

# GREEN TECH

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# **GREEN TECH**

is "any technology designed to reduce the negative impact of human activity on the environment"







## EXAMPLES

Electric cars

Carbon capture & storage

Solar panels

Programmable thermostats



# GREEN INNOVATION

**1883** First solar panel is invented

**1927** Wind turbines go commercial

**1950** Scientists begin focus on photovoltaic (PV) energy / using silicon to produce solar cells

**1970s** Japan, Denmark and others start investing in solar, biomass, and wind technologies

**1990s** The Clean Air Act and Energy Policy Act create new interest in electric vehicles in the U.S.



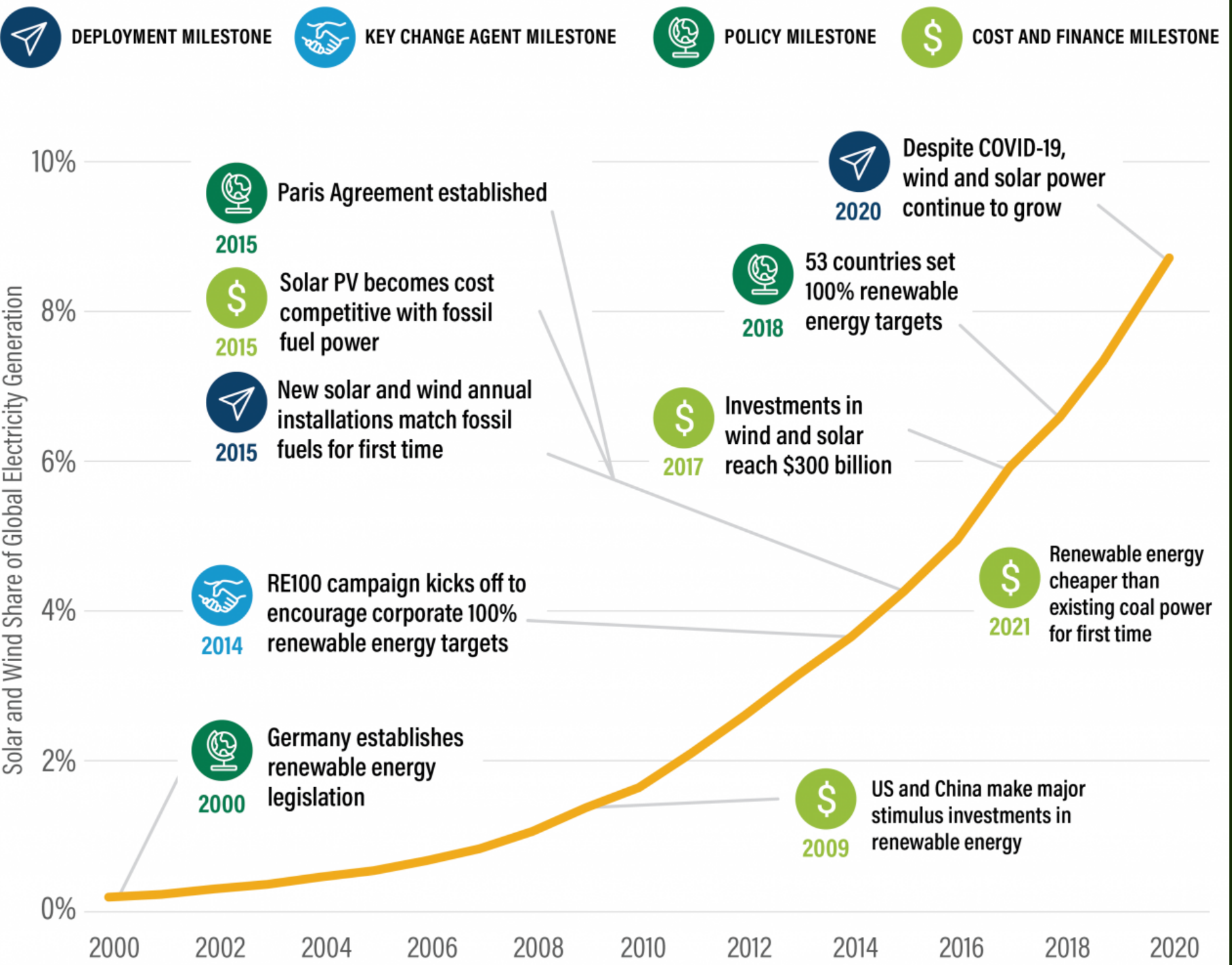
**1997** The Toyota Prius is released in Japan, becoming the first mass-produced hybrid electric vehicle

