

## **Green Electricity Purchasing Success Stories**

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### **Alcoa Inc., United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Alcoa Inc. is purchasing RECs equivalent to 100 percent of the electricity used annually at four corporate offices: Alcoa Primary Metals and Alcoa Materials Management Headquarters (Knoxville, TN), Alcoa Headquarters (Pittsburgh, PA), the Alcoa Business Service Center (Pittsburgh, PA), and Alcoa's Global Office (New York City, NY). The RECs are being generated by projects that produce electricity from landfill gas.

### **Anderson Valley Brewing, United States**

*(Excerpt from "Breweries that Blow" by Chris O'Brien, Center for a New American Dream, and published in American Brewer.)*

Anderson Valley has taken wind power into its own hands. Rather than paying green premiums for power from the grid, the company erected a turbine right on their own site. It's part of a unique three-pond effluent wastewater treatment system that filters out excess nutrients and other brewery byproducts, leaving the water suitable to irrigate the company's 30-acre property. The ponds are partially aerated through the wind power generated by the turbine situated beside one of the ponds. A white egret is also known to hunt in Pond Three—just one of the many visitor-friendly natural attractions at the brewery's scenic rural location.

President and founder Dr. Kenneth Allen reflected on Anderson Valley Brewing's commitment to reusing resources: "I think it's important that all companies be responsible for not impacting the environment in a negative way. Resources need to be used as efficiently as possible, and with an effort we can not only keep waste products out of the landfill, but useful applications can be found for them."

### **Beach Solar Laundromat, Ontario, Canada**

*(From the Bullfrog Power web site: <[www.bullfrogpower.com/powered/beachsolar.cfm](http://www.bullfrogpower.com/powered/beachsolar.cfm)>)*

"We've taken energy efficiency as far as we could, and won city, national and international awards for our efforts. But we are still using 50 kWh per day of grid electricity for our lights and machine motors. We've turned to Bullfrog Power to eliminate the environmental impact for this component of our energy use." Alex Winch, owner of the Beach Solar Laundromat.

Located in the heart of Toronto's Beaches district, Beach Solar Laundromat is an innovative small business that has been getting attention from around the world for its trail-blazing environmental practices. The laundromat, which boasts a rapidly growing and loyal customer base, uses eight solar thermal panels to heat water for the laundromat, potable water for the second floor apartment and radiator space heating. Built in 1939, the building underwent a mechanical retrofit in 2002 and 2003. Natural Gas consumption has been reduced by approximately 30 percent as a result of the energy initiatives undertaken. And revenues have grown 160 percent over eighteen months as customers actively choose the Beach Solar Laundromat because of its environmentally friendly energy initiatives.

### **Cargill Dow, Minnesota, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Cargill Dow LLC is purchasing RECs equivalent to 100 percent of the annual electricity consumption at its corporate headquarters in Minnetonka, Minnesota. All of the RECs are being generated by wind farms in the Great Plains.

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### **City of Calgary, Alberta, Canada**

*(From Calgary Transit web site, <[http://www.calgarytransit.com/environment/ride\\_d\\_wind.html](http://www.calgarytransit.com/environment/ride_d_wind.html)>)*

Commencing 1 September 2001, Calgary Transit entered into a partnership with ENMAX and Vision Quest Windelectric Inc. to develop a program (called "Ride the Wind!") that uses wind-generated electricity to power its commuter CTrains.

There are 12 windmills located in southern Alberta that generate the wind power. The amount of power equivalent to that used by the CTrain is sent to the main power grid. The windmills generate this power.

Although the CTrain itself does not produce CO<sub>2</sub> emissions, the supply of electricity used for CTrain traction power used to originate from coal or natural gas-powered facilities that do produce greenhouse gases. Using wind-generated power currently reduces CO<sub>2</sub> emissions by 26,000 tonnes annually. As the CTrain lines are extended, the savings in emissions will also increase.

