

GREEN NEIGHBOR CHALLENGE PROSPECTUS



EXECUTIVE SUMMARY

The Green Neighbor Challenge aims to accomplish two things:

1. Help Americans switch to green energy programs easily
2. Connecting users to tools, resources, and organizations that help advance community access and involvement in energy systems.

Our approach empowers residents to collectively stimulate demand for renewables, while also taking actions to improve access to distributed and community energy resources. In this way, we connect market transformation and policy change, as mutually reinforcing.

Our social media campaign, powered by the first national *Green Pricing Database*, will help Americans quickly find and enroll in their green energy programs, then challenge family and friends to do the same.

- We aim to double green pricing enrollment from 2% to 4% nationally. Over 70% of homes have access, only 14% are aware,¹ and under 2% are signed up² even with average costs under \$10/month.³

Further, the Green Neighbor Challenge aims to become a gateway for energy democracy, by connecting our new community to additional tools, resources, and supporting organizations over the long term.

- Our growing list of coalition partners have a wealth of underutilized tools and resources which we will curate and integrate on our platform to “meet users where they are at” and move them along a “continuum of change” to accelerate a just energy transition.

Our work will benefit foundations, non-profits, the renewables industry, the healthcare industry, and local/state governments – all while bringing greater attention and recruitment to our coalition partners.

To preserve trust and objectivity, we will operate as a non-profit, but aim to fund our operations through a diverse mix of public and private donations, grants, and earned revenue from industry and government.

THIS PROSPECTUS EXISTS TO INFORM POTENTIAL PARTNERS AND FUNDERS HOW THE GREEN NEIGHBOR CHALLENGE WILL CARRY OUT ITS EFFORTS.

WE AIM TO RAISE \$1 MILLION A YEAR FOR OPERATIONS.

TO LEARN MORE, SEE: [WEBTOOL](#), [OVERVIEW](#), [BENEFITS](#), [VIDEO](#), [TEAM](#), AND [ADVISORY BOARD](#).

PAGE INDEX

OVERVIEW	
EXECUTIVE SUMMARY.....	1
PROBLEMS ACROSS SCALE.....	2
OPPORTUNITY: SCALING DEMAND.....	2
THEORY OF CHANGE.....	2
PATHWAYS TO IMPACT.....	3
DESIGN	
DESIGNED FOR ACTION.....	3
DESIGNED FOR COALITION.....	4
DESIGNED FOR IMPACT.....	5
INNOVATIONS, PROGRESS, AND TEAM..	5
OPERATIONS	
SEVEN TRACKS OF EFFORT.....	6
PROJECTED EXPENSES.....	6
HOW WE DO OUR WORK.....	6
A PATH TO LAUNCH.....	7
GOALS AND EVALUATION.....	7
WRAP UP	
WAYS TO SUPPORT/FOLLOW US.....	8
SOURCES AND FOOTNOTES.....	8
DISCLAIMER INFORMATION.....	8

And we need your help!



INTERRELATED PROBLEMS

The environmental movement is in search of a catalyst, a moment to create cascading transformative change. Mass youth-lead climate strikes last year are symptomatic of a growing social tension in search of political release.

The archipelago of non-profits, endlessly competing for financial survival, often seek incremental reforms on the complex regulatory and technological battleground, which alienates grassroots activists in the process.

Meanwhile, regulated utilities offer consumers few choices and retail markets instead overwhelm consumers with low-quality options, obscuring the few responsible energy suppliers. Both market types reduce consumer trust.

Renewable energy developers eager to grow supply have reliable supply chains, contractor relationships, and backlogs of land lease options, hoping to find a buyer that can support new construction before those options expire.

And with several convoluted and often contradicting layers of government shaping energy policy, many limited by powerful status-quo interests, a national chorus for a top-down legislative mandate has emerged.

However, there is an alternative...

