

Zephyr Energy

Home Grown Power for the Central States Region



A BEF Green Tag Product



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FOUNDATION



Bonneville Environmental Foundation

We Have a Dual Mission: Renewable Energy and Watershed Restoration

“Bonneville Environmental Foundation is a charitable and non-profit public benefit corporation dedicated to encouraging and funding activities and projects that lead to greater reliance on clean, environmentally preferred renewable power and to healthy, sustainable fish and wildlife habitat.”

-Mission Statement



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We're A Different Kind of Foundation...

The Self Sustaining Kind



Renewable Energy Projects
(Wind, Solar, Biomass, and etc.)



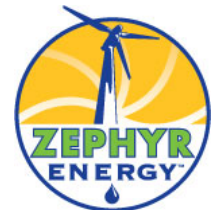
Solar 4R Schools
(Community Solar Education Projects)



Model Watershed Program
(Long-Term Watershed Restoration)



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Business and Community Challenge

- Electricity generation is the single largest source of industrial pollution in the U.S.
- Over 90 percent of our electricity comes from fossil fuels and nuclear energy
- High energy prices and price volatility are hurting the U.S. economy and international relationships
- Coal-fired production causes health problems and global warming

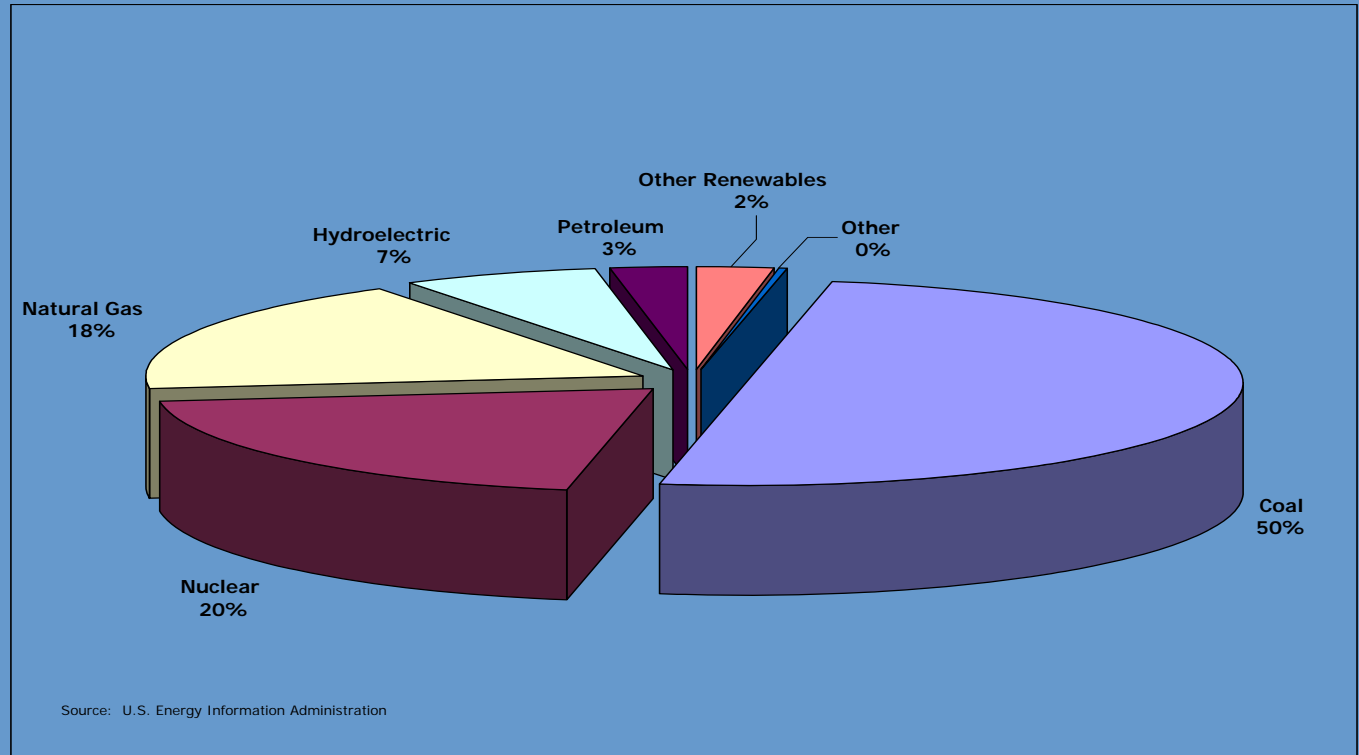


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U.S. Electricity Supply

More than half of U.S. electricity comes from mining and burning coal*



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The Role of Print

- Co-speakers to address the impacts of paper and printing...
- Online or print... we are still consuming significant quantities of electricity.
- “The primary environmental impacts from printing and imaging equipment over their lifecycle comes from energy use and the associated consumables.” EPA Federal Electronics Challenge



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Why should we solve it?

Who is it for?



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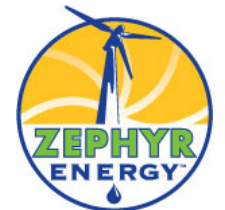
What are the Solutions?

- Energy Efficiency

- Technological innovation
- Opportunities to save 70% – 90%

- Renewable Energy

- Wind, hydro and solar work
- Anyone or any business can use it via Green Tags or RECs



What's a Green Tag, and how does it promote the growth of renewable energy?

Also called Renewable Energy Credits or RECs, Green Tags allow electricity customers to support clean, renewable energy independent of their local utility company or the utility grid.