It is expected that the "Ride the Wind!" program will increase power costs by less than one-half of one cent per passenger.

Since the implementation of the Ride the Wind! initiative in 2001, Calgary Transit has been the proud winner of two prestigious awards. That year it won a Federation of Canadian Municipalities CH2M HILL Sustainable Community Award for its leadership in renewable energy. Calgary Transit was also the recipient of a 2001 Pollution Prevention Award in the innovations category, presented by the Canadian Council of Ministers of the Environment, and a 2004 Corporate Recognition Award from the Canadian Urban Transit Association (CUTA).

The CTrain is now 100 percent emissions free. It is the first public light rail transit system in North America to power its train fleet with wind-generated electricity.

### **Clif Bar, California, United States**

*(Excerpt from Renewable Energy Today, daily news e-mail service from EIN Publishing)*

Clif Bar & Company recently announced it will offset carbon dioxide (CO<sub>2</sub>) emissions created by the Amgen Tour, a 600-mile cycling race from San Francisco to Redondo Beach, CA, by purchasing renewable energy credits in partnership with NativeEnergy. According to Clif Bar, the purchase will help fund the construction of a new wind farm to offset the 518 tons of CO<sub>2</sub> created by the tour.

Contact: Dean Mayer, Clif Bar, telephone (510) 558-7855, ext 130, e-mail <[dmayer@clifbar.com](mailto:dmayer@clifbar.com)>.

### **Delphi Corporation, Michigan, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Delphi Corporation is purchasing RECs equivalent to 100 percent of the annual electricity consumption of its largest corporate office in Troy, Michigan. Twenty-five percent of the RECs are generated from wind farms in the Great Plains and 75 percent come from projects that produce electricity from landfill gas in the Southeast.

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### **Dow Chemical Company & General Motors, Freeport, Texas, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

The Dow Chemical Company and General Motors (GM) are collaborating in the world's largest hydrogen fuel cell deal. At its Freeport, Texas, manufacturing facilities, Dow will use 35 MW of power generated by 500 GM fuel cell units. The fuel cells will create clean, cost-competitive electricity from hydrogen, a co-product of the Freeport operations. The project also will help GM reduce the manufacturing costs and improve the durability of its proton-exchange membrane fuel cells, which eventually will be used in automotive applications. In addition, Dow is pursuing landfill gas, wind, and other renewable opportunities.

### **DuPont, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

DuPont is purchasing 170 million kWh per year of RECs generated by projects that produce electricity from biomass and landfill gas. This commitment is equivalent to 20 MW of generation capacity. In addition to pursuing several other renewable energy projects, DuPont is using RECs as part of the company's strategy to meet 10 percent of its energy requirements with renewable energy sources by 2010.

### **Dyess Air Force Base, Texas, United States**

*("Environmental Management System for Compliance through Pollution Prevention")*

In an amazing success, Dyess Air Force Base not only exceeded the goals outlined in its EMS, but also realized a cost savings of millions of dollars.

The West Texas installation completed and exceeded goals in natural resource conservation, energy and water conservation, and compliance through pollution prevention. These accomplishments included a 96 percent reduction in hazardous waste generation, a 2.7-gigawatt reduction in consumption of electricity, and a reduction of 120 million gallons (454 million liters) in the Base's use of potable water. As a result, Dyess realized a cost saving of more than US\$3 million in 2002.

A major initiative undertaken at the installation was the procurement of 100 percent green energy for the base's electrical requirements. On January 1, 2003, Dyess became the largest consumer of wind energy at a single site in the United States when it began a contract that will supply the base with 78.4 kWh annually. The purchase represents more than 20 percent of all federal use of renewable power.

Other notable accomplishments by Dyess include participation in an insect inventory, the use of natural predator deterrents instead of pesticides to control pests on the base golf course, and an overall reduction in pesticide use on base by 80 percent. Overall, the installation has received a 96 percent compliance index rating and, more tellingly, has not received any notices of violation nor notices of enforcement during the past four and five years, respectively.

