



Smart Energy

Renewable Energy Markets Conference
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NW Natural[®]
We grew up here.

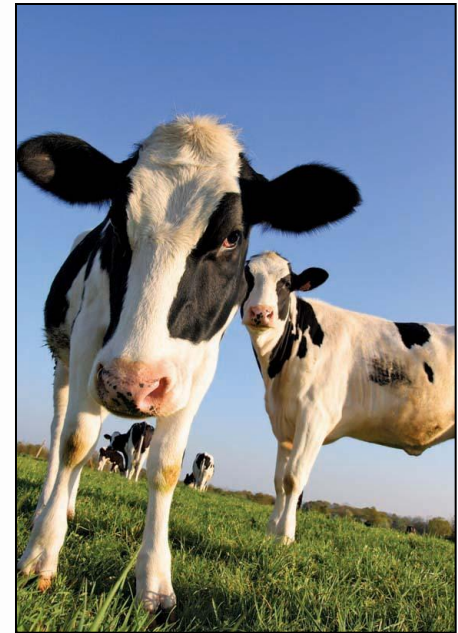
What Is Smart Energy

- Voluntary Carbon Offset Program
- First Gas LDC in Nation
- Renewable Biogas
- Customer Options



Motivation

- Environmental Stewardship
- Energy Efficiency
- Customers want it
- Laying the Groundwork

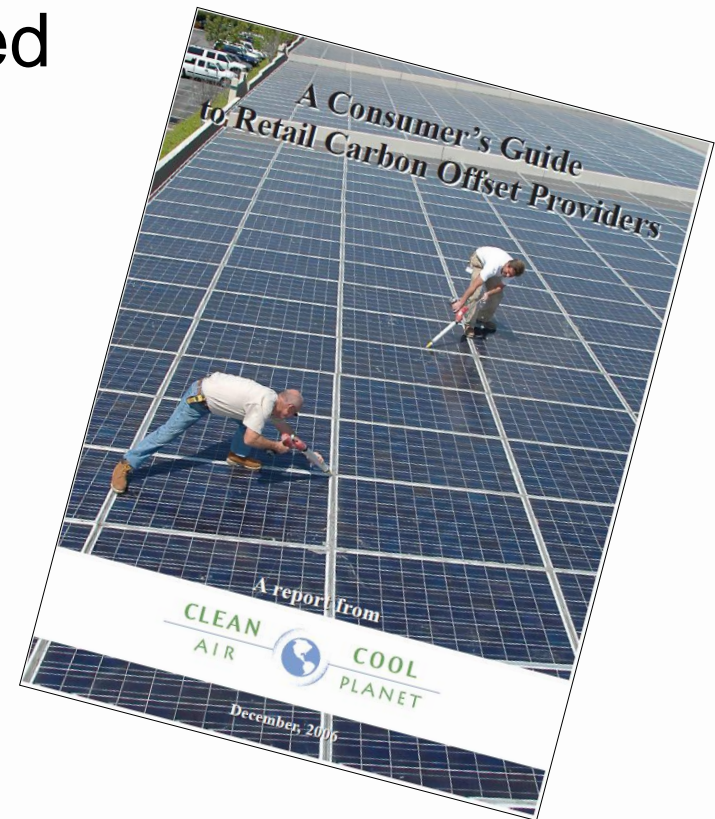


Offset Supply

- Internationally recognized
- Credibility
- Transparency
- Expertise



The Climate Trust
Solutions for a low carbon future





Anaerobic Digestion?

