

Green Power Markets & Marketing

CEC JPAC

November 29, 2005

TerraChoice environmental marketing

Helping grow
the world's most sustainable companies



EcoLogo^M Power

- Canada's national eco-labelling program
- Currently 1800 MW at 155 facilities in North America
- Green power is growing dramatically
- US expansion
- New partnership with Green-e TRECs

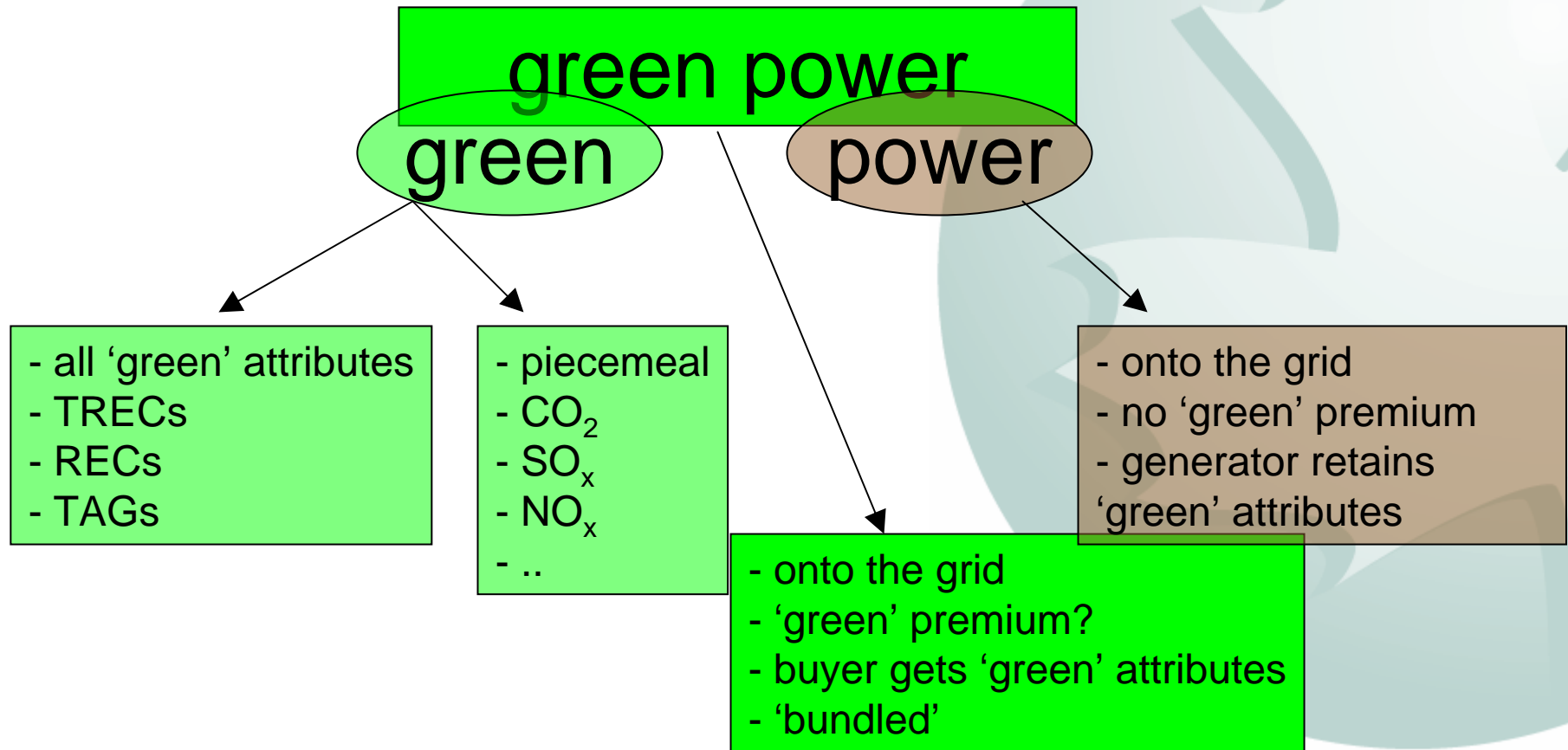
markets



Kyoto?