For more information about the Dyess Air Force Base environmental management system, contact Teresa Clouse at <[teresa.clouse@dyess.af.mil](mailto:teresa.clouse@dyess.af.mil)>, or (915) 696-5619.

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### **ESCO Corporation, British Columbia, Canada**

*(From the BC Hydro web site: <<http://www.bchydro.com/business/success/story4958.html>>)*

ESCO Corporation is a manufacturer of engineered steel products for the global construction and mining markets. Headquartered in Portland, Oregon, the corporation has grown from a local jobbing foundry to an internationally recognized leader in steel technology, with plants in North America, Europe and Asia. ESCO's British Columbia facility, located in Port Coquitlam, produces steel castings for industry.

Although most people don't think of "foundry" and "recycling" in the same sentence, ESCO's business is largely based on recycling. Its raw material is almost entirely scrap metal, making the company one of the largest metal recyclers by weight in British Columbia. ESCO even buys back its own worn-out products and recycles them to make new products.

It follows, then, that a company that makes recycling an important part of its environmental strategy would be on the lookout for other opportunities to demonstrate environmental stewardship—and ESCO did so by purchasing Green Power Certificates (GPCs).

"Ensuring that our electricity use is environmentally friendly fits in with our environmental health and safety policy, which commits us to protecting the environment. So for us, purchasing GPCs is a natural fit," says Arne Lorenz, ESCO's safety and environment manager. "Our parent company applauded our decision and our employees have been very receptive."

GPCs help ESCO meet its corporate objective of lowering its emissions. The company's industrial processes generate greenhouse gases. By buying GPCs, ESCO reduces the emissions related to the energy needs of its operations and thus reduces its overall impact on the environment. Each GPC avoids greenhouse gases being emitted, and ESCO is credited with the emission benefits associated with its purchase.

For ESCO, demonstrating environmental leadership by purchasing GPCs has another benefit: it helps the company maintain a positive community presence. "We want to be operating here in Port Coquitlam for a long time," Lorenz says. "Purchasing GPCs is a way to show our neighbors that we're good corporate citizens."

### **Full Sail, Oregon, United States**

*(Excerpt from "Breweries that Blow" by Chris O'Brien, Center for a New American Dream, and published in American Brewer.)*

Full Sail was founded by wind surfers in the burgeoning extreme sports town of Hood River, Oregon. So it seems appropriate that their brewery should now run on wind power. Last October, they became the most recent of the large craft breweries to make the switch.

Full Sail was a founding member of the Hood River Greensmart taskforce. "We love our community. We care about maintaining a healthy environment," said brewmaster Jamie Emmerson. "As a local employee-owned company, we have a long-term commitment to the Gorge and that means doing all we can to maintain the environment. When we were approached about buying Blue Sky, we could see it was a natural fit." Full Sail bought 140 blocks per month for 12 months of Blue Sky's renewable energy from Pacific Power in Hood River, Oregon, where the brewery operates. The purchase will reduce carbon dioxide emissions by 168 tons, which has the same environmental benefit as not driving 2,900 round trips to Portland.

Kiteboarders now outnumber the sailboarders in the Gorge and likewise, if things keep going the way they are, wind power may eventually surpass conventional sources as the valley's main energy source. "More than 9 percent of Hood River is already choosing renewable energy through a Blue Sky option and that's five times

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the national average," said Jaimes Valdez, community outreach coordinator for the Renewable Northwest Project.

### **General Motors, Oklahoma, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

In August 2003, General Motors signed a memorandum of understanding to use methane gas from a nearby landfill directly as fuel for boilers at the company's Oklahoma City vehicle assembly plant. The landfill gas will provide the facility with 360,000 MMBtu (million British thermal units) of thermal energy per year. Once this project is completed, GM will be using landfill gas as a thermal energy source at five of its US manufacturing plants.