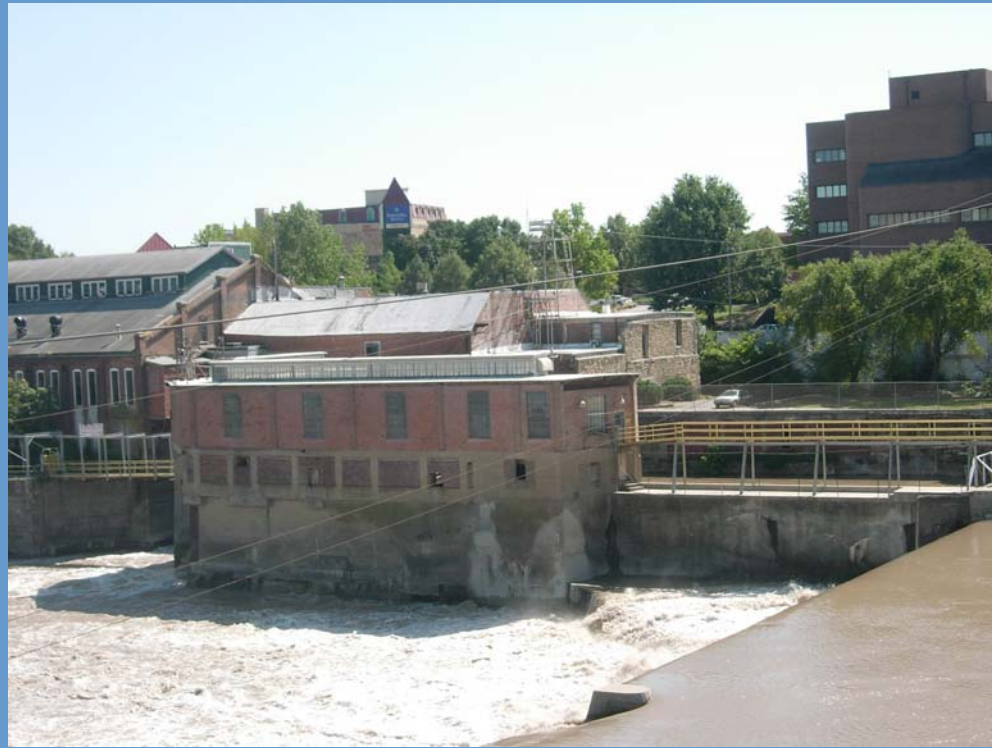


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Bowersock's Story

