



**BONNEVILLE  
ENVIRONMENTAL  
FOUNDATION**

**5**

**Reasons why BEF  
Renewable Energy  
Certificates are the  
Right Choice**






## IN SUPPORT OF RECS

BEF knows that choosing the right sustainable business strategies is a daunting task. It takes time to evaluate green energy programs and understand the tradeoffs associated with each option. And there's pressure on you to make sure your decision balances environmental responsibility with profitability.

But all that can pale in comparison to the difficulty of explaining your choice to others in a way that's easy for them to understand, and more importantly, support.

## THAT'S WHERE BEF COMES IN

We've created this quick reference guide with five easy talking points to help you explain your decision. So when someone asks why BEF Renewable Energy Certificates are the right choice for your business, the answer will be as easy as 1, 2, 3... 4 and 5.



**REASON**

**1**

## **BEF RECs address climate change at its source**

Carbon emissions from burning fossil fuels are the root cause of climate change. And BEF RECs work to combat this problem at the source, by decreasing our use of and dependence on fossil fuels. RECs represent renewable energy that's been delivered directly into the power grid. This renewable energy reduces the output needed from existing fossil fuel burning power plants. As demand for energy increases, renewable energy allows us to keep up with energy demand without the need to build or expand more fossil fuel power plants.

### **TO PUT IT ANOTHER WAY:**

**MORE RENEWABLE ENERGY**

**=**

**FEWER BURNED FOSSIL FUELS**

**=**

**REDUCED CARBON EMISSIONS**

**PRETTY CLEAR, RIGHT?**

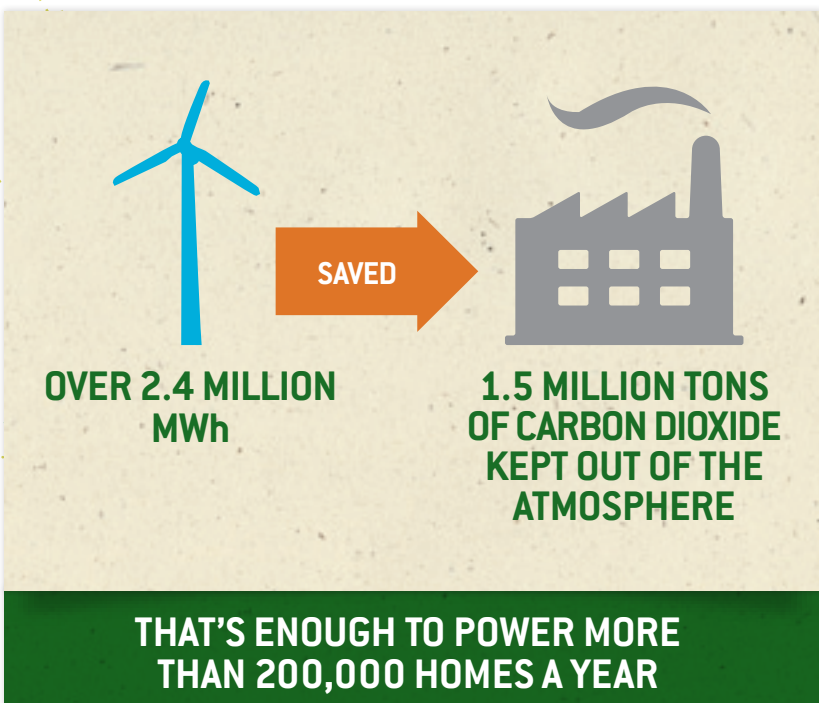
REASON

2

## BEF RECs are making a measurable difference

**Let's talk numbers.** Because electricity producers are connected to the power grid and measured with a very accurate electric meter, we know exactly how much renewable energy BEF RECs have contributed to the grid.

Thanks to the actions of customers like you, we've kept more than 1.5 million tons of carbon dioxide out of the atmosphere and created enough clean energy to power more than 200,000 households a year.<sup>1</sup>



<sup>1</sup>through 3/31/2009

REASON

3

## BEF RECs fund renewable energy projects that would not have been built

Without customers like you, none of the wind farms, solar arrays, or other renewable energy projects that BEF supports would have been built. The reason is simple: since it's more expensive to build these projects, they're harder to finance. If a wind developer wasn't able to count on the sale of RECs, they wouldn't be able to convince investors to provide funding.

Your purchase is making a real difference in helping go beyond business as usual by activating new renewable energy projects that wouldn't have come about without your contribution.



*Photo courtesy of Vision Quest*

REASON

4

## BEF RECs are certified by experts

It's important to be confident in the renewable energy solution you choose. To that end, Green-e Energy, the nation's leading, independent certification program for renewable energy, has certified BEF RECs as an effective method to reduce greenhouse gas emissions. Additionally, Green-e conducts a comprehensive annual review of BEF's RECs, offsets and marketing materials to ensure your renewable energy dollars are being used as intended.

BEF is the only REC supplier that requires the renewable energy projects that produce its RECs to undergo an additional third party environmental review process. This process uses criteria endorsed by three independent environmental organizations, including the Natural Resources Defense Council, and ensures that BEF never supports a project that might do more harm than good.



**INDEPENDENT  
ENVIRONMENTAL  
REVIEW**

**UNPARALLELED REVIEW PROCESS**

# REASON 5

## BEF RECs go further

For some, it might be enough to know that BEF RECs are helping to fund renewable energy projects. But others will be pleased to know that with each purchase, you're helping to fund additional environmental programs. How? It all comes down to BEF's unique business model.

Because we're a 501(c)(3) nonprofit, our net revenues are reinvested in environmental programs dedicated to the promotion, financing and development of new sources of renewable energy, renewable energy education programs and watershed restoration projects. In short, BEF's RECs take your environmental dollars further.



*Ola Elementary, Ola Idaho, with their BEF and Idaho Power Solar 4R Schools solar array.*

## AND REMEMBER

A REC is simply a vehicle for supporting renewable energy. What's most important is that BEF puts your renewable energy dollars to work in the most meaningful and efficient way.

At BEF, we strive to not only deliver the highest quality environmental solutions, but also the highest quality service and support. We know it isn't easy to explain the ins and outs of Renewable Energy Certificates. Hopefully, the five reasons we've just covered will help you easily and effectively explain why you decided to purchase BEF RECs.

If you have any questions about this guide or would like to arrange for a customized Renewable Energy 101 presentation, please contact us at:

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**[www.b-e-f.org](http://www.b-e-f.org)**

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