### **IBM, Texas, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

IBM continues to increase its use of wind power. Building on an existing contract for green power, IBM's manufacturing and development center in Austin, Texas, started purchasing an additional 6 million kWh per year of wind-generated electricity. The facility now uses more than 11 million kWh of wind power annually.

### **Interface, Georgia, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Two Interface business units have been implementing renewable energy opportunities since June 2002. Interface Flooring Systems (IFS) in LaGrange, Georgia, will convert methane gas from the local landfill into a renewable energy source to fuel two heaters and a boiler. Landfill gas will replace approximately 20 percent of the natural gas used by the manufacturing facility. Since 2002, IFS also has been purchasing more than 400,000 kWh of RECs generated by wind farms in Kansas.

Interface Fabrics Group (IFG) is purchasing wind-generated RECs equivalent to 2.5 million kWh per year. IFG will use the RECs when marketing its Terratex® line of commercial interior fabrics.

### **Investeco Capital, Ontario, Canada**

*(from the Bullfrog Power web site: <[www.bullfrogpower.com/powered/investeco.cfm](http://www.bullfrogpower.com/powered/investeco.cfm)>)*

Investeco is a private equity manager investing in the future leaders of the environmental economy, which is purchasing green electricity in Ontario. "Bullfrog Power is consistent with our mandate to be part of building a robust environmental economy in Ontario and Canada. By investing in green power, we are developing a market for green power producers, and helping to ensure that we have a viable commercial base for development of green power in the province. It also helps to ensure that our company is climate neutral, and not leaving problems for future generations to solve," said Alex Chamberlain, Investeco managing partner.

### **Johnson & Johnson, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

In Texas, Johnson & Johnson buys 8.7 million kWh per year of wind-generated electricity, which satisfies 15 percent of the company's electricity needs in the state. In August 2003, Johnson & Johnson switched all of its New Jersey facilities to 15 percent green power, which is equivalent to over 38 million kWh per year. Half of

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the green power is from regional wind resources and half is from small-scale hydropower facilities. Johnson & Johnson is also installing a 200-kW hydrogen fuel cell at its corporate headquarters.

Since June 2002, Johnson & Johnson has expanded its use of rooftop solar PV systems. The company installed a 500 kW system at its Janssen Pharmaceutica building in Titusville, New Jersey. At its Neutrogena facility in Los Angeles, the company added another 316 kW of solar PV panels to bring the site's total capacity to 546 kW. Including earlier installations at two other sites, Johnson & Johnson now has nearly 1.2 MW of on-site solar PV capacity across three states, making the company one of the nation's largest corporate users of this technology.

### **Kinko's, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Kinko's now buys more than 25 million kWh per year of renewable energy in 18 states. Green power satisfies 10 percent of the company's electricity needs in the United States and is used by 25 percent of Kinko's branches. Projects since June 2002 include:

In the western United States, thirty-four branches in Washington and five in Oregon purchase more than 1.2 million kWh of green power per year. Twenty California branches buy 900,000 kWh per year of green power from geothermal and other renewable resources. Twenty-one locations in Colorado, two in Wyoming, and five in Idaho buy wind power. In addition, all fifty-five Texas branches switched to 10 percent green power.

In the eastern US, forty-six Virginia, North Carolina, and South Carolina Kinko's branches began purchasing over 13 million kWh of RECs generated by biomass projects, an amount equivalent to 100 percent of their electricity demand. Seven branches in Tennessee and one in South Carolina buy 250,000 kWh of green power per year. Thirteen Pennsylvania locations have upgraded to 100 percent green power from renewable resources such as wind and biomass.

