



Program Design

VOLUNTARY GREEN PROGRAM SOLUTIONS

Design successful green pricing programs with help from a proven partner

There are crucial considerations in program design that will help your program pass regulatory muster, appeal to your customers, and become self-funding on a predictable timeline. 3Degrees partners with utilities nationwide to develop a product that works for their customers, stakeholders, and the C-Suite.

3Degrees Services



PROGRAM DEVELOPMENT ROADMAP & SUPPORT

The 3Degrees team works with you to design a program that meets your needs, complete with pricing, terms, and a work plan to achieve internal executive buy-in and commission approval.



CUSTOMER INSIGHTS & CLEAR PROJECTIONS

Further understand your residential customers by leveraging 3Degrees' proprietary green power participant profile, based on nationwide data across dozens of successful programs. We'll help you understand the market potential for a voluntary green pricing program with actionable insights during the filing and approval process.



SUPPLY & REGULATORY GUIDANCE

Create a customized supply strategy with 3Degrees' expert advice on the carbon credit and renewable thermal certificate landscape. We'll also provide guidance on regulatory best practices for a new filing.

KEY BENEFITS

- ✓ **CLEAR OPTIONS:** Better understand your customers, the supply environment, and your range of program options.
- ✓ **PROVEN RESULTS:** Deliver a vetted, financially sound program to your C-Suite.

WE DELIVER

- ✓ Unparalleled expertise, with decades of experience partnering with utilities to design, launch, and grow successful green pricing programs.
- ✓ A complete program design led by a data-driven process, including customer segmentation, analysis, and a customizable strategic model to project program growth.

3Degrees helps utilities build, launch, and grow successful voluntary programs.

- + Serving utilities since 2002
- + Trusted partner for many of the nation's top voluntary programs for electric and gas utilities
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more



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