**2006** Tesla Motors announces development of fully-electric luxury sports car

**2007** Global Research Technologies, LLC (GRT) achieve successful demonstration of carbon capture



# Key Milestones in the Exponential Growth of Solar and Wind Energy



Source: Authors  
21.09.07

# RECENT MILESTONES





# GREENWASHING

When a company exaggerates its environmental efforts using PR, advertising and other communications tactics

Appears frequently within the tech industry



# GREENWASHING

Chevron is an example of a company that is guilty of greenwashing its emerging technology efforts



- "Cleaner future"
- "Lower carbon technologies"
- "Renewable fuels"

200 billion

150 billion

100 billion

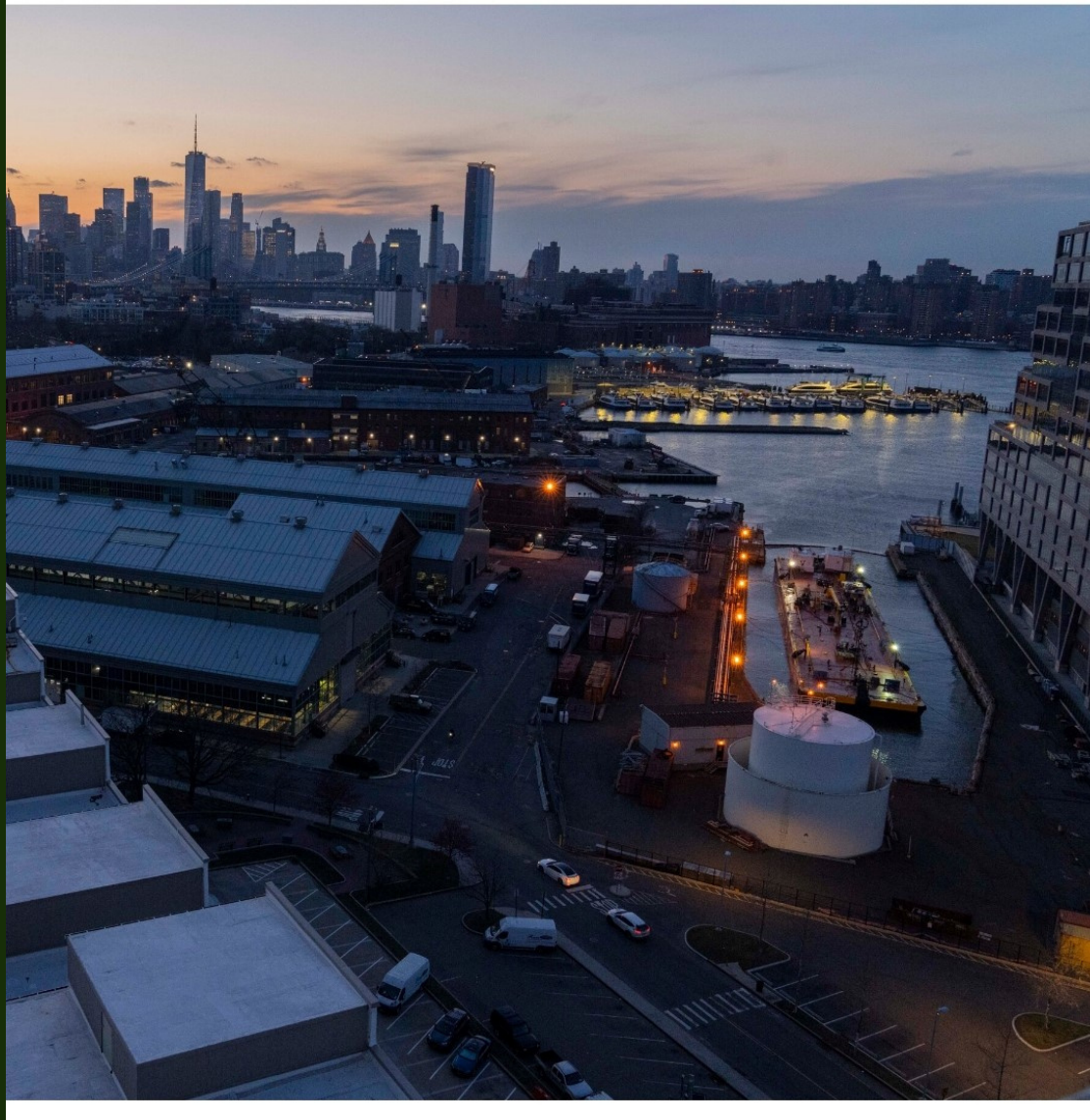
50 billion

0 billion



# The Brooklyn Navy Yard Has Become a Lab for Planet-Saving Tech

Once a building ground for battleships, the site is a city-within-a-city where companies can test their solutions for a greener future.



## GREEN TECH IN ACTION

- Brooklyn Navy Yard was founded in 1801