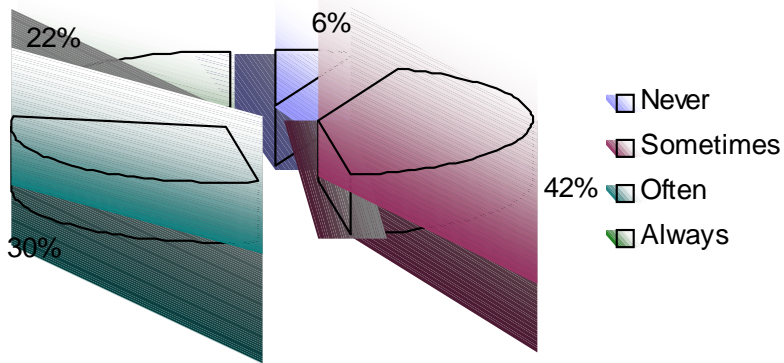
- Clean/green energy *will* be part of GhG policy
- Certification/validation essential
- Creating demand for
 - green electricity
 - attributes (TRECs)
 - credits (*to be determined*)

Four 'green' power commodities

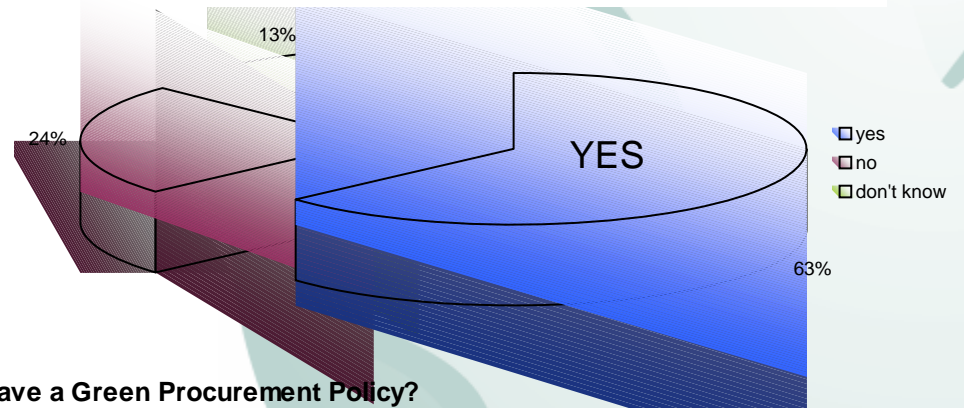


Canadian b2b markets

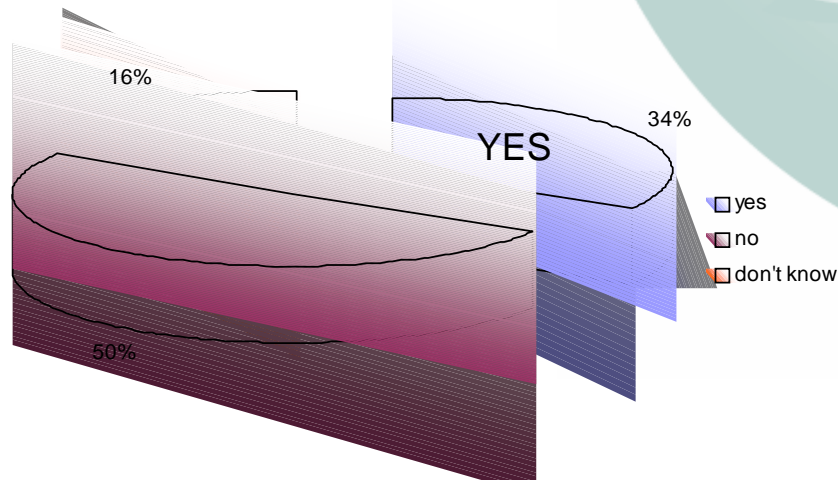
How often do you consider environmental factors in your purchasing?



