



# nc Green Power

The power to choose. The power to change.

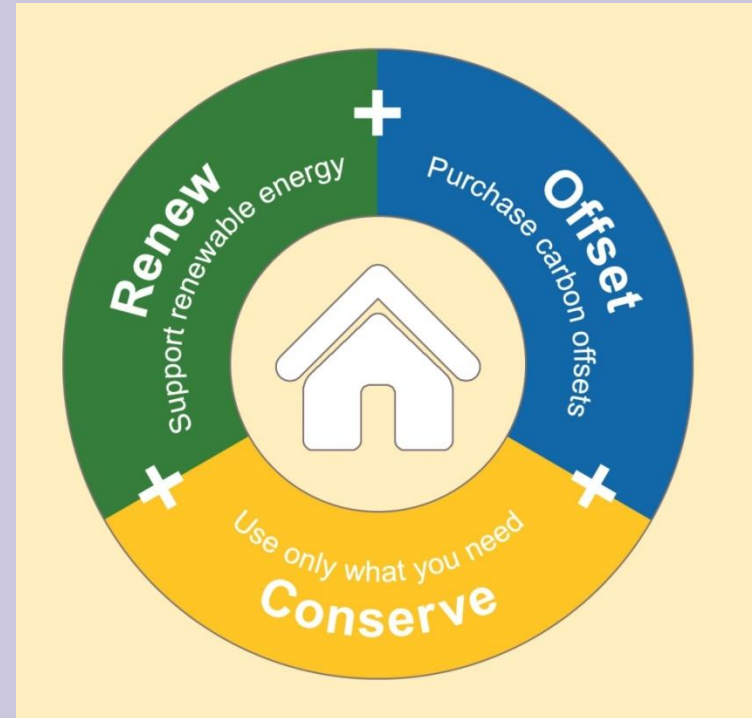
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# Cleaner Energy For North Carolina



# NC GreenPower

- Landmark program
- First of its kind in the nation (only one other multi-utility program in U.S.)
- 3 IOUs, most of the Electric Coops, many Municipalities
- Voluntary, state-wide
- Tax-deductible contribution
- Support Renewable Energy generators located in North Carolina
- Support projects that mitigate or sequester greenhouse gases regionally