OPPORTUNITY - SCALING DEMAND

The market is fully able to advance green energy supply. Increasing green energy demand is the real opportunity.

The essential unit of renewable demand is the renewable energy certificate (REC): A tradable commodity representing 1 megawatt-hour (MWh) of renewable energy.

Green Pricing Programs (GPP) are easy to use, widely available, and an affordable way for households (and businesses) to pay a little extra for REC-backed energy.

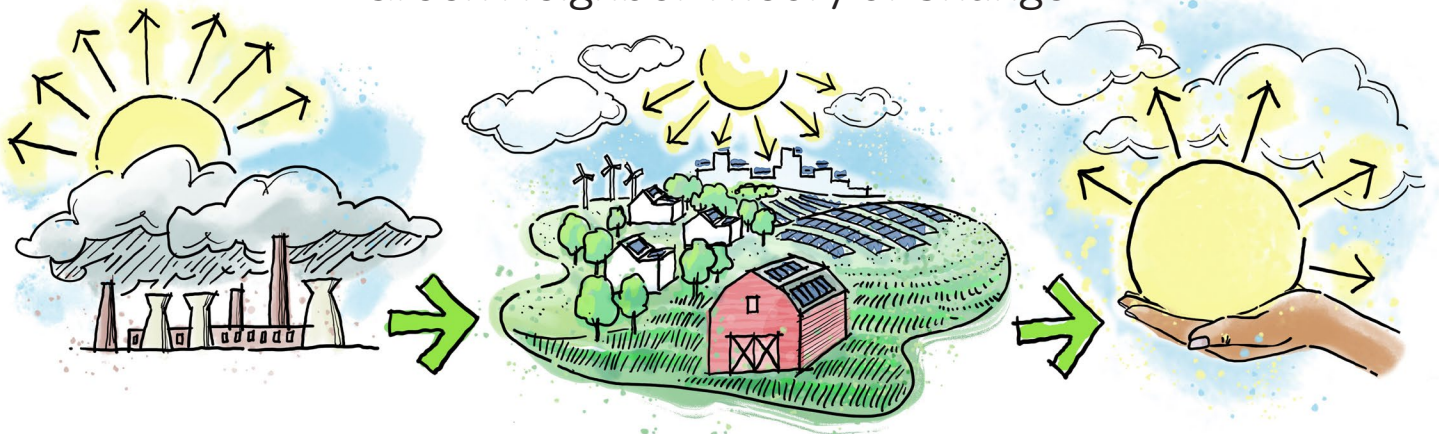
Top performing utilities (typically municipally-owned) have demonstrated GPP subscription rates between 10-23%,⁴ however nationally a mere 2% of households have navigated the jargon and fine print to sign up.

Many resources exist to help large industry source green energy, but residential customers have been overlooked, despite forming the largest electricity segment (37%), followed by commercial businesses (35%).⁵

Small in size, but great in number, accelerating household demand for green energy creates a favorable political climate for bold energy action at all levels of government.

Together we are mighty.

Green Neighbor Theory of Change



Harm Reduction

The social costs of fossil fuel energy on our environment and health are externalized. Greening our energy reduces these harms by reducing emissions and extraction.

Distributed Ownership

The economic benefits of energy are largely privatized by monopolies. Community solar, rooftop solar, and other public ownership models can give everyone access to the financial benefits of energy generation.

