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Winter 2005 Newsletter

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The start of 2005 marked an end to a very successful year at NC GreenPower. During the program's first full calendar year since its inception, NC GreenPower saw a number of important milestones that have helped to define its ongoing success.



Program suppliers announced

Perhaps the most important event of 2004 was the selection of the [first energy suppliers to NC GreenPower](#). Announced on June 16 at the N.C. General Assembly Building in Raleigh, the event was an important step in the growth of the program. State Senators Charles W. Albertson and R.B. Sloan Jr. and Representative Pryor A. Gibson made the historic announcement, highlighting the energy, economic and environmental benefits to North Carolina.

[Seven suppliers](#) were selected from across the state to provide renewable energy from [solar](#), [landfill methane](#) and [biomass](#) resources, all of which are cleaner sources of energy, indigenous to North Carolina and replenished by nature. NC GreenPower plans to issue future [requests for proposals](#) to obtain additional resources as needed.

Earth Week and public exhibitions

NC GreenPower has made Earth Week an annual statewide event for the program. In April of 2004, more than a dozen presentations were given across the state during the week dedicated to better awareness of environmental and sustainable issues. Earth Day alone saw seven presentations, helping to spread the message of NC GreenPower to all corners of the state. Public events have played an important role in providing education and incentives to participate in the NC GreenPower program.

Speakers Bureau

From the inception of the program, marketing efforts have relied heavily on

a grass-roots approach to spreading the NC GreenPower message. One of the most effective means of accomplishing this task has been with the all-volunteer [NC GreenPower Speakers Bureau](#). The Speakers Bureau has been responsible for hundreds of signups and given presentations to civic, governmental, environmental, faith-based, educational and other interested groups. Comprising more than 85 members statewide, the Bureau provides free presentations to groups and at public events to better educate citizens about NC GreenPower and encourage participation in the program.

Corporate sponsors and program affiliates

The addition of a number of [corporate sponsors](#) was another highlight of 2004. Corporate sponsorship forms a strong foundation in any renewable energy program and NC GreenPower has worked hard to build a solid base of outstanding corporate partners. NC GreenPower is proud of its partnerships with these industry and business leaders, and continues to seek out new avenues for strengthening its corporate foundation.

[Program affiliates](#) have also been an important reason for NC GreenPower's success in the past year. The countless hours of staff time and the abundance of supplies that NC GreenPower program affiliates have provided to the program have been invaluable in furthering the message of renewable energy in North Carolina.

State and national recognition of program

The success of NC GreenPower has [resonated throughout North Carolina](#) and the nation as a whole. As the nation's first statewide multi-utility green power program, NC GreenPower's success has been of interest to other renewable energy programs across the state. The diverse mix of electric utility, environmental, governmental and community interests has created a platform for continued dialogue on energy issues and North Carolina's environmental future.

For its achievements, NC GreenPower was recently awarded a Southeastern Electric Exchange Industry Excellence Award for its work with North Carolina utilities to provide renewable energy options to ratepayers across the state. And this past year, North Carolina Governor Michael Easley designated October 1st as "[Renewable Energy Day](#)" in recognition of the efforts of NC GreenPower and others who have worked to make renewable energy a reality in the Tar Heel state.

The road ahead

The successes of 2004 have served as the beginnings of great achievements in the future. But with achievements come challenges. During the coming year, NC GreenPower will continue to expand its membership base. Despite the excellent signup rate of the first year, the total of NC GreenPower subscribers still accounts for less than 1% of electric ratepayers statewide. The program will continue to rely on media coverage, special events, the Speakers Bureau and other marketing activities to increase participants and thereby provide greater quantities of renewable energy to North Carolina's power supply.

Corporate sponsorship will also continue to grow in 2005, with existing opportunities being extended to the not-for-profit market through the new "[Friend](#)" category of sponsorship. NC GreenPower will also encourage businesses to conduct employee awareness campaigns to carry the program message to every employee or member of the organization.

And NC GreenPower will continue to seek out new ways to benefit its participants. From providing informative newsletters and updates, to promoting educational opportunities on renewable energy across the state, to examining new trends in the green power industry and continually staying on the cutting edge of developments in the energy industry.

But the continued success of NC GreenPower also relies on the citizens of North Carolina. As a consumer driven program, it is essential that

participants stay actively involved and help to share the message of renewable energy with others.

It has been a great start and 2005 promises to be another outstanding year for NC GreenPower. Limitless possibilities await, and every new milestone is another step towards a brighter energy future for North Carolina.

The logo for NC GreenPower, with "NC" in a smaller font and "GreenPower" in a larger, bold, green font.A graphic with a blue and green abstract background and the text "update at a glance" in white, italicized font.

Program participation

Current NC GreenPower subscribers – 6,139
Total monthly NC GreenPower blocks subscribed – 15,659
Annual equivalent blocks subscribed – 187,908
Annual equivalent energy – 18,790,800 kWh

Environmental offsets

The amount of coal consumed annually to produce this equivalent amount of energy - 15,220,548 lbs.

