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Renewable energy marketers launch trade group

New industry group aims to share best practices for promoting benefits of green energy

BusinessGreen Staff, [BusinessGreen](#), 21 Apr 2008



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Marketing professionals from several of the world's leading renewable energy firms have joined forces to form the industry's first marketing trade association.

The US-based [Renewable Energy Marketers Association](#) (REMA) was launched last week at an event in Washington DC with the goal of promoting the economic and national security benefits of renewable energy technologies.

The organisation said it would also aim to promote marketing best practices across the industry, by "providing a forum for discussion of non-competitive issues, and... information to assist member companies in their business".

The trade group will be managed by non-profit marketing consultancy SmartPower and includes 10 further founding members: 3Degrees, Bonneville Environmental Foundation, Community Energy, Conservation Services Group, Constellation NewEnergy, FPL Energy, Renewable Choice Energy, Sterling Planet, SunEdison and SunPower.

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