

# Green Mountain Energy Company



## *RECs & Carbon*

*A Green Marketers Perspective*



# *Green Mountain Energy*

- ▶ **Austin, Tx Headquarters**
- ▶ **10+ Years in Renewable Energy**
- ▶ **Texas Green Retail Electric Provider**
- ▶ **OR, NJ, NY-Green Power Programs**
- ▶ **BeGreen Carbon Solutions**



## *Benefits of Green Power*

- ▶ **Environmental Benefits**
- ▶ **Energy Independence**
- ▶ **“Green Collar” Economics**
- ▶ **Potential Hedge Against Fossil Fuel Price Volatility**



## *The Right Tool for the Job*

- ▶ **RECs= MWh's**
- ▶ **Carbon Offsets = Tons of CO<sub>2</sub>e**
- ▶ **Green-E RECs Contain CO<sub>2</sub>**
- ▶ **RECs Can Offset Indirect Emissions**
- ▶ **Carbon Offsets for Direct Emissions**



## *Trends*

- ▶ **Carbon Offsets Gaining Traction in Commercial Deals**
- ▶ **Increasing Level of Sophistication Amongst Buyers**
- ▶ **REC Market Share as Offsets Decreased 13% in 2007\***
- ▶ **Small % of Carbon Offsets Towards Electricity\***

\*State of Voluntary Carbon Markets 2008



## *Long Term Perspective*

- ▶ **Voluntary RECs and Carbon Both Need CO2 Claims**
- ▶ **Bullish on Voluntary Markets- Post Recession**
- ▶ **Not All Renewable Projects Qualify for Both RECs and Certified Offsets**
- ▶ **Cap & Trade and Voluntary Markets Not Mutually Exclusive**



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