Does your company have an environmental or sustainability policy?

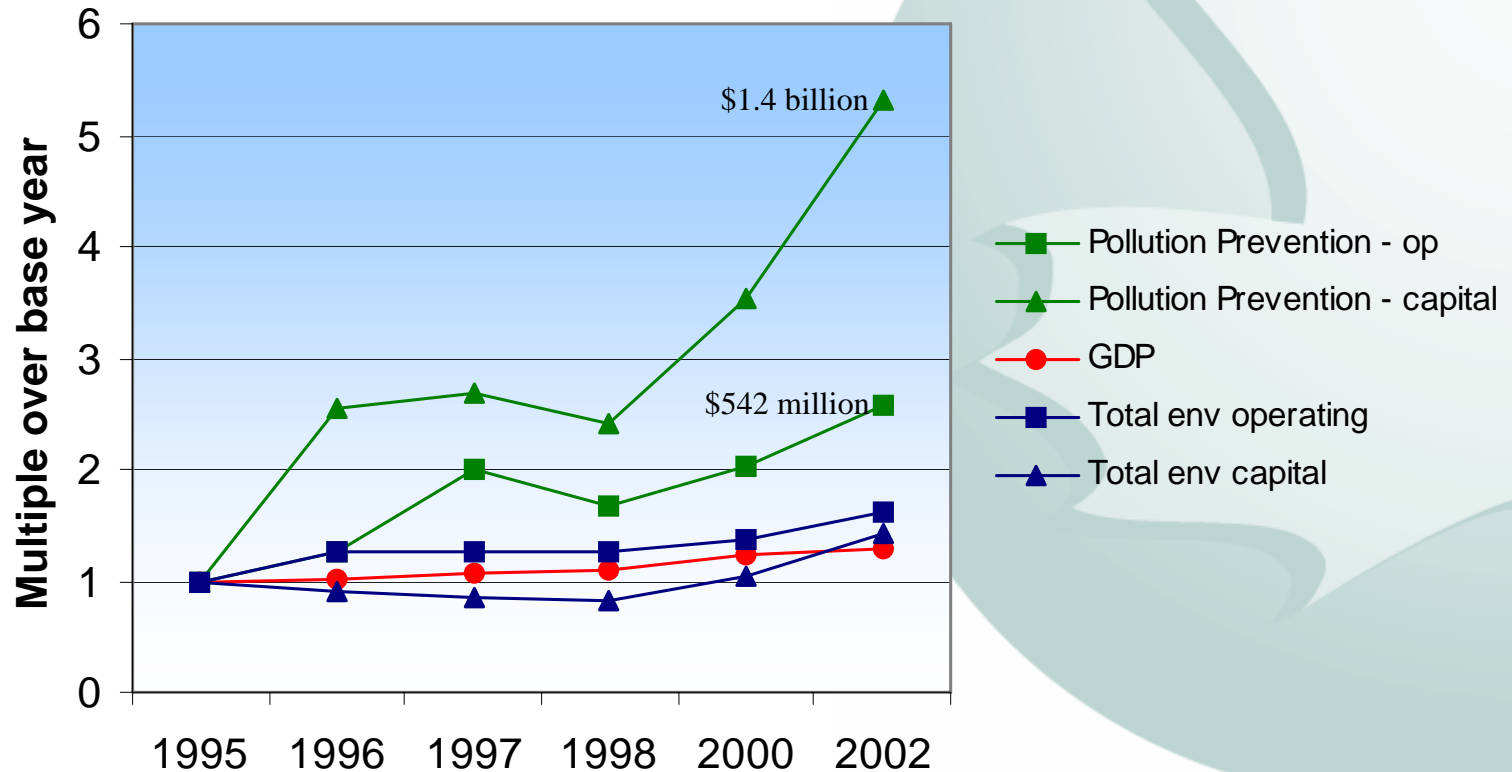


Does Your Company Have a Green Procurement Policy?