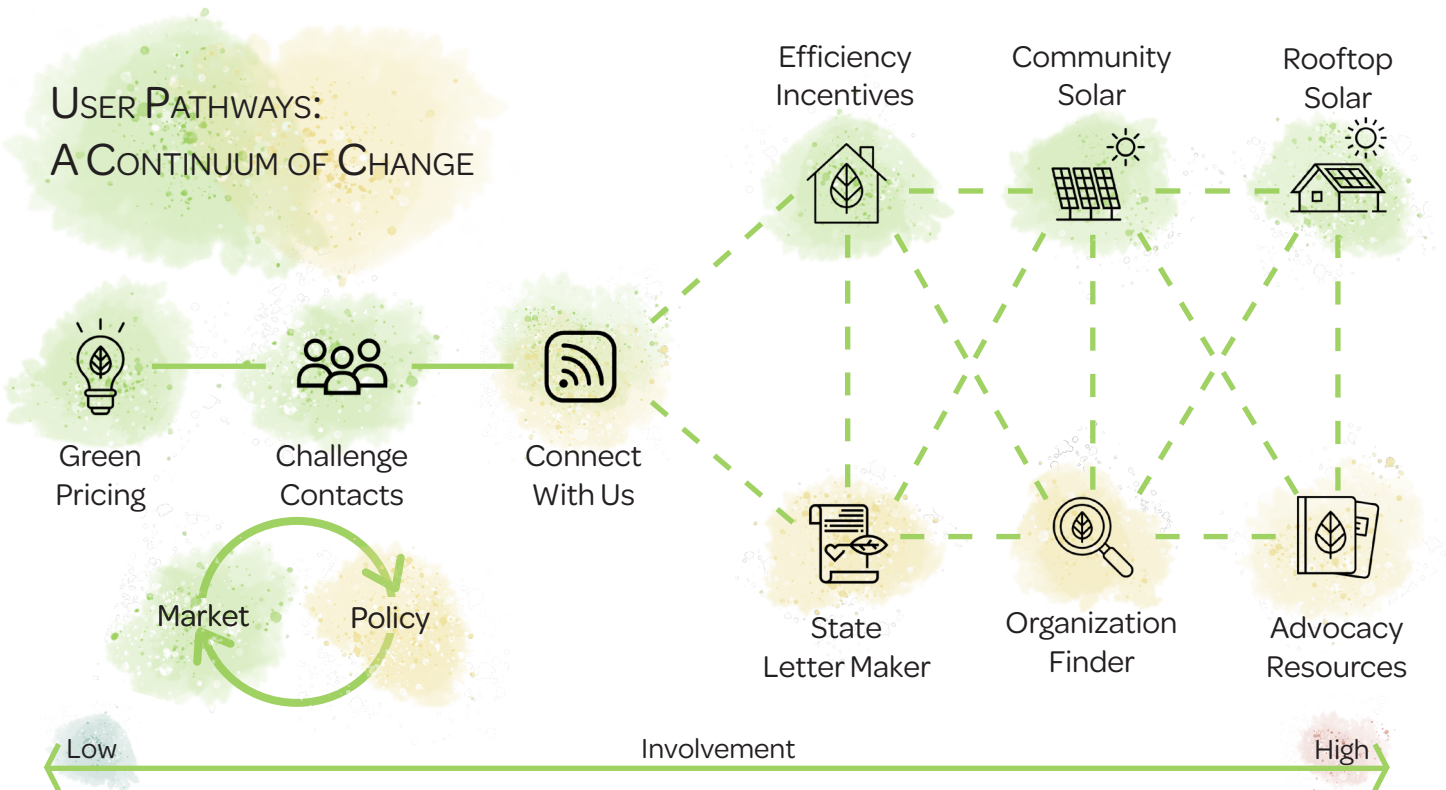
Energy Democracy

The energy economy is a whole community concern. Energy democracy centers local needs and desires through public participation in energy policymaking and investments.

PATHWAYS TO IMPACT

By using a networked and public approach to consumer action, facilitated by a lay-friendly online lookup tool, pent-up demand for energy action becomes a powerful force for market transformation.

Connecting this **market transformation** to the movement for **energy democracy** creates an unparalleled opportunity for non-profit and industry coalition building, while providing additional outlets of agency to individuals and groups for transforming their local and state energy systems even in the absence of national leadership over the long term.



DESIGNED FOR ACTION!