- High Quality
- Renewable Gas
- Environmental Benefits





Smart Energy Projects

Threemile Canyon Farms
Boardman, Oregon



Photo taken during construction - 2009

Whitesides Dairy
Rupert Idaho

Farm Power
Mt. Vernon, WA



Lochmead Dairy
Junction City, Oregon

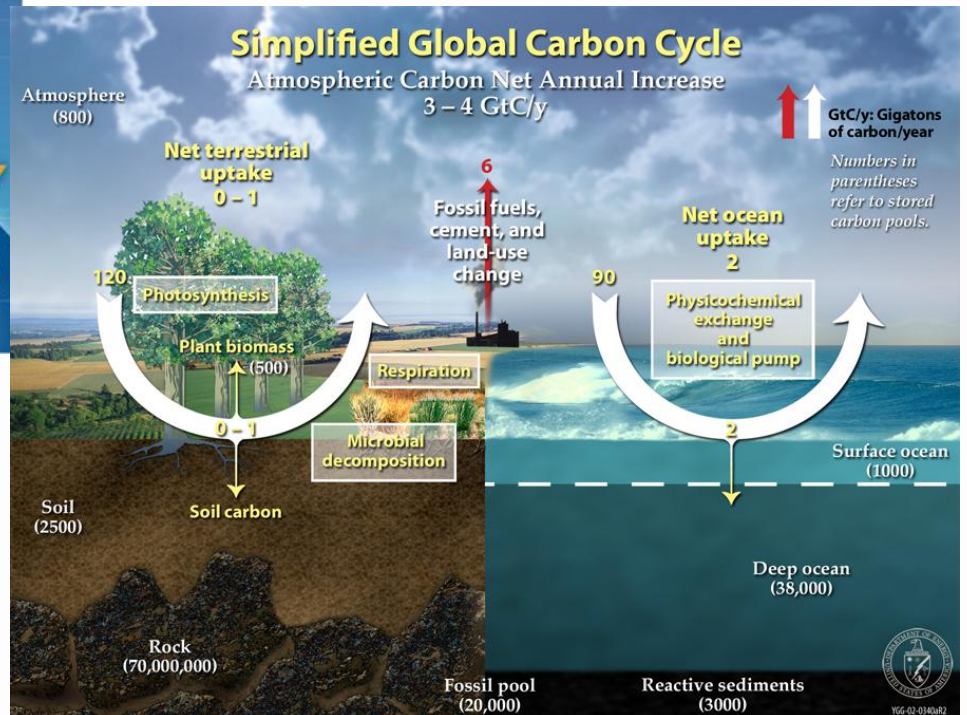
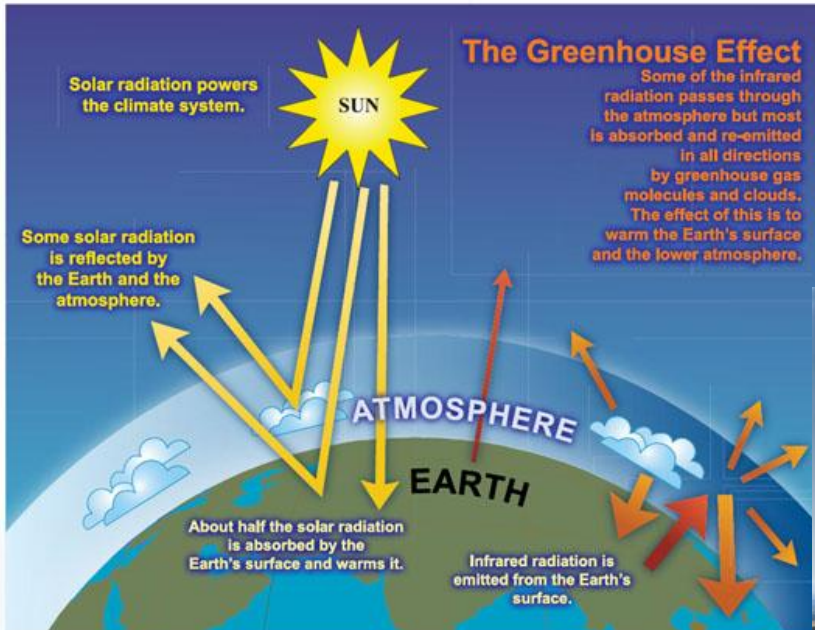


Green Power = easy communication





Try simplifying this!





Getting the Word Out

- Integrated Plan
- Leverage Existing Channels
- Partnering With Customers



Introducing Smart Energy

Hold your breath. A typical cow produces 120 pounds of waste each day. Not very pleasant to smell, but even worse for the environment. Manure produces methane, which is a powerful greenhouse gas. The good news is that gases emitted from cow waste can be captured and used as a renewable energy source. That's where Smart Energy comes in. NW Natural has partnered with The Climate Trust to offer a voluntary





Lessons Learned

What Worked Well

- Integrated Marketing
- The Climate Trust
- Securing Projects

Lessons Learned

The Challenges

- Complex Message
- Controversy – Offsets, Climate Change
- Regulation



Thank You

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