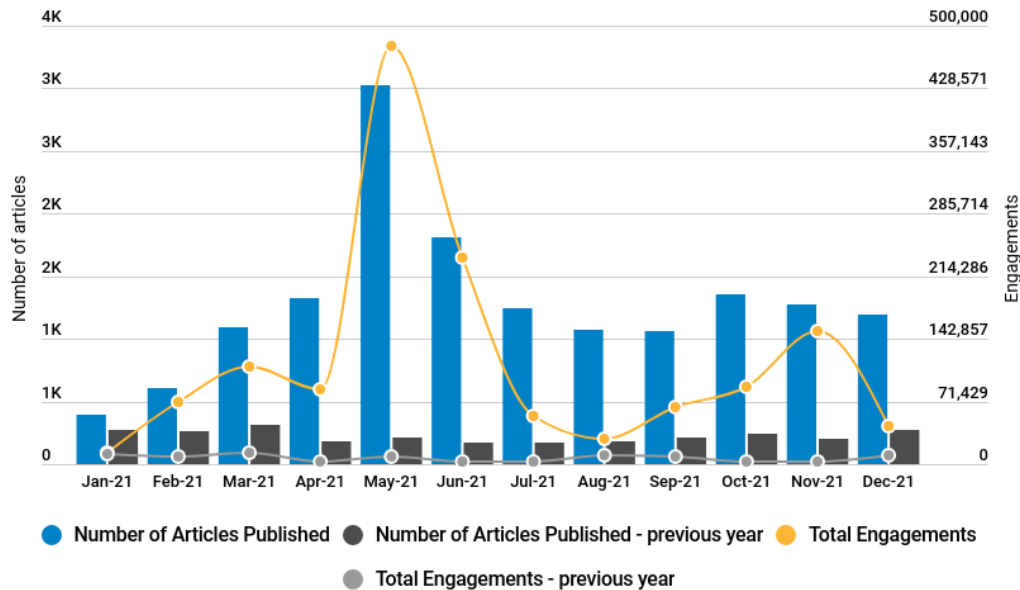


Crypto's Environmental Impact: How Can Crypto Companies Rebrand Themselves as Green?

Media Analysis Summary

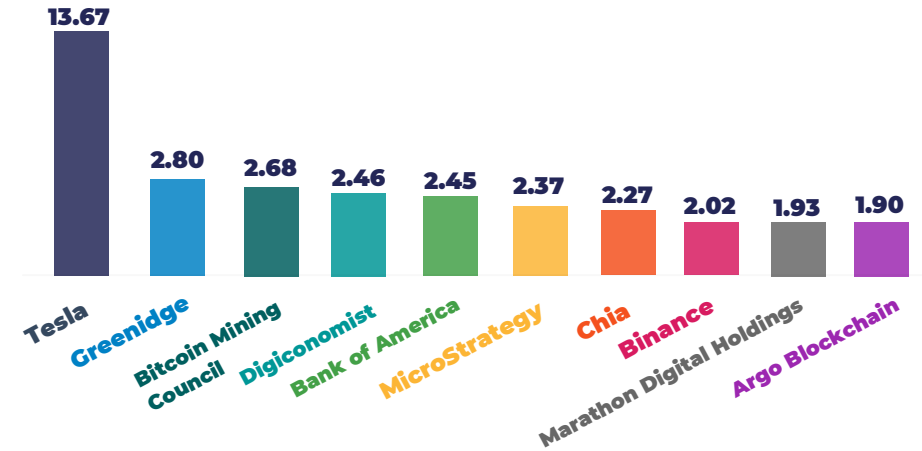


Crypto's environmental impact engagement and content over time



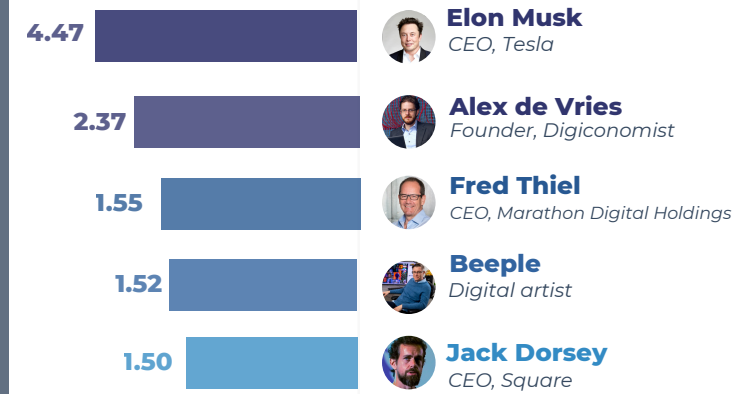
Top 10 organisations in the crypto and sustainability debate by media impact score

The news around Tesla's suspension of vehicle purchases using bitcoin out of climate concern made the electric car maker the most influential company in the debate.



Top 5 spokespeople in the crypto and sustainability debate by influence score

Elon Musk was the most influential spokesperson in the debate. Another celebrity CEO was Jack Dorsey, who tweeted that "bitcoin incentivises renewable energy" the day before Earth Day last year.



4 tips on how crypto can companies rebrand themselves

- Become an ESG thought leader
- Capitalise on the wider tech industry's cleaner image
- Beware of greenwashing
- Focus on a positive impact rather than just doing less harm

Read the whole analysis here:

<https://commetric.com/2022/03/25/cryptos-environmental-impact-how-can-crypto-companies-rebrand-themselves-as-green/>

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