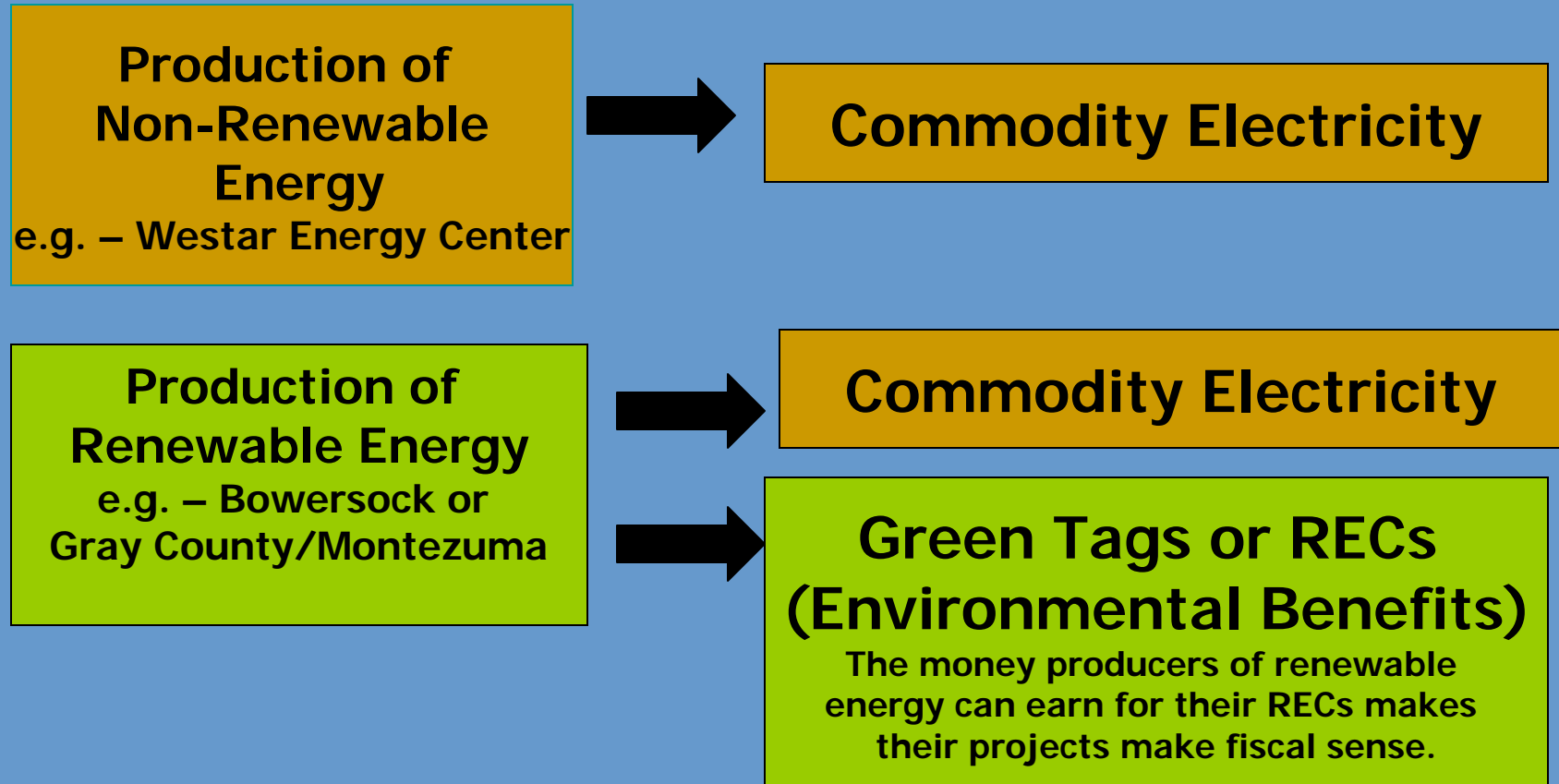
Our experience as an illustration of the value of RECs.