The generation of this amount of renewable energy will annually offset:

39,101,587 pounds of carbon dioxide (CO₂)
122,140 pounds of sulfur dioxide (SO₂)
48,856 pounds of nitrogen oxides (NO_x)

Energy equivalents

The annual reduction of CO₂ emissions is environmentally equivalent to:

3,007,814 trees planted OR
47,600,337 miles not driven OR 1,158,274 days not driven

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Website offers new tools, new ways to participate

www.ncgreenpower.org is continually being developed to bring you news, upcoming events and information to help North Carolinians make educated decisions regarding their support of NC GreenPower. Two of the newest features are:

- [NC GreenPower Environmental Benefits Calculator](#)
- [NC GreenPower gift card](#)



Environmental Benefits Calculator

One of the great advantages of renewable energy resources is that when they are consumed for the generation of electricity, they are much cleaner than traditional fossil fuels. The new online benefits calculator allows you to calculate how much impact your monthly participation has towards reducing emissions and a cleaner North Carolina. By entering in the number of 100 kWh blocks that you are interested in sponsoring each month, the calculator will provide the following information:

- Amount of coal used to produce equivalent amounts of energy
- Amount of CO₂ displaced
- Amount of SO₂ displaced
- Amount of NO_x displaced
- CO₂ emission reduction represented in equivalent number of trees planted
- CO₂ emission reduction represented in automobile miles and days not driven

These interesting statistics are provided not only for informational

purposes, but also to help potential program participants realize the impact that their contributions can make to North Carolina. Visit the [environmental benefits calculator](#) today and find out what a positive difference your participation makes. And share the calculator with those who might be considering participation with NC GreenPower. It is a wonderful way to demonstrate how real power generated from renewable resources results in positive benefits for everyone.

Give the Gift of NC GreenPower

In the first year of the NC GreenPower program, more than 6,000 individuals and businesses made a commitment to a cleaner, greener North Carolina. Now you can share your commitment with those you care about through the [NC GreenPower gift card program](#).

Available exclusively online through the NC GreenPower Website, the program allows individuals to make purchases in honor or memory of friends, families, mentors or anyone else who would benefit as the recipient of a gift of renewable energy. Recipients will receive a gift card containing a personalized message from the sender and a detailed accounting of the environmental benefits that their gift has provided to North Carolina's environment.

NC GreenPower gifts are available in most any amount and as with standard monthly participation, all contributions to NC GreenPower are 100% tax deductible.

Five ways to make a difference in '05

Every day, NC GreenPower is helping to build a better present and a brighter future for North Carolina. As the new year begins, take time to evaluate what you can do to make our state a better place for all of us to live. Here are five simple ways that you can improve energy supplies and air quality across North Carolina while supporting NC GreenPower.



1. **Develop an energy efficiency plan** – Making smart choices in how you use energy in your home and business can reduce electricity demands and subsequently fossil fuel emissions as well. And energy efficiency can provide real savings on your monthly electric bills. To find out more about energy efficiency, visit [NC GreenPower's Conservation Corner](#).
2. **Schedule a free presentation about renewable energy** – The best way to help NC GreenPower grow is by sharing its message with those who haven't heard about it yet. You can make a difference by simply telling your neighbor or co-worker about the program and encouraging them to visit www.ncgreenpower.org. And share the message with groups you are involved in by scheduling a free presentation with a member of the statewide [NC GreenPower Speakers Bureau](#).
3. **Give the gift of NC GreenPower** – One of the newest ways to share the NC GreenPower message with others is through the [NC GreenPower gift card](#) program. It's a great way to add more renewable energy to the grid and introduce the program to someone you care about.
4. **Get your business or organization involved** – You can send a powerful message to your employer or to organizations in your

community by demonstrating your commitment to NC GreenPower and asking them to join you by becoming [corporate sponsors](#) of the program. Sponsorship is easy and provides a number of benefits to the sponsoring organization. A variety of contribution levels allow any sized business or group to participate, and the new Friend category of sponsorship opens the door to participation by not-for-profits and individuals at a fraction of the regular corporate rates. Call NC GreenPower at 866-533-NCGP for details or to schedule a presentation.

5. **Take your commitment to new levels** – In the coming year, why not consider increasing your participation in the NC GreenPower program. The [environmental benefits calculator](#) can demonstrate the effects an increase in your commitment can have. More renewable energy means a cleaner environment and a more diverse energy supply. Change begins with you!

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NC GreenPower is good for business

Being a good corporate citizen requires not only providing quality products and services, but also building strong relationships with the local community and maintaining a positive image to customers and stakeholders. In this age of constant scrutiny of corporations and increased concerns over the impact their operations have on our environment, it is essential that businesses become proactive in developing an environmental and operational strategy that reduces waste while maintaining or improving quality and economic stability.

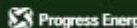
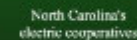
To meet the expectations of customers, stakeholders and vendors, businesses are taking measures and accepting practices that place greater consideration on environmental concerns. Some measures are costly and some require changes to operational procedures. But there are some steps that can have positive environmental impacts without requiring significant changes in operations. One way is for businesses to make NC GreenPower part of their environmental initiative.

