



Sustainability Myths

With some notable exceptions, few utilities have emphasized their work to reduce carbon footprint levels in their communication initiatives with customers. There are three myths that may be behind this situation at an industry-wide level.



Myth #1
Nothing is being done.

Not true—**over half (60%)** of electricity generation in the United States is currently subject to clean energy legislation, regulation or goal that mandates zero-carbon power delivery over the next few decades.

The truth is that **the industry has made significant strides**, with several utilities well on their way to meeting key objectives within the next decade.



Myth #2
Customers don't care.

J.D. Power data tells a different story. When surveyed, **the vast majority of consumers report that they find climate change to be a serious issue.**

Our research finds that a large portion of utility customers agree that this is an issue that the industry should address.



Myth #3
Keeping quiet is the safe approach.

The data shows that **most consumers want to play a role in the climate change conversation.**

When presented with actionable options to become a part of sustainability solutions, many consumers are willing to advocate and endorse utility efforts to reduce carbon emissions. Keeping customers in the dark thwarts efforts to secure customer buy-in.

Learn more about sustainability myths, ways to increase stakeholder support, and how to overcome barriers associated with meeting clean energy goals by visiting

<https://www.jdpower.com/business/sustainability-certification-program>