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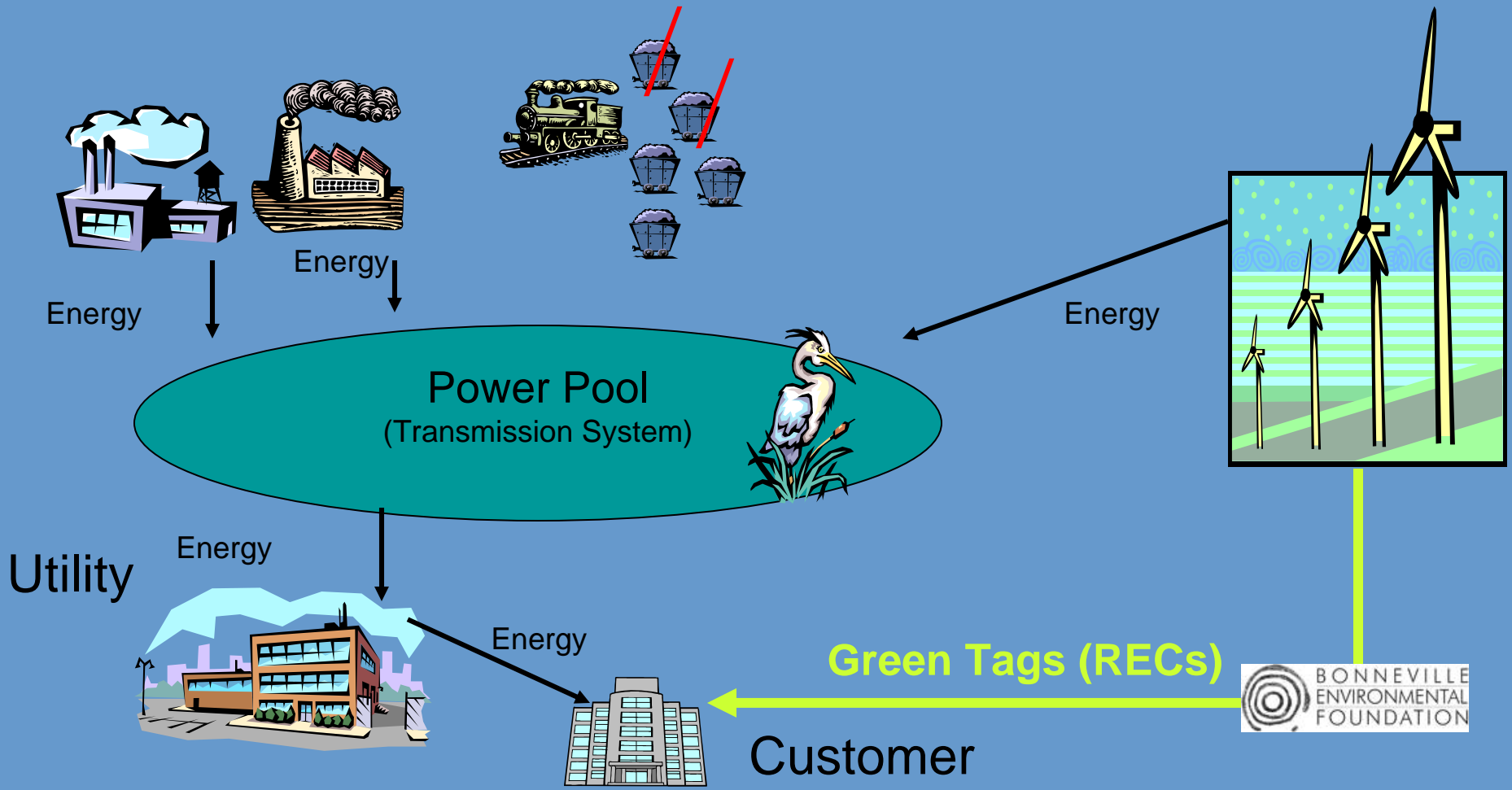
Green Tags or RECs: A Visual Perspective



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Green Power Displaces Brown Power



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Zephyr Energy

- *Zephyr Energy* is a Bonneville Environmental Foundation (BEF) Green Tag product composed of 50% low-impact hydropower and 50% wind power. The hydropower is generated in Lawrence, Kansas. BEF is making a concerted effort to source *Zephyr Energy* wind tags from the central states region.