- Naval shipbuilding facility
- World War II: Built ships such as USS Arizona and USS Missouri
- Now under the City of New York



# GREEN TECH IN ACTION

- 300-acre site now a manufacturing site and testing field for companies
- 30 of 550 are green tech companies
- Companies must apply to be accepted. The acceptance rate is 16 companies each year

“They need a baseline, they need a place to do trial-and-error,” said Lindsay Greene, the president and chief executive of the Brooklyn Navy Yard Development Corporation



# GREEN TECH IN ACTION

## Orenda

- Samples data from buildings (from 1800s-era) to collect the use of energy in dense urban areas
- Helps in converting unused sites to energy storage plants to prevent blackouts and use energy in a sustainable way

## Thalo Labs

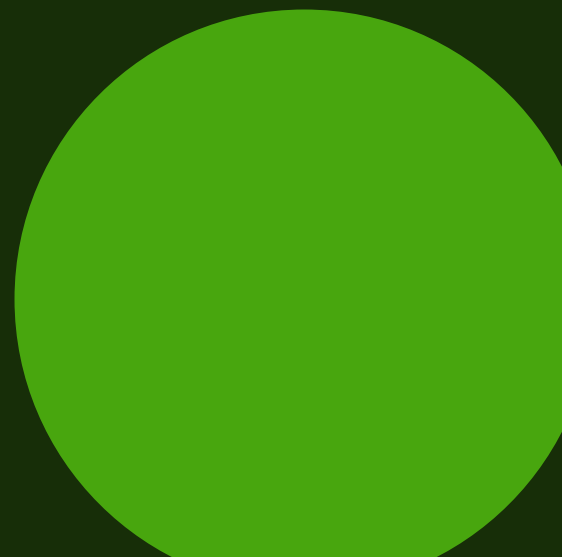
- Created a filter that captures harmful emissions and turns them into powder form to recycle

## Newlab

- An “innovation studio” with around 200 startups
- A ground to make mistakes and test out products before releasing into market