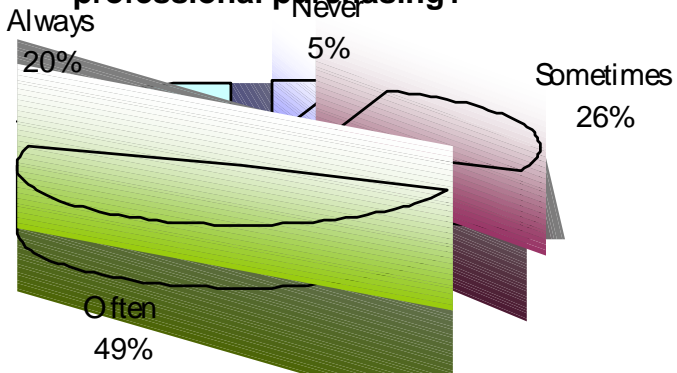
pollution prevention spending

(Rates of Change)

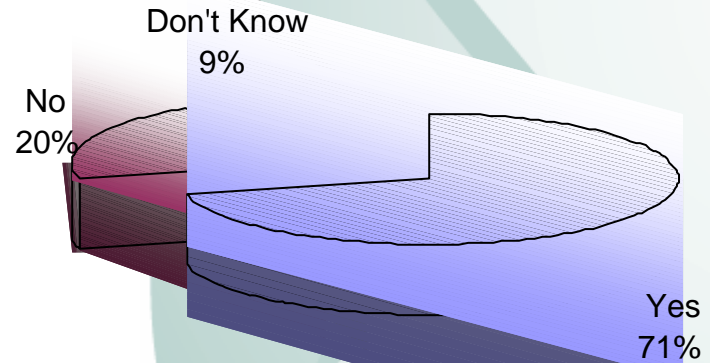


Canadian b2g markets

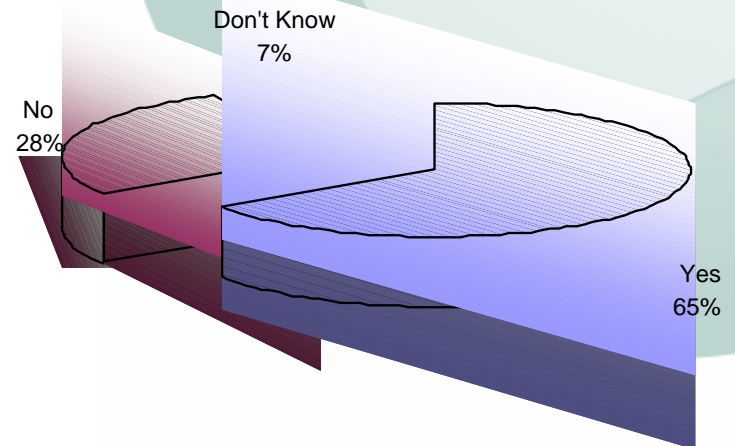
How often do you consider environmental factors in your professional purchasing?



