

Introducing EarthEra™

Accelerating America's Move to Clean Energy

A Critical Moment in History

Today, America faces a triple set of challenges with few clear solutions:

- » A warming planet
- » An economy in recession
- » A dependence on foreign energy supply

All three areas of concern directly relate to the fossil fuels we use to power our lives. Although renewable energy is a clean and proven solution, America only gets 2% of its electricity from wind and solar generation.

Joining with the nation's largest producer of wind and solar power

While some wait for others to move us toward clean domestic sources of energy, there are many forward-thinking corporations, consumers, colleges and local governments who are willing to take action now.

EarthEra is backed by NextEra Energy Resources, North America's largest producer of renewable energy

- » No. 1 in wind and solar
- » Owns and operates the largest solar facility in the world
- » Over 20 years developing renewable energy projects



Working Together

1. Businesses and organizations reduce carbon emissions by purchasing EarthEra Renewable Energy and Carbon Offset products
 2. Consumers join EarthEra directly
 3. Brand partners host EarthEra consumer offers at retail
- 100% of the revenue from all channels go to the EarthEra Renewable Energy Trust to build more wind and solar power!**

Participating is Easy and the Benefits are Real

When organizations and consumers purchase EarthEra renewable energy and carbon offset products to reduce their carbon footprint, the program automatically directs all revenue to the EarthEra Renewable Energy Trust. The Trust uses every penny received to build new renewable energy facilities across the nation.

- » Participants enjoy two important benefits: reducing their carbon impacts and directly supporting wind and solar development.

- » No other products or programs in the environmental marketplace guarantee a 100% connection to the construction of new renewable energy facilities
- » EarthEra gives participants, large or small, the opportunity to join America's leading renewable energy company to accelerate the nation's move to clean energy



EarthEra: A triple set of solutions for America's triple set of challenges

- » A warming planet: accelerating wind and solar power will help fight climate change
- » An economy in recession: accelerating wind and solar power will create green-tech jobs
- » A dependence on foreign fuels: wind and solar is an abundant domestic energy source



What are renewable energy and carbon offset products?

Renewable energy certificates (RECs) and carbon offset credits are the accepted way for companies, organizations and individuals to support renewable energy generation and balance environmental impacts. After energy conservation and efficiency methods have been employed, organizations use renewable energy and offset products to achieve carbon neutrality. EarthEra multiplies the effect of these purchases by using every penny of revenue to build more wind and solar in America.

Praise from EarthEra Participants

“Office Depot is proud to be a founding participant in The EarthEra Renewable Energy Trust. We want to actively support innovations, such as the EarthEra Program, that drive the transition to a low carbon economy, and our purchase of EarthEra Renewable Energy Trust Certificates helps us do that.”

Yalmaz Siddiqui, Director of Environmental Strategy, [Office Depot](#)

“As an outdoor retailer, we work to balance the energy needs of our stores with our commitment to the environment. To accomplish this, REI is focused on reducing energy use and generating renewable power in our facilities wherever possible. Participating in the EarthEra Renewable Energy Trust allows us to expand upon these efforts by investing in clean, renewable power that will support a healthier environment for everyone to enjoy.”

Sharon Im-Lee, Energy Manager, [REI](#)

Praise from Important Environmental and Industry Organizations

“Consumers across the U.S. are crying out for clean energy solutions, with annual growth in voluntary green power sales rapidly increasing. Giving consumers the power to choose helps demonstrate that demand and build momentum for more wind and renewables as part of our electricity mix.”

Denise Bode, CEO, American Wind Energy Association [[AWEA](#)]

“While there is no substitute for federal action on climate change, programs like EarthEra are important in providing a diverse group of parties the opportunity to join together to make a difference. As a leader in the renewable energy market, NextEra Energy Resources is showing how we can grow our economy and fight global warming.”

Nathanael Greene, Director of Renewabl Energy Policy, Natural Resources Defense Council [[NRDC](#)]

“By giving consumers a simple way that collectively they work together to create more renewable energy in America, NextEra Energy Resources has taken a positive step forward in the fight against climate change. Solar Energy Industries Association commends NextEra Energy Resources for creating EarthEra, a distinguishable renewable energy program that is simple and transparent and will have a direct impact on building a future with more domestic solar energy.”

Solar Energy Industries Association [[SEIA](#)]



EarthEra provides a powerful new way for concerned Americans to help change our energy future