





New Naturals Report: California



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Raise Awareness of NatRefs as solutions (beyond HVACR industry)

Target Financial Community / Govt Depts / Politicians / National Media / End Users & 'Green Consumers'

Develop Industry Action Plan (Roadmap) with Advocacy Tools

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Analyse Impact NatRef industry in terms of Emissions, Economy, Jobs

Survey, Data, Trends, Case Studies, Interviews, Commercial Availability, Industry Roadmap,

Website, Videos, Podcasts, Social media, Webinars, infographics ...

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Reach out to industry 'Thought Leaders' next week