Our user experience is powered by behavioral economics. Green Pricing is the ideal gateway action because of its relative ubiquity, standardization, ease, and persistence. The combination of low barriers and high rewards makes it the ideal vehicle to rise above the noise and get mass involvement to “fill the funnel” on our continuum of change.

Behavioral design is a key element of successful social media campaigns, and throughout our work we have drawn inspiration from the *six sources of influence* identified by the VitalSmarts research team in *Influencer*.⁶

We aspire to empower users, meeting them where they are at and helping them build *motivation* and *ability* through a series of scaffolded tasks. Each success is an intrinsic reward, building a sense of efficacy and impact.

For example, a user is challenged by a friend to take the Green Neighbor Challenge. Within minutes, they’ve eliminated nearly a third of their carbon footprint.⁷ They are presented with the option to challenge friends and family to do the same, thereby multiplying their impact. Easy!

With two quick wins, they are prompted if they would like to subscribe to our updates and take their energy action to the next level, capitalizing on their trust while preserving their choice. Now, in the span of five minutes, we’ve demonstrated our value and grown our community.

Whether a user has time to continue or not, we can now present them with new challenges monthly through our newsletter. This allows time for learning and engaging in more complex and impactful decisions. These include exploring available efficiency rebates, using a guided tool to write your state legislators, developing a stake in energy generation, or finding ways to get involved locally.

These gamified choices foster user understanding by helping them progressively discover answers to the *four key questions* in the *Social Change 2.0 Framework*.⁸

1. Where Do I Start?
2. What Are The Important Actions?
3. How Do I Do Them?
4. If I Do Them, What Impact Will It Make?

DESIGNED FOR COALITION!

While the Green Neighbor Challenge was originally imagined as an *event*, our efforts have evolved into a *platform* and *community*. Our design is inspired by interviews with experts and advocates who highlighted many other tools, resources, and organizations needing greater connectivity.

This coalition approach magnifies impacts, strengthens partnerships, and builds long-term community capacities for change. Further, four common strategies in successful campaigns (along with behavioral design, articulated above)⁹ ensure our expanded scope yields efficiencies:

1. *Storytelling*: Working with a coalition allows for flexible messaging, which adapts to diverse audiences and extends our reach.
2. *Social Identity*: Social network efficiencies are powered by existing coalition audience trust, and not artificially limited by geography.
3. *Scaling*: The creative use of web design, zip codes, and national datasets allow for localized user experiences across a national coalition.
4. *Spectacle*: Media attention reinforces usage, and usage reinforces media attention. Large organizational coalitions are also newsworthy.

We aim to build a coalition of predominantly member-based organizations, that span energy, environment, health, labor, and other interests. Working in coalition means at launch we are able to share our campaign with diverse national audiences, without having to build one first.

Our approach to building our coalition partners has been predominantly through referral and strategic cold-calls. However we have started to build relations through network organizations like Power Shift Network and RE-AMP, together representing over 250 groups. We also seek to build relationships with existing grantees in foundation networks.

A COALITION APPROACH

Our approach is inspired by the work of Elinor Ostrom, a Nobel prize-winning political economist who studied solutions to commons problems.