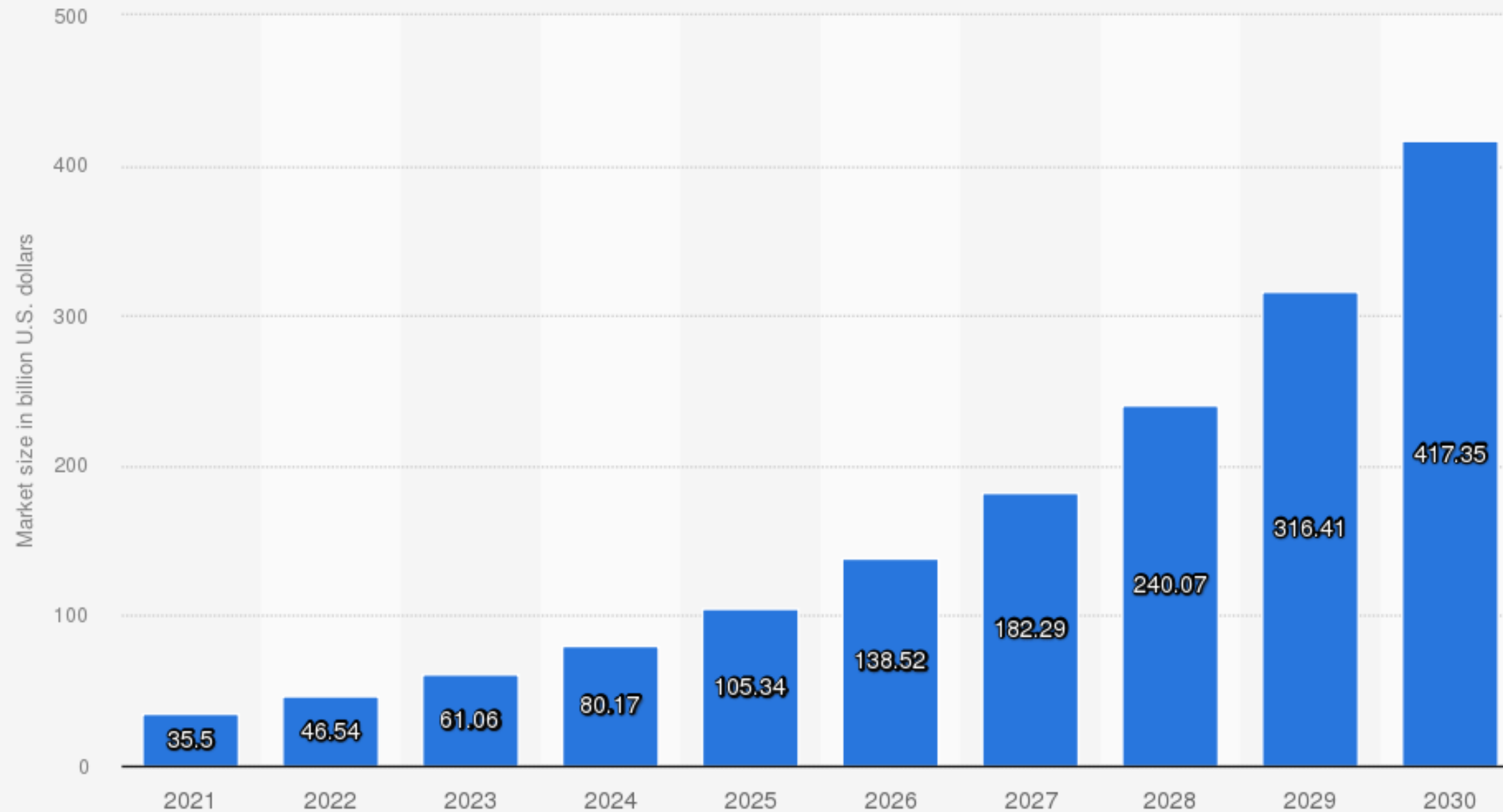
## Connected Kerb

- Electric vehicle chargers
- Partnered with Newlab (Navy Yard tenant) to test its chargers





Green technology and sustainability market size worldwide from 2021 to 2030 (in billion U.S. dollars)