### **Government of Canada**

*(from <[www2.nrcan.gc.ca/es/erb/erb/english/View.asp?x=464](http://www2.nrcan.gc.ca/es/erb/erb/english/View.asp?x=464)>)*

Purchase of Electricity from Renewable Resources (PERR)

Following a recommendation in 1994 by the Task Force on Economic Instruments and Disincentives to Sound Environmental Practices, Natural Resources Canada (NRCan) studied the feasibility of having the federal government buy some of its electricity from Emerging Renewable Energy Sources (ERES). After consulting with electrical utilities and the renewable energy industry, NRCan announced its intention to start pilot projects to purchase electricity from renewable sources. ERES means wind power, sun, water, biomass and the earth where the electricity is generated from emerging and innovative applications.

In December 1997, NRCan began purchasing electricity from ERES from ENMAX, Calgary's electric system. The 10-year agreement with ENMAX is for the production of 10,000 MWh of electricity from renewable sources for NRCan's facilities in Alberta. Environment Canada also signed an agreement with ENMAX for 2,000 MWh of green electricity for their electricity requirements in Alberta. Together, NRCan and Environment Canada agreements will displace more than 10,000 tonnes of CO<sub>2</sub> annually.

In September 2000, NRCan signed a 10-year agreement with SaskPower, Saskatchewan's electric utility, and is receiving about 32,000 MWh annually of wind power for its facilities in the province.

Early in 2001, NRCan signed an agreement with Maritime Electric from Prince Edward Island for purchasing electricity from ERES. This 10-year agreement is for the production of 13,000 MWh annually of wind power.

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The pilot projects in Saskatchewan and Prince Edward Island will yield about 40,000 tonnes of greenhouse gas emissions reductions annually to the government of Canada.

Under Action Plan 2000 on Climate Change, it is expected that the federal government will purchase an additional 400,000 MWh or so of electricity from ERES. Assuming a continued focus on the displacement of high-carbon electricity, these 400,000 MWh will come from several provinces, particularly Nova Scotia, Ontario and New Brunswick, with additional purchases in Alberta. These purchases will result in a further reduction in greenhouse gas emissions of about 200,000 tonnes annually.

The goal of the government purchases of electricity from ERES is to provide a "first customer" to help interested utilities gain experience with different electricity products, achieve emissions reductions in federal operations, and leverage first purchases to create viable green power markets.

### **New Belgium Brewery, Colorado, United States**

*(Excerpt from "Breweries that Blow" by Chris O'Brien, Center for a New American Dream, and published in American Brewer.)*

New Belgium was the first American brewer on the block when then they switched to 100 percent wind power in 1998. Ever since, a steady current of brewers has been catching air, from Brooklyn to Anderson Valley. Fort Collins-based New Belgium Brewing (NBB) is probably the best known of all the eco-friendly breweries, and for good reason. They made a commitment at the beginning to build a brewery that is now a nationally recognized paradigm of environmental efficiency, and in the meantime they have gained stature as one of America's leading regional breweries.

The decision to switch to wind came after NBB's engineers realized that the bulk of their CO<sub>2</sub> emissions stemmed from dirty energy production at their local power plant. NBB's employee-owners voted to dip into their own bonus pool in order to finance a conversion to clean energy. The result was an annual reduction of 1,800 metric tons of CO<sub>2</sub> emissions—and tons of great publicity.

Though they may have been the first, NBB is not the only Colorado company brewing "in the wind." Avery Brewing, B.J.'s Pizza and Brewery, Mountain Sun Pub and Brewery, Odell Brewing Co., Red Fish New Orleans Brewhouse, Twisted Pine Brewing, What's Brewin' Homebrew Supply, and even the Coors Brewing Co., all source some or all of their energy needs through Colorado's wind power programs.

### **Pitney Bowes, United States and United Kingdom**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

In 2003, Pitney Bowes started purchasing RECs equivalent to 10 percent of the electricity consumed annually by the company's home office facilities, which include the US and UK offices and manufacturing locations. The RECs are being generated by projects that produce electricity from wind and landfill gas.