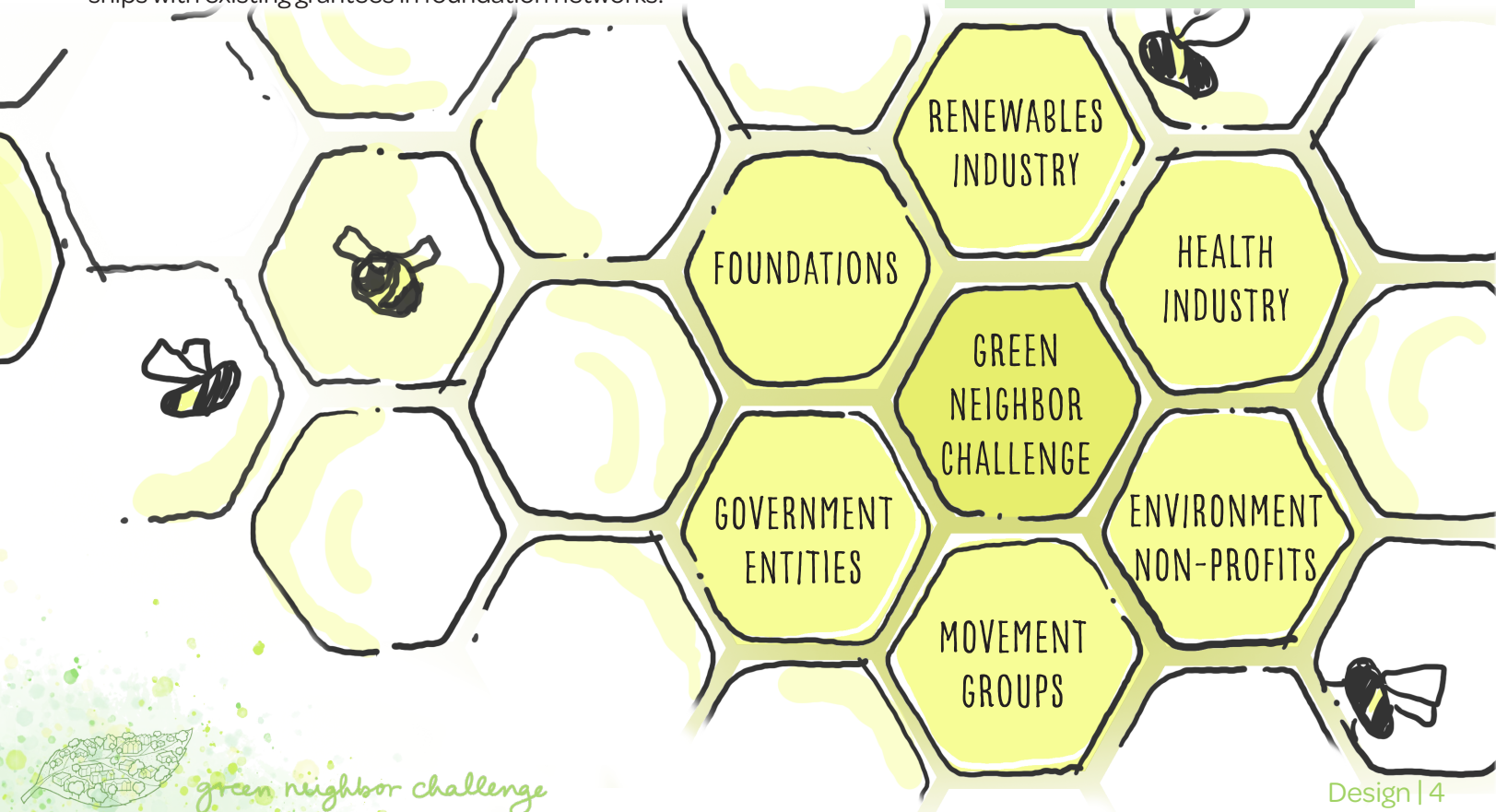
Privatization and Public Regulation are the two traditional solutions to a “tragedy of the commons,” but Elinor studied examples of self-organized coalitions to address the commons.

These commons coalitions often formed between collectively-acting individuals and multiple institutional actors, both public and private.¹⁰

In this way, we aim to foster cooperation across diverse stakeholders, providing facilitation and shared services to the benefit of Energy Democracy.

This is in many ways similar to the way trade associations frame their efforts, but with a distinctly grassroots, rather than political-insider, approach.

Because energy should enrich lives, not impair them.

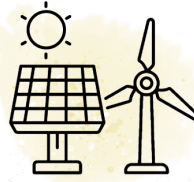


DESIGNED FOR IMPACT!