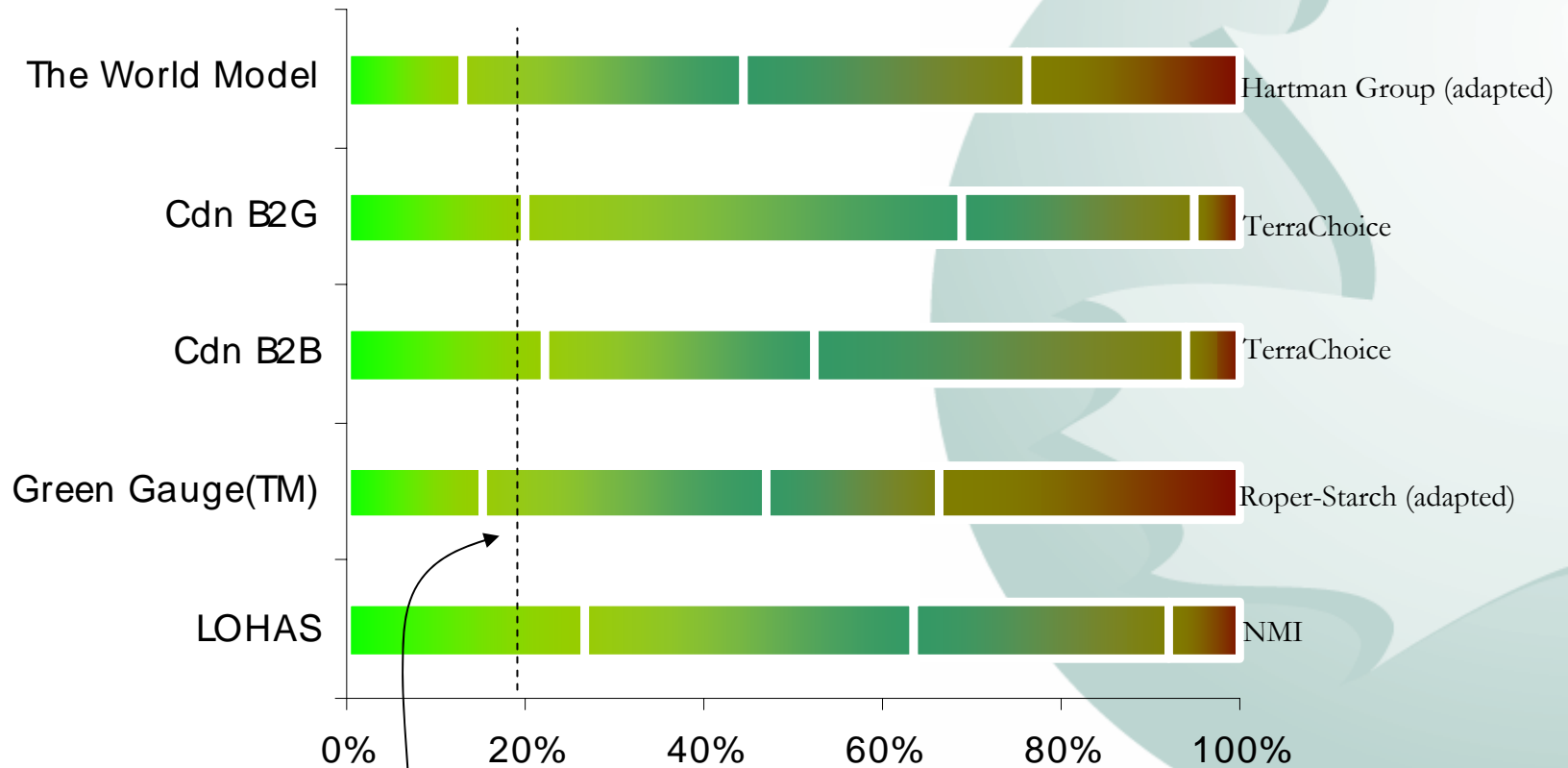
Does your office have an environment policy?



Does your office have a green procurement program?



