



## Student Interest in Environmental Issues is Growing

A 2012 Net Impact Study reported that a majority of the students surveyed expected to generate a positive social or environmental difference in the world through their work. Additionally, this study found that over 90% of students also felt that social/environmental issues were important to a business' long-term success, ranking "climate and energy" as the number 1 important issue.

## Brightfield® Charging Stations will enable you to...

- **Demonstrate** your campus' commitment to sustainability and to innovative, clean energy solutions
- **Reduce** the environmental footprint of your campus' transportation activities
- **Attract** students who want to attend a university or college on the sustainability cutting edge
- **Support** the addition of electric vehicles to your campus fleet, improving the economic and environmental efficiency of your campus operations
- **Achieve** recognition and compliance with many sustainability benchmarking standards, including LEED, STARS, Sierra Magazine, and Princeton Review
- **Create** positive public relations and campus pride