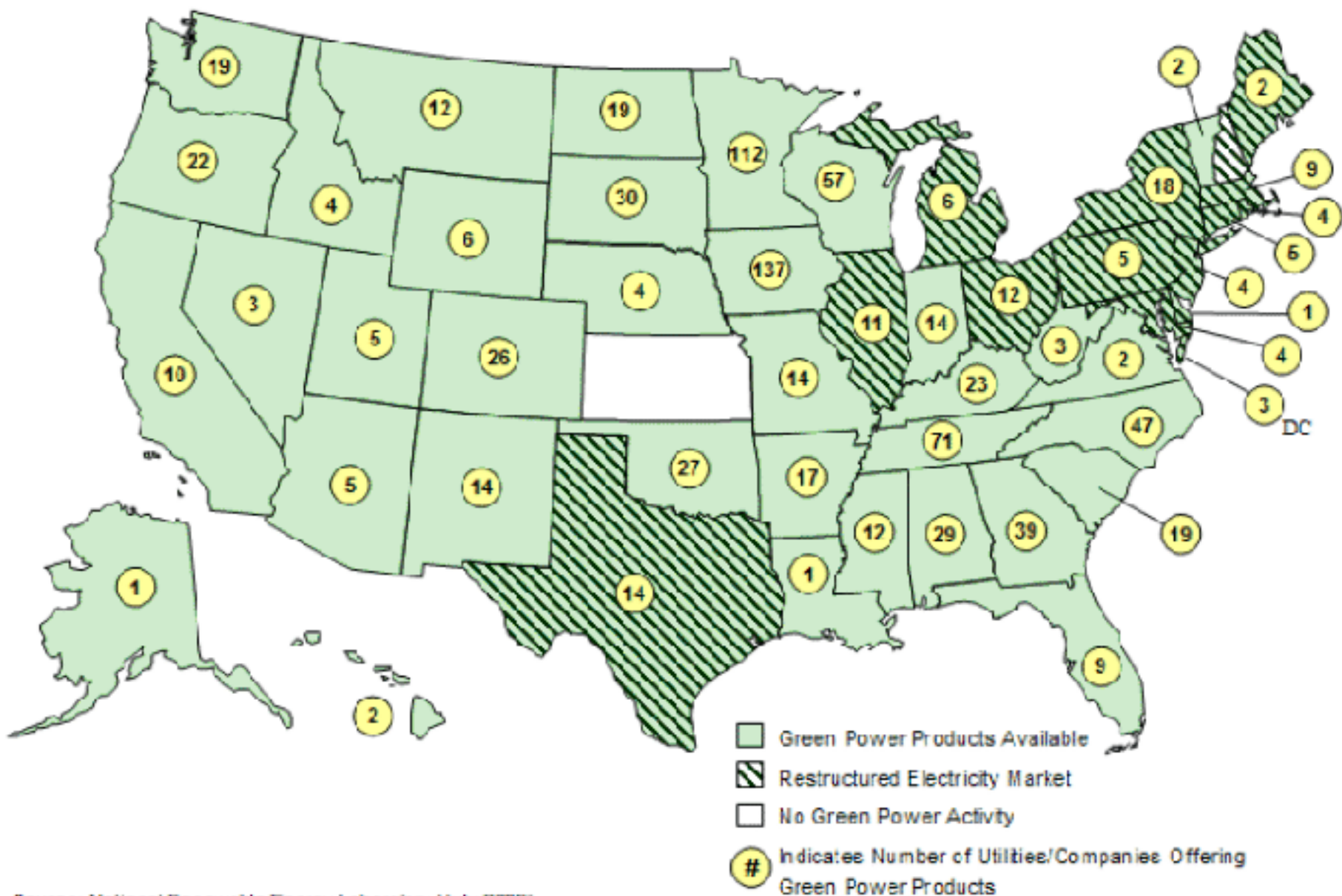


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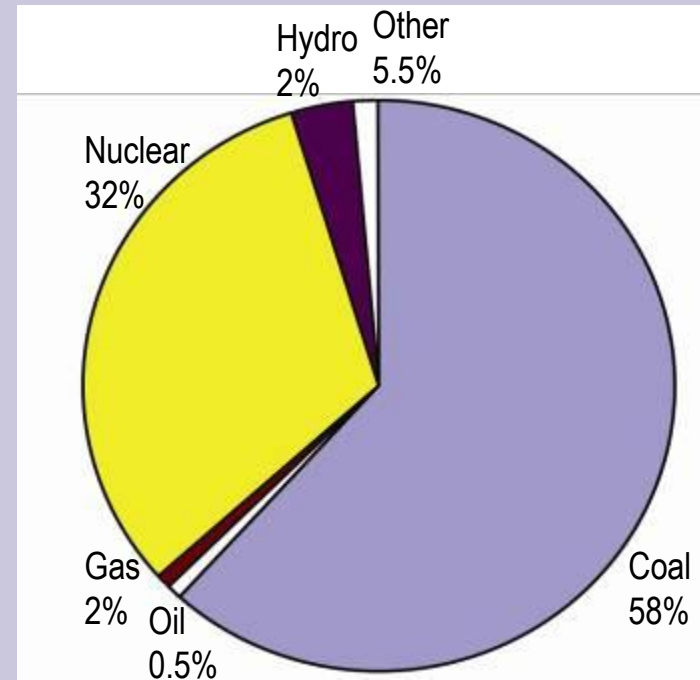
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# States with Green Power Programs



## Sources of NC Electricity Today

- Fossil Fuels
  - Coal (58%)
  - Oil (0.5%)
  - Natural Gas (2%)
- Nuclear (32%)
- Hydroelectric Dams (2%)
- Other (5.5%)



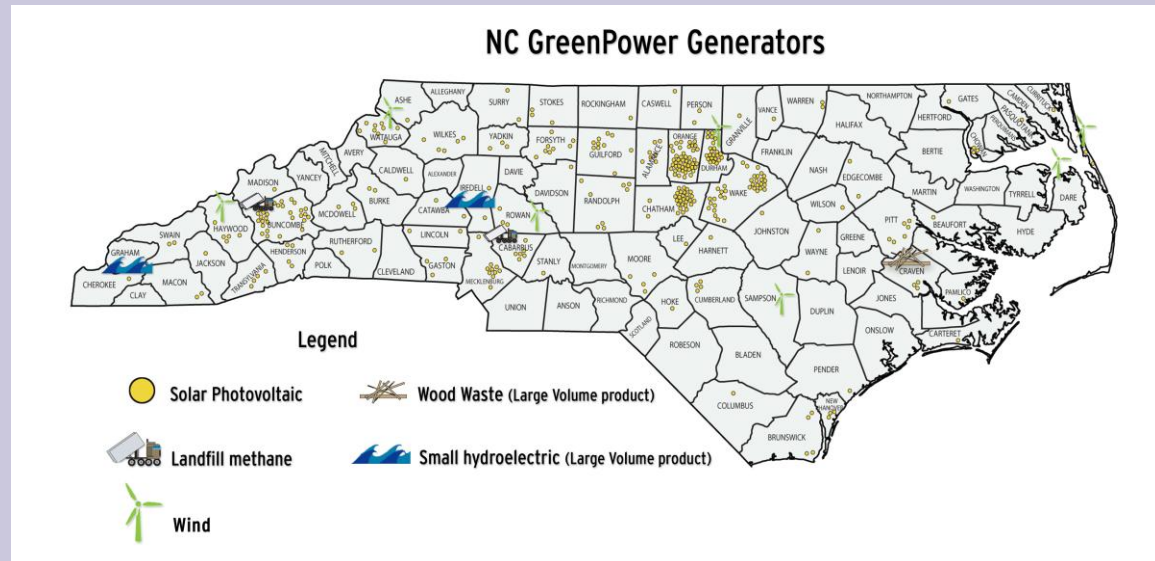
## What Is Renewable Energy?

- Energy generated from natural sources that are constantly replenished
- Cleaner to produce and use than traditional fuels
- Sources for power exist everywhere and are easily accessible
- Abundant sources mean abundant energy supplies for years to come!



## Current Status - Generators

- Current generators:
  - 255 Small PV
  - 7 Large solar PV
  - 7 Small wind
  - 2 Landfill methane gas
  - 1 Biomass
  - 2 Small hydro



# NC GreenPower Carbon Offsets

- Available beginning in October 2008
- Support projects which mitigate greenhouse gases
- Reduces CO<sub>2</sub> and CO<sub>2</sub> equivalents
- Preference for NC based projects, may also include regional
- Must meet 9 quality criteria tests (developed by EDF)



**Methane Collection  
and Combustion**  
from farm animals, landfills  
or other industrial waste



**Tree Planting**  
Reforestation and avoiding  
deforestation

# Why tourism businesses buy green power and carbon offsets?



- Product differentiation and good PR
  - One-Third of travelers are influenced by travel suppliers' environmental responsibility (U.S. Travel Association)
- Sponsorship recognition
- Bolster your sustainable branding
  - 48% Of travelers find it necessary to support environmentally-friendly travel, even in a downturn (U.S. Travel Association)
- Renewable Energy meets “Buy Local”
- Improve NC’s environment
- Support’s NC’s economic development

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