A Spectrum of Interest



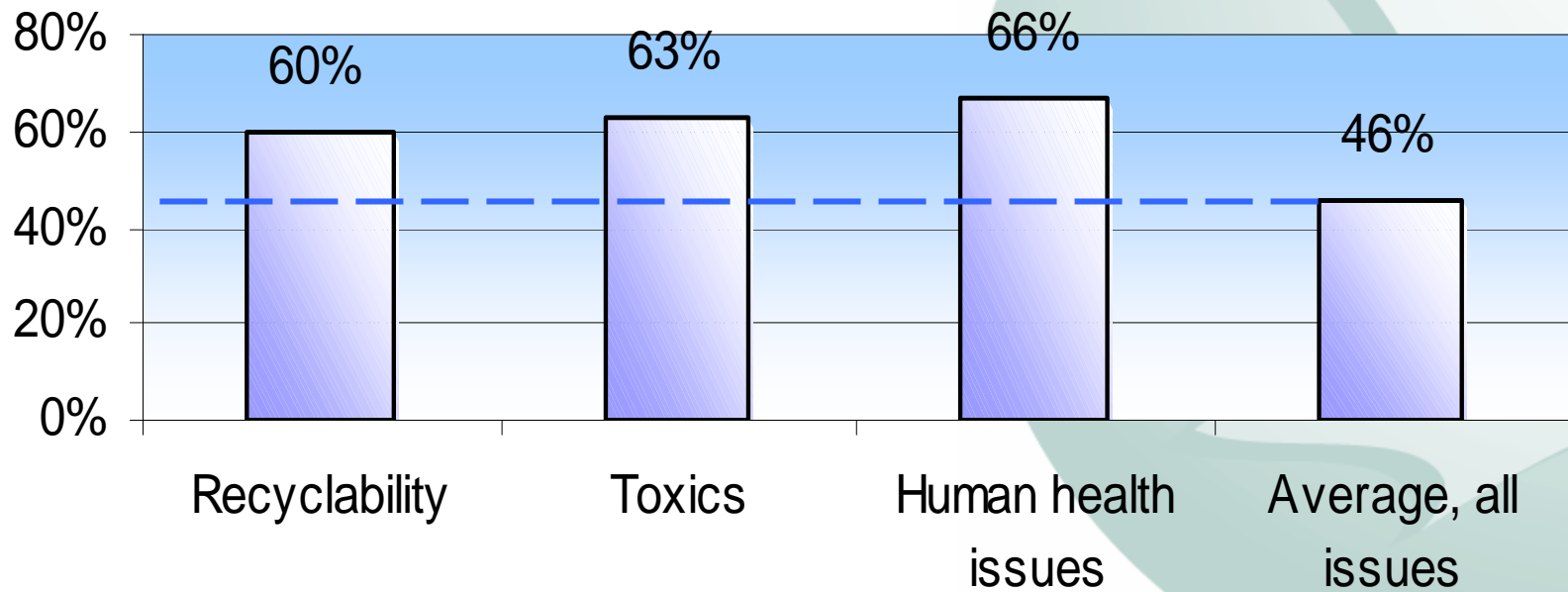
The average result for a *strong predisposition* to environmental behaviour is a steady 20%.