By connecting consumers as a collective market force and empowering them as grassroots policy advocates, we'll create new sources of direct and indirect impact for many types of coalition partners:



Foundations: We can help foster new connections between your existing grantees and our user base, improving resource and/or service utilization, while cost-effectively contributing to mission-based impact goals.



Renewables Industry: With 2% of households going green, we will generate ~\$408M in new tariffs and shift ~\$2.1B in utility payments from fossil fuel sources to renewables annually.¹¹ This means more development, manufacturing, and jobs!



Health Industry: Annually, we expect \$983M in health benefits from avoided emissions,¹² lowering the cost of insurance through reduced mortality, heart attacks, illness, and hospitalizations (including lower covid-19 mortality).



Government Entities: Healthier citizens means a healthier economy. Renewable projects generate new tax revenues and increase property values. Empowered and engaged citizens rally support for climate and environmental action.

OUR INNOVATIONS, PROGRESS, AND TEAM

After three years of organizational research, design, and development the Green Neighbor Challenge has grown into a robust team of regular contributors (8-12) and secured fiscal sponsorship through the Power Shift Network.

Our core innovation is the creative combination of three public datasets, enabling us to connect zip codes to utilities and their programs. We make this data actionable by manually collecting green pricing program details. We have program details for over 450 utilities, serving 66% of the US population, and supplement this coverage with a national REC offering, so every home has an option.

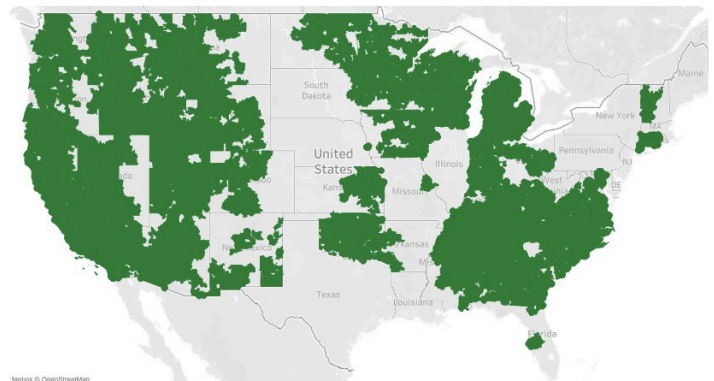
This database supports our beta-stage website, which allows users to enter their zip code, identify their utility, compare programs, and open the enrollment page.

We consider our location-based user experience to be a key enabler to scaling our platform. We are concurrently developing other tools in our continuum of change, including efficiency incentives and the letter maker though some will be rolled-out after launch to our community.

We have relationships with representatives at over 80 organizations. Many developed through the two dozen interviews that went into our founder's original research paper.¹³ Many more have been developed through referrals by interviewees and participation in network orgs.

We aim to build a coalition of member organizations capable of reaching 3 million or more homes at launch.

Current Green Pricing Database Coverage



In order to deepen existing relationships and accelerate our coalition building and fundraising efforts, we have assembled a diverse 12-person advisory board.

Our team has been indispensable to our progress. Since inception, our 40+ volunteer team members have logged over 13500 hours of work at a fair value of over \$400,000.

Our team's current capacity is around 100 hours a week, or about 2.5 full-time equivalent (FTE). To accomplish and support all the features we have identified, we expect to require a capacity around 8-12 FTE.

Securing stable funding is particularly essential to growing our coalition and developing web features requiring careful coordination. Preserving our team's continuity also preserves relationships and institutional knowledge.

This is why we are budgeting \$1 million/year to support our team and operations for the first five years. This represents *less than one-thousandth* of our public benefits.

