

Technical Meeting on Approaches to Estimating Environmental Benefits of Renewable Energy

Consumer Demand

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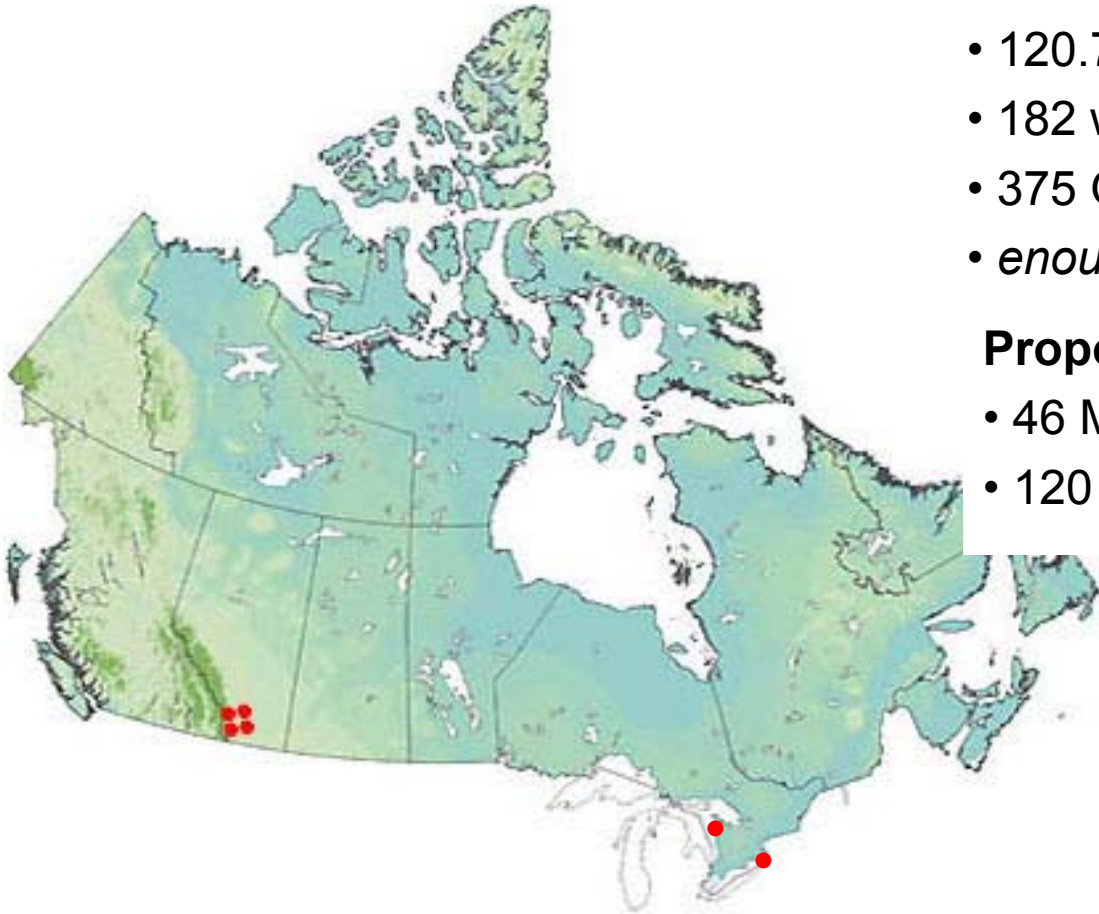


Background

- Builds, owns and operates wind power plants
- Independent Subsidiary of TransAlta, Canada's largest unregulated independent power provider
- Major Activities
 - ◆ Exploration – wind prospecting
 - ◆ Development
 - ◆ Production & Operation
 - ◆ Product Marketing
- Major Products
 - ◆ Green Energy®
 - ◆ Green Energy® Tags



Background Cont'd



Current Wind Facilities

- 120.7 MW
- 182 wind turbines
- 375 GWh annually
- *enough for nearly 20,000 homes*

Proposed Wind Facilities

- 46 MW – Ontario
- 120 MW - Alberta



Wind Power

- Positive environmental impact
- Positive economic impact
- Incremental supply growth
- Competitive pricing
- Icon for sustainable development



Through Green Power Marketing



Green Power Marketing

- Green Pricing
 - Optional utility programs
 - Offers customers the options to support Green electricity investment
 - Premium on electricity bill pays for additional costs related to renewable energy
- Green Power Marketing
 - Competitive offer in deregulated market
- Green Tags
 - TRCs, TRECs, etc
 - Separation of energy and the green attributes
 - Generation and sale do not need to be within the same transmission grid



Customer Motivations

- Residential
 - ◆ Future Generations
 - ◆ Right thing to do
 - ◆ Tangible benefits
- Commercial
 - ◆ Environmental sensitivity
 - ◆ Corporate Stewardship
 - ◆ Regulatory/Voluntary requirements
 - ◆ Employee morale
 - ◆ Enhance public image
 - ◆ Marketing Benefits



Program Design

- Renewable Energy Supply
- Education
- Promotion
- Recognition
- Tangibility



Product Development

- Residential
 - ◆ Difficulty determining tangible benefits
 - ◆ The power doesn't come to my home, how do I know I am making a difference

Tangibility through

- ◆ Home signage
- ◆ Newsletter
- ◆ Partner discounts
- ◆ Facts and Figures



Product Development

- Commercial
 - ◆ Green Power advocates need to show cost/benefit for purchasing green power
- Tangibility through
 - ◆ Emission Reductions
 - ◆ EcoLogo Certification
 - ◆ Marketing partnerships
 - ◆ Signage
 - ◆ Promotion
 - ◆ Public Relations



Summary

- Green Power Marketing results in increased renewable energy development
- Program design and promotion is crucial to success
- Product development and tangibility including emission reductions are what the customer is purchasing
- Policy support for calculation methodologies will assist with market development





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