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Developing Regional Resources

BEF is making a concerted effort to source *Zephyr Energy* wind tags from the central states region.

- Kansas - 3rd in the nation in terms of wind resource
- Missouri – Northwest quadrant resource
- Iowa – loaded
- Nebraska & Oklahoma – excellent potential



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Why Zephyr Energy?

- *Zephyr Energy* is a regionally-based product
 - Buying *Zephyr Energy* supports environmentally-sound Midwestern energy production
- The Bonneville Environmental Foundation is non-profit
 - Net revenues from the Green Tags program are reinvested in the communities that commit to supporting green power



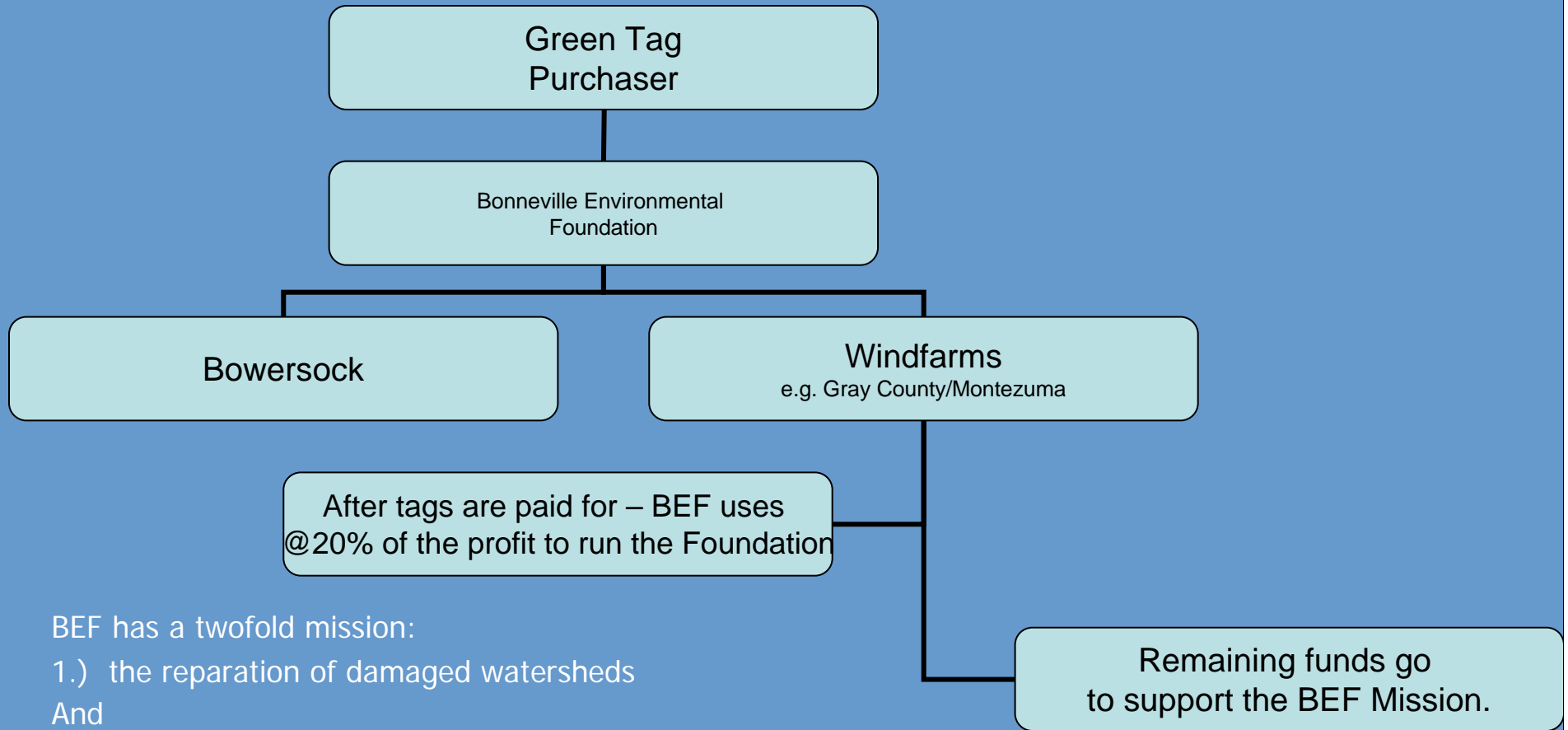
Southwest Junior High School

Solar 4R Schools Project

1st Zephyr Reinvestment Project, Lawrence, Kansas



Where does the money for Zephyr go?



BEF has a twofold mission:

1.) the reparation of damaged watersheds

And

2.) the establishment of new renewable energy generation



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The Solution - a Win for the Midwest