marketing



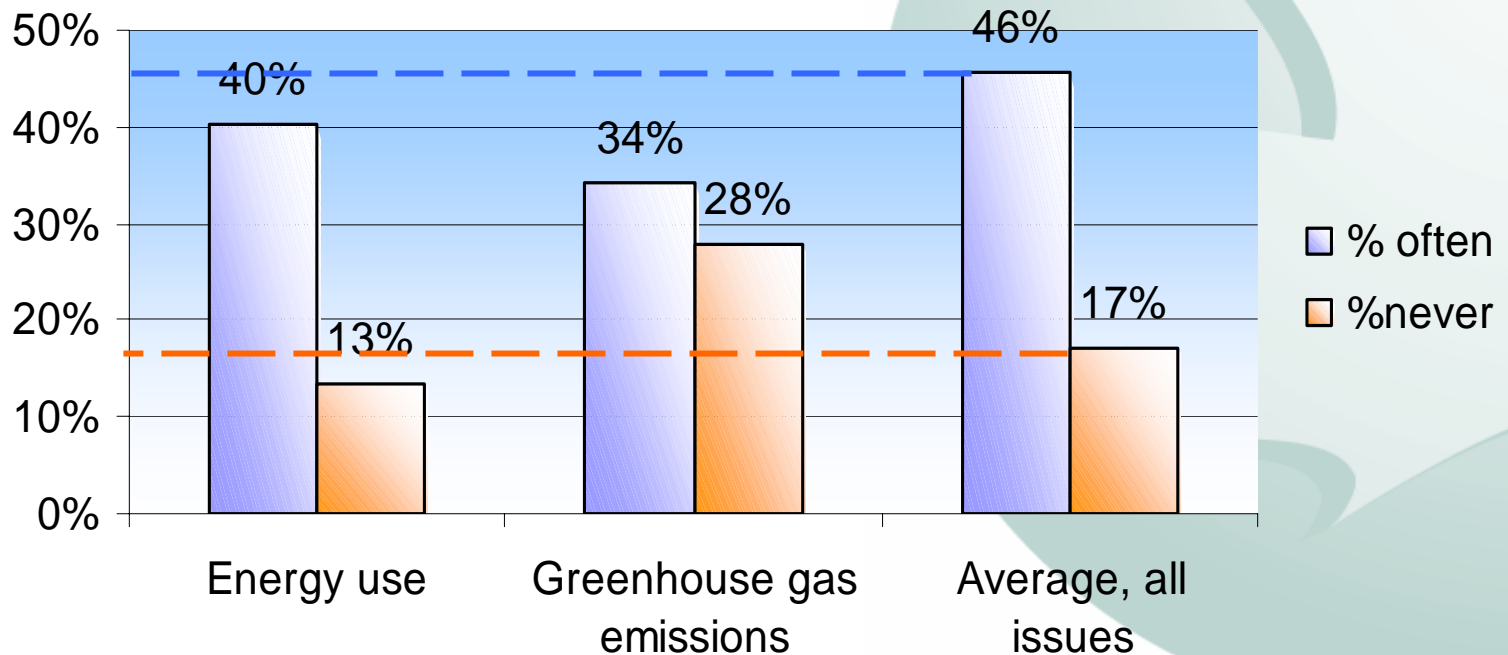
hotbuttons ...

I often consider this specific issue ...



not-hot buttons ...

Climate Change Related Issues



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Our insulation may not be at the top of your concerns, but your family is at the top of ours.

Johns Manville Formaldehyde-free fiber glass insulation. If you don't spend much time thinking about insulation, don't worry. We think about it enough for everyone - and how we can make indoor air quality better. Because your family's well-being is important to us, we created the only full line of fiber glass insulation that passes the toughest indoor air quality test with no detection of pollutants. And, all of our naturally white fiber glass products contain 50% recycled bottle glass. Since we've been an industry leader for over 145 years, you can put your trust in us, and our products. For more information, call us at 1-800-661-9553 or log onto www.JM.com.

EasyFit: Vertically perforated JM fiber glass insulation means less cutting for a quicker and easier install.



It's Comforting to Know We're There.

CIRCLE READER #39

WIND ENERGY

air we can breathe



it's my future



ABUNDANT

As long as earth rotates around the sun, the wind will blow. We can continue to pollute the air we breathe or we can do our part to return it to its natural state.

CLEAN

We can clean the air we breathe. Today, electricity generation produces about 24% of Ontario's smog pollutants. Selectwind is pure wind energy that replaces electricity that would otherwise be generated using coal or fossil fuels.

AFFORDABLE

For only \$6.53 per month, you can replace 10% of the electricity you use with Selectwind— pure wind energy. Your purchase covers the cost of generating wind energy, and ensures that more wind turbines will be built.

With a little advice and a few home improvements Selectpower can help you save up to 30% on your energy bills. Invest part of those savings in Selectwind to reduce pollution two ways, first by using less electricity, and then by converting part of it to wind energy.

The cost of poor air quality and smog pollution do not appear on our hydro bills. Consider the true value of clean air and a greener community. Become a Guelph Wind Energy Partner with Selectwind.



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- Suddenly electricity isn't just electricity - at least four possible commodities
- Markets for the 'green' proposition are large and growing
- Being 'green' ain't nearly enough