING GUIDANCE on marketing strategies and programs to groups such as:

- Oregon Environmental Council
- Clean Technology Alliance
- The Natural Step
- Northwest Earth Institute
- Outward Bound

Nereus helps its clients put in practice the principles of the Triple Play, which refers to the need for social, environmental and fiscal responsibility in a business enterprise. A triple-play enterprise or organization makes decisions based upon what will be good for people, the planet and the business. And, as many businesses are discovering, doing the first two often leads to a more profitable enterprise overall.

Let us put our commitment to green marketing to work for you. Call us now to learn how we can help your company or organization gain mind share and achieve long term success – Nereus: 503-619-0656. Or e-mail us at info@nereus-worldwide.com.