Greening businesses with *Zephyr Energy* encourages renewable energy development – ultimately benefiting Midwestern communities.

- **The Economy:** Buying Green Tags increases the demand for renewable, non-polluting energy. Green Tags improve the economic feasibility of renewable energy projects, because power producers earn revenues from the sale of their Green Tags as well as their power.
- **The People:** Reducing particulate matter from the burning of fossil fuels reduces asthma, heart attacks, strokes, and the negative health impacts of mercury. Improving our health saves lives and money.
- **The Environment:** Most traditional power generation relies on burning fossil fuel. Every time we replace existing power with environmentally-preferred hydro, wind, solar or another renewable resource, the electricity pool becomes a little greener and that benefits everyone.

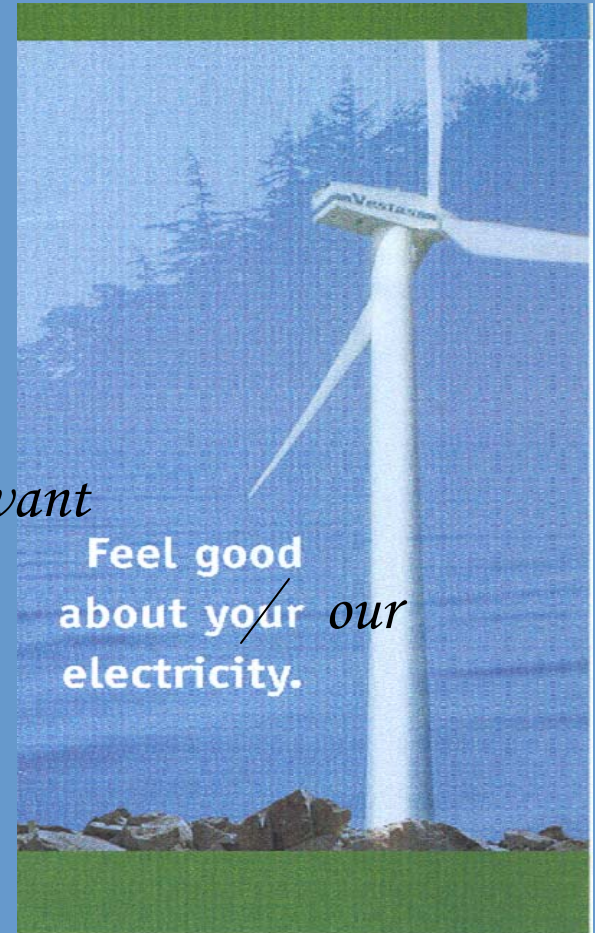


Thanks!

For More Information,
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*We want
to... Feel good
about your / our
electricity.*



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