SEVEN TRACKS OF EFFORT

Our operations are organized around seven tracks:



Research

- Green Pricing & RECs
- Efficiency Incentives
- State Energy Policies



Design

- Web Development
- Artwork
- Graphic Design



Communications

- Newsletters
- Social Media
- Press/Public Relations



Coalition Building

- Networking
- Shared Marketing
- Coordination



Advocacy Resources

- State Letter Maker Tool
- Organizational Finder
- Local Power Mapping



Fundraising

- Grant-writing
- Solicited Donations
- Referral Revenue



Administration

- Strategy
- Staff Development
- Project Management

PROJECTED EXPENSES

We have a desired budget of \$1M/year the first 5 years, and aim to have \$1M pledged by the time we launch next year to ensure stability and flexibility during our campaign roll-out.

Here is a rough outline of anticipated expenses:

Chief Neighbor	\$75,000
Development Lead	\$70,000
Marketing Lead	\$65,000
Content/Graphics Staff	\$55,000
Partnerships Lead	\$65,000
Integrations/Advocacy Staff	\$55,000
Web Lead	\$70,000
Web Support Staff	\$60,000
Research Lead	\$65,000
Student Research Assistants (x3)	\$45,000
Fringe & Taxes (25%)	\$157,500
Contract Work (Acct/Legal/Etc)	\$40,000
Indirect Costs (Equip/Hosting/Etc)	\$40,000
Reserve/Buffer	\$132,500
Total	\$1,000,000

HOW WE DO OUR WORK

This project is a labor of love – love for our family, friends, communities, and the environment.

It is essential we advance our vision responsibly and in accordance with our values. Quality, not quantity, will determine the rate we are able to scale and incorporate new features.

It is through healthy and balanced relationships with our partners and donors, that our efforts will be able to adapt to the rapidly changing energy economy. While funding can bring speed, it is only through trust that we will secure resilience.

Our Vision

A World Where Our Energy Economy Improves Public Health, Accelerates Ecological Restoration, and Strengthens Community.

Our Values

1. Hope Through Collective Action
2. Community Capacities for Self Determination

A PATH TO LAUNCH THE CHALLENGE

Social media moves fast. Viral events like the Ice Bucket Challenge can start and reach saturation in weeks, rarely lasting more than a couple months. Given this dynamic, we must prepare fully before launch for the peak of the campaign. Any errors or limitations in our green pricing tool could significantly limit the ultimate reach of our effort, and the size of the community we retain. This will be our first and lasting impression on the nation. Recognizing both the importance of getting it right, and the likely legislative window for a congressional energy bill, we have developed five criteria to determine the minimum conditions under which we will launch:



66% Coverage of Households

Scaling:
2 out of 3 homes must have a valid program available

Financial Stability

Capacity:
Ability to provide security to four full time staff

3 Million+ Seed Audience

Coalition:
A broad base to initiate the campaign with

Efficiency Incentive Tool

Inclusion:
A tool to help low-income homes save money

Nationwide User Testing

Validation:
Using a closed beta to error proof across geographies

ARTICULATING GOALS AND EVALUATION

While we are developing internal metrics to measure our operational progress across the seven tracks of effort, we also have three external impact goals we will evaluate ourselves against after launch:

Goals

The most immediate goal of the Challenge is to double green pricing enrollment among households, raising the national subscription level from 2% to 4% of eligible households.

Breadth

A 2% increase amounts around 1.8 million households, which we can estimate based on the unique users who successfully navigate to and from their utilities enrollment form. A more accurate count will be verifiable the following year via the National Renewable Energy Lab (NREL), which tracks and publishes industry data.

Longer-term, we aim to track and maximize usage of the “continuum of action” tools, resources, and organization services we are able to integrate into our online platform.

Depth

We aim to convert at least 10% of our green pricing users into a virtual community, which can be sequentially challenged to engage in deeper degrees of action. We will track our progress towards a subscribed audience 180,000, as well as track their engagement with our tools and resources using basic data analytics to improve utilization.

High campaign visibility will help galvanize cultural and political action. We aim to bring sustained social and media attention to the work of changing policy and public attitudes.