### **Save-On-Foods, British Columbia, Canada**

*(From the BC Hydro web site: <[www.bchydro.com/business/success/story9153.html](http://www.bchydro.com/business/success/story9153.html)>)*

Save-On-Foods is a Western Canadian grocery store chain owned by the Overwaitea Food Group, part of the Jim Pattison Group of companies. The Overwaitea Food Group currently operates 104 stores under the Save-On-Foods, Overwaitea Foods, Cooper's Foods, PriceSmart Foods, Urban Fare and Bulkley Valley Wholesale banners, and employs more than 14,000 people.

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From its inception, the Overwaitea Food Group has been an environmentally conscious company, demonstrating its commitment by recycling up to 90 percent of the cardboard, plastics and organics that come into its stores, offering a medication disposal program, and through bulk foods sections, which help minimize product packaging. The company also operates 22 Changes Recycling Centres® at selected Save-On-Foods stores in B.C. These are stand-alone retail locations that not only handle used beverage containers but go beyond that, through partnerships with suppliers, to recycle additional items such as milk jugs, shampoo bottles, and used printer cartridges.

With this environmental track record, it's no surprise that when Save-On-Foods heard about the Green Power Certificate (GPC) program, senior management saw it as a perfect fit with its other environmental activities. The company purchased enough GPCs to power all 22 Changes Recycling Centres® in the province.

"Purchasing green power complements our ongoing environmental initiatives," says Steve Vanderleest, company president. "We've always been focused on environmental concerns and are constantly looking to improve our environmental performance—GPCs give us another way to do this."

For Save-On-Foods, purchasing GPCs provides the opportunity to communicate with customers and educate them on alternative sources of environmentally friendly power. The company plans to promote its purchase by placing the GPC logo on weekly flyers, displaying signage in stores and at the Changes Recycling Centres®, and featuring its participation on its web site.

### **Staples, United States**

*(From the web site of the World Resources Institute: <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

Since joining the [WRI's] Green Power Market Development Group in March 2003, Staples has started buying 46 million kWh per year of RECs. Ten percent of the RECs are generated from wind farms in the Great Plains and 90 percent come from projects that produce electricity from biomass and landfill gas resources. The company's use of renewable energy is now equivalent to 10 percent of its annual US electricity consumption.

### **TerraChoice Environmental Marketing Inc., Ontario, Canada**

As a dedicated environmental marketing firm, TerraChoice helps its corporate clients convert their environmental and social investments into marketshare advantage. Recently, TerraChoice purchased approximately 60 MWh worth of RECs from Bullfrog Power—enough to make 100 percent of its annual electricity usage green. "We're thrilled to have partnered with Bullfrog Power" said Scott McDougall, president of TerraChoice. "We believe in partnering with organizations that embed an environmental ethic into their own operations. By buying and selling only EcoLogo<sup>M</sup> certified power, Bullfrog is doing exactly that. Secondly, by providing a green alternative for power purchases, Bullfrog has created a way for Ontarians to demonstrate their commitment to sustainability."

### **Uinta Brewing, Utah, United States**

*(Excerpt from "Breweries that Blow" by Chris O'Brien, Center for a New American Dream, and published in American Brewer.)*

Salt Lake City-based Uinta Brewing was designed with efficiency and conservation in mind. As a reflection of that mission, the brewery is now 100 percent wind powered. Their dedication to achieving high overall energy efficiency helps to offset the additional expense incurred by choosing wind power. The brewery uses efficient

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lighting technology and ample windows for interior illumination during the day. An energy-efficient reflective roof promotes effective cooling during the hot summer months. The refrigerator runs on four small compressors to customize how much energy is being used in relation to the outside temperature. Their efforts are preventing the release of 335 tons of carbon dioxide per year, the amount that would be generated by a car driving 717,030 miles.