Source  
Precedence Research  
© Statista 2023

Additional Information:  
Worldwide; 2021

**GREEN TECH  
MARKET  
FORECAST**



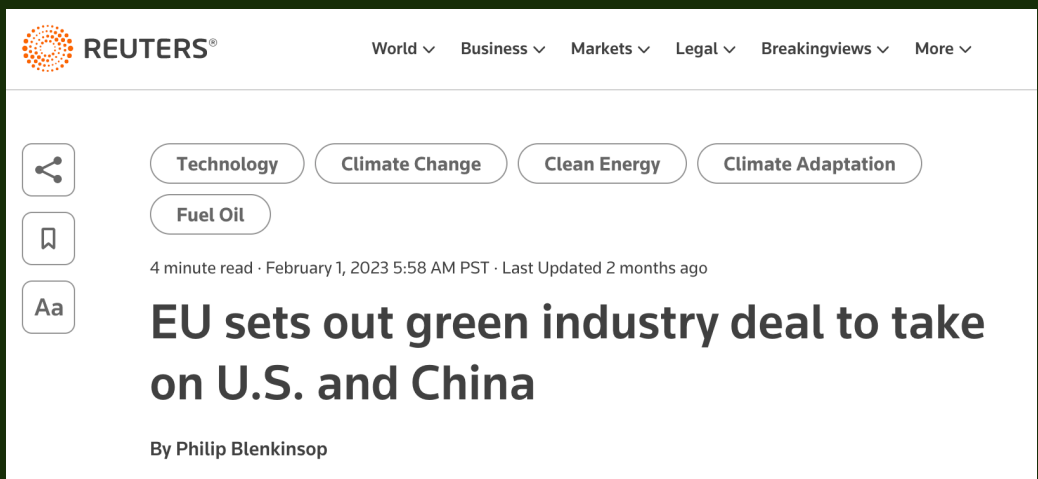
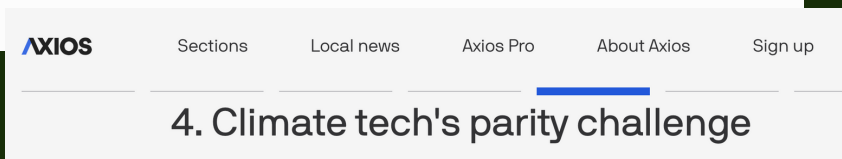
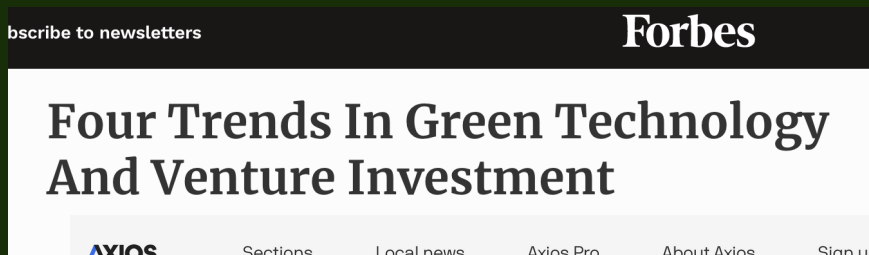
# GREEN TECH CONVERSATION

● green tech  
Search term

● green technology  
Search term

● greenwashing  
Search term

● green washing  
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# TREND FORECAST:

## CORPORATE SUSTAINABILITY

- New 2023 disclosure standards set by the SFDR to enhance transparency, mitigate greenwashing
- Growing risk of ESG-related litigation
- Balancing of energy security, affordability and the energy transition due to high inflation, rising interest rates
- Increased investment in supply chain sustainability
- Shift to water-related sustainability due to water scarcity & drought





# DISCUSSION



Consumers are becoming more aware of greenwashing and stakeholders believe ESG initiatives are "must-haves." How can PR professionals help companies balance these two things?



# DISCUSSION



The recent collapse of Silicon Valley Bank, which provides banking and finance solutions for many cleantech and sustainability companies, has raised concern over potential negative ripple effects on the green tech industry as a whole. How can companies and PR professionals mitigate such concerns?

# DISCUSSION



Make your own prediction for green tech coverage in the media. What areas of green tech and topics do you think the media will be most interested in during the next few years? Keep in mind ESG is becoming a priority for investors.





**THANK YOU!**

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