Momentum

Market research can be used to track engagement across mediums and segment our user attitudes, revealing opportunities for the greater climate advocacy movement to recruit activists. Also, tracking public campaign engagement of politicians and any corresponding legislative successes may indicate viable paths to build momentum.

Evaluation

Ways to Support the Green Neighbor Project

We welcome your contributions. There are four ways to support our work. If you have questions or other ideas, please contact our team at Team@GreenNeighborChallenge.org or learn more at our site: GreenNeighborChallenge.org.



Donate

Fund us through [ActBlue](#) or Power Shift Network



Contribute

Staff support for research, design, comms, or coding



Campaign

Join our coalition to coordinate a campaign launch



Connect

Potential funders, member-orgs, media and misfits

Ways to Follow the Green Neighbor Challenge

The best way to get detailed updates on our progress is through our monthly Mailchimp newsletter. We also welcome you to find us on Facebook, Twitter, and Instagram.



[mailchi.mp/
f38a195f62f3/
jointheneighborhood](mailto:mailchi.mp/f38a195f62f3/jointheneighborhood)



[facebook.com/
GreenNeighborChallenge](https://facebook.com/GreenNeighborChallenge)



[Instagram.com/
GreenNeighborChallenge](https://Instagram.com/GreenNeighborChallenge)



[twitter.com/
GreenNeighborCh](https://twitter.com/GreenNeighborCh)

SOURCES

1. National Renewable Energy Labs, [Consumer Attitudes About Renewable Energy](#), Pg 10; 2011.
2. National Renewable Energy Labs, [Status and Trends in the U.S. Voluntary Green Power Market](#), Pg 9; 2018.
3. National Renewable Energy Labs, [Status and Trends in the U.S. Voluntary Green Power Market](#), Pg 11; 2018.
4. National Renewable Energy Labs, [Top Ten Utility Green Pricing Programs \(2018 Data\)](#), Table 3; 2019.
5. EPA, [Electricity Consumption by Sector](#); 2013.
6. Grenny, Joseph. 2013. *Influencer: the new science of leading change*. McGraw-Hill.
7. Lising, Anna Javellana. "[Buying Down Our Carbon Footprint](#)" Georgetown University, 2012.
8. Gershon, David. (2009). *Social change 2.0: a blueprint for reinventing our world*. High Point.
9. Butts, Andrew. "[The Green Neighbor Challenge: An Effort Towards Collective Climate Action](#)," Pg 9. 2019.
10. Ostrom, Elinor. *Governing the Commons: The Evolution of Institutions for Collective Action*. 1990.
11. Green Neighbor Challenge, [Detailed One Pager Calculations](#), Sections 2,3; 2020.
12. Green Neighbor Challenge, [Detailed One Pager Calculations](#), Section 5; 2020.
13. Butts, Andrew. "[The Green Neighbor Challenge: An Effort Towards Collective Climate Action](#)," UMN; 2019.

DISCLAIMER INFORMATION

This document is dated AUGUST 2ND, 2021. Information in this document may change over time.

Green Neighbor Challenge is the entity making this invitation to donate set out in this document. This is a fundraising document and not a prospectus for the purposes of the Securities and Exchange Commission.

Green Neighbor Challenge is a [fiscally sponsored](#) project of the Power Shift Network, which is a registered 501(c)(3) in the District of Columbia and is licensed to solicit donations in all fifty US States. For questions about the Power Shift Network or fiscal sponsorship, contact Noel Schroeder at admin@powershift.org.

You should make an independent decision about donating to the Green Neighbor Challenge and consider seeking professional advice when doing so. This document has been prepared in good faith, but is not tailored to the circumstances of any particular donor.

For more information on this document or the Green Neighbor Challenge, contact Andrew Butts at Andrew@GreenNeighborChallenge.com. Neither Green Neighbor Challenge nor any other person can guarantee any specific outcomes as a result of our work.