Uinta's wind power comes from Blue Sky, a renewable energy program offered in Utah and Idaho through Utah Power. Blue Sky QS is an option allowing business customers to buy renewable power at a discount. Blue Sky energy is sold in 100 kWh "blocks." To get the reduced price, customers buy a minimum of 101 blocks per month for at least one year. The per-block cost is based on a sliding scale, so a commercial customer buying 150 blocks per month pays \$1.53 per block, compared to the \$1.12 per block paid by a customer buying 300 blocks per month.

"More companies are recognizing that buying renewable energy is good for the environment and good for business," said Lucky Morse, Utah Power's director of customer accounts. "Buying renewable energy can provide community, social and environmental benefits—as well as help businesses meet sustainability goals or greenhouse gas reduction targets."

Most of Blue Sky's energy comes from wind power. Wind produces no air pollutants, wastewater, smog or acid rain. Even the minimum Blue Sky QS purchase of 101 blocks has considerable environmental benefits, offsetting 121 tons of carbon dioxide annually, the equivalent of planting 48 acres of trees.

"Uinta Brewing Company is committed to the environment and our local community," explains Will Hamill, president and founder of Uinta. "The decision to run our new brewery using 100 percent wind power fits with our environmental convictions and our long-term strategy. Although wind power costs a little bit more, we feel that the environmental benefits outweigh the costs." Hamill cites a Gallup poll conducted in November 2001 showing that 91 percent of Americans favor investments in clean energy sources, which leads him to think that customers will likely be drawn to a product that is brewed by 100 percent wind power. "Running our new brewery and pub on 100 percent wind-generated electricity is the next logical step. We hope to encourage other local business to do the same by demonstrating that running a successful business and protecting the environment go hand-in-hand."

The commitment to sustainable energy does seem to elicit good will. "Uinta Brewing Company is a model for the brewing world—they are leading the way toward a clean, sustainable energy supply for Utahns," said Sarah Wright, coordinator of the Utah Wind Power Campaign for the Land and Water Fund of the Rockies. According to the Blue Sky web site, other customers include several of Uinta's brewing neighbors: Eddit McStiff's MicroBrewery and Family Restaurant, Red Rock Brewing, and members of the Utah Brewers Coop all purchase sustainable energy through the program. The Coop includes Schirf Brewing Co. (producer of Wasatch Beers, including the 2005 GABF gold medal winner in the premium lager category) and Squatters Beer.

### **US Environmental Protection Agency's (EPA) 2006 Green Power Top 25 list**

*(News release)*

The 2006 Green Power Top 25 list includes a diverse set of US companies, organizations and government institutions that have voluntarily bought the most renewable energy and are part of the Environmental Protection Agency's (EPA) Green Power Partnership. EPA also announced its Green Power Partners are now purchasing more than 4 million MWh of renewable energy, an increase of nearly 100 percent since the end of 2004.

The 2006 Top 25 green power purchasers are buying enough energy to power more than 300,000 homes a year, which is also comparable to removing the emissions of nearly 400,000 cars from the road annually.

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More than half of the Top 25 EPA green power purchasers are US corporations, a number that continues to increase every year.

"EPA's partners continue to meet President Bush's call to diversify our nation's energy supply by promoting alternative and renewable energy sources," said EPA Administrator Stephen L. Johnson. "These leaders in environmental stewardship are making the voluntary decisions to switch to green power—helping to decrease our nation's overall dependence on foreign sources of power."

The US Air Force once again leads the green power Top 25 list, purchasing more than 1 million MWh annually for Air Force bases across the country. The Air Force has held the No. 1 spot since the Top 25 list started in September 2004. Whole Foods Market surpassed both Safeway, Inc., and Johnson & Johnson to lead all corporate purchasers after increasing their annual purchasing to more than 450 thousand MWh of renewable energy. The EPA and the US Department of Energy follow the US Air Force in purchase size for government institutions in the Top 25.