Becoming an [NC GreenPower sponsor](#) can provide significant support for renewable energy in North Carolina and create numerous benefits for the sponsoring business as well. Here are some of the benefits that corporate sponsorship can bring:

- **Meet organizational environmental benefits**

Many organizations are working today to minimize their environmental footprint through reductions in air emissions and greenhouse gases. Buying renewable energy

Champion
Program Sponsors



can be an important part of that mission. Organizations that have calculated the amount of emissions associated with their annual electric load can offset that consumption with an equivalent green power purchase, providing reductions in pollutants and supporting sustainability goals.

- **Generate positive publicity**
Organizations that support renewable energy through NC GreenPower receive opportunities for recognition and publicity that other forms of advertising and public relations cannot equal. Sponsoring organizations may promote their involvement as part of a corporate environmental initiative, which can have very positive impacts on customers, shareholders, regulators and members of the community.
- **Improve employee morale**
Showing progressive leadership in environmental and public health issues can demonstrate an organization's strong commitment to its employees. In turn, employees will enjoy higher morale, which can lead to reductions in turnover and an improvement in overall productivity.
- **Demonstrate community leadership**
An organization can make a powerful statement of civic leadership by being the first in its community to purchase renewable energy. Such a statement demonstrates progressive thinking and a commitment to social and environmental values.
- **Support corporate branding**
For many businesses and organizations, being environmentally-conscious is part of their core branding strategy. Companies that focus on markets such as organic products, healthcare items or outdoor equipment may well be able to integrate a green power purchase directly into their key branding messages. They might even designate products created using renewable energy as "carbon-neutral" or "climate-neutral." Even organizations not typically affiliated with environmental concerns can leverage a renewable energy purchase toward enhancing their corporate brand or marketing a particular product.

Becoming a corporate sponsor of NC GreenPower is a way to make a powerful environmental statement and support North Carolina's energy future. Visit our Website to learn more about becoming a corporate sponsor.

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STAKEHOLDER SPOTLIGHT

North Carolina electric cooperatives, municipalities and utilities — connecting customers with cleaner energy options

When you think of the role of [electric utilities](#) in the NC GreenPower program, some things are immediately apparent – others are not. Currently, 30 utilities are participating in the program, with several more expected to join in the coming months. Each of the member utilities has a unique role to play in the success of NC GreenPower.

A partnership that works

"The voluntary participation of more than 30 North Carolina electric utilities is a credit to this state and to the merits of the NC GreenPower program," says Jo Anne Sanford, chair of the N.C. Utilities Commission.

When looking at the function of an electric utility in a renewable energy program, the most obvious role is as the purchaser, seller and transmitter of electricity. Electric utilities develop and maintain the miles and miles of infrastructure it takes to carry electricity from those who generate the renewable power to those who consume it.

In the case of NC GreenPower, the utilities are responsible for working with renewable energy generators to connect their power to the statewide electric network or "grid." This connection process involves ensuring the quality, safety and reliability of the power source, and then establishing an interface between the power source and the nearest electric line. The utility also must monitor the power being transmitted and account for



every kilowatt hour that is placed on the grid.

Connecting with customers

But the involvement of electric utilities in the NC GreenPower program extends far beyond the acquisition and transmission of renewable energy. Utilities also are involved in marketing the program as well. During 2004, participating utilities financed and distributed to their customers more than seven million mentions about NC GreenPower in bill inserts and newsletters. Additionally, North Carolina electric utilities have sponsored events, employee awareness and signup drives and hosted training for employees interested in becoming members of the NC GreenPower Speakers Bureau.

In addition to marketing support, utilities also provide extensive billing and logistical support. Each month utilities bill and collect NC GreenPower contributions from subscribers. That money is then passed in its entirety to NC GreenPower, who apportions it to renewable generators across the state based on the amount and source of the renewable generation.

In addition, utility customer service representatives are available to answer questions from NC GreenPower customers and those interested in joining the program. By utilizing the existing logistical systems of the utilities, NC GreenPower has dramatically reduced its overhead and made more money available to renewable energy generators.

Champions of a cleaner future

Finally, many utilities have elected to be not only promoters of renewable energy, but purchasers as well. Duke Power, Dominion North Carolina Power, Progress Energy, North Carolina's electric cooperatives and N.C. Public Power support the program as "Champion" level sponsors — the highest level of giving.

"It takes a diverse group to make NC GreenPower work," says Bob Goodson, senior vice president of N.C. Electric Membership Corporation, and chairman of the NC GreenPower Board of Directors. "Electric utilities are an important part of that group. From transmission of electricity to extensive marketing to logistical support to being purchasers of renewable energy, utilities are firmly committed to the success of NC GreenPower."

This article is the first in a series of spotlights on various stakeholders within the NC GreenPower program. Look for more information on NC GreenPower partners in future issues.

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