Green power is electricity generated from environmentally preferable renewable resources such as solar, wind, geothermal, biogas, and low-impact biomass and hydro resources. Green power accounts for nearly two percent of America's electricity supply, but voluntary purchasing of renewable energy is accelerating renewable energy development.

The complete list of Top 25 EPA Green Power Partners is as follows, listed in order of purchase size:

1. US Air Force
2. Whole Foods Market
3. US Environmental Protection Agency
4. Johnson & Johnson
5. US Department of Energy
6. Starbucks
7. The World Bank
8. Safeway, Inc.
9. US General Services Administration (Region 2)
10. HSBC North America
11. City of Sand Diego, Calif.
12. New Jersey Consolidated Energy Savings Program
13. Advanced Micro Devices/Austin, Texas, Facilities
14. WhiteWave Foods
15. Staples
16. Austin (Texas) Independent School District
17. Mohawk Fine Papers, Inc.
18. The Tower Companies
19. FedEx Kinko's
20. US Army/Fort Carson
21. University of Pennsylvania
22. Montgomery County, Md.
23. Hyatt Regency/Reunion & DFW Airport Hotels
24. Western Washington University
25. Commonwealth of Pennsylvania

The Green Power Partnership is a voluntary EPA program that seeks to increase the use of green power among leading US organizations. Partners in the program switch to green power for a portion of their electricity needs in return for EPA technical assistance and recognition. The Green Power Partnership currently has more than 600 Partners, including Fortune 500 companies, states, federal agencies, trade associations and universities.

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### **World Resources Institute (WRI), United States**

*(from <[www.business.wri.org/project\\_content\\_text.cfm?ContentID=2059](http://www.business.wri.org/project_content_text.cfm?ContentID=2059)>)*

The World Resources Institute's (WRI) Green Power Market Development Group includes twelve leading corporations collaborating to encourage corporate markets for green power. Its green power definition includes energy sources commonly acknowledged as having a low impact on human, animal and ecosystem health. Overall, the group recognizes green power as being derived from renewable resources including solar (PV and thermal), wind, biomass, landfill gas, geothermal resources and clean energy sources including fuel cells. It describes the environmental benefits of green power as reduced emissions of conventional pollutants such as SO<sub>2</sub>, NO<sub>x</sub>, mercury and particulate matter, as well as reductions in greenhouse gas emissions.

Since June 2002, the Group has implemented or signed contracts for 97 MW of new green power projects and purchases—enough to power 73,000 homes. These purchases include renewable energy certificates, hydrogen fuel cells, wind power, electricity from other renewables such as biomass and geothermal resources, and the direct use of landfill gas for thermal energy.

Group members include Alcoa, Cargill Dow LLC, Delphi Corporation, Dow Chemical Company, General Motors, DuPont, IBM, Interface, Johnson & Johnson, Kinko's, Pitney Bowes and Staples. Members are implementing these green power deals at 250 facilities across 22 states and the District of Columbia. Group members are installing on-site renewable energy projects in California, Georgia, New Jersey, Oklahoma, and Texas. In both regulated and deregulated electricity markets across the country, companies are purchasing green power from their retail electricity providers. Members are buying renewable energy products on a national scale, as well, by purchasing renewable energy certificates from national sources

These projects will avoid 960 million pounds (more than 436 million kilograms) of carbon dioxide (CO<sub>2</sub>) emissions annually. This is equivalent to the amount of CO<sub>2</sub> absorbed in a year by 86 million trees or by a forest the size of Shenandoah National Park. Participating companies

The World Resources Institute (WRI), the group organizer, worked with its building owner and property manager to buy RECs equivalent to 75 percent of the entire office building's annual electricity consumption. WRI purchased additional RECs to make its own office 100 percent green. WRI set a goal of having net zero CO<sub>2</sub> emissions by 2005. Through buying 100 percent renewable energy, WRI's annual greenhouse gas emissions will be reduced by over 40 percent.