

FINDING THE **ENERGY** TO GO ON

Making the switch to clean, renewable power isn't complicated. Really. And the EPA's Green Power Partnership is helping companies and organizations overcome that misconception

IN PARTNERSHIP WITH



You'd expect a company like Whole Foods, with its warm, fuzzy image, to be a large green-power purchaser, as ranked by the Environmental Protection Agency (EPA). And you'd be right: The EPA's Green Power Partnership National Top 50 ranks Whole Foods third behind Kohl's, the department store chain with nearly 1,100 locations in 49 states. Impressively, Kohl's fills all of its annual energy requirements—more than 1.4 billion kilowatt-hours (kWh)—from renewable sources. Intel, a green power-house, buys more than 2.5 billion kWh to top the list (epa.gov/greenpower/toplists).

The EPA's National Top 50 features some surprises, too, such as Drexel University, in Philadelphia, and the Port of Portland, Ore. All told, the top 50 annually purchase more than 13.5 billion kWh of green power sourced from solar, wind, geothermal, biomass and low-impact hydropower. That's equivalent to avoiding carbon dioxide emissions from traditional electricity production for nearly 1.2 million average American homes.

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AND YOU THOUGHT YOU ONLY **SAVED** AT THE REGISTER

IN OUR PRODUCTS: Our 2010 sales of ENERGY STAR® qualified products saved our customers over 120 million dollars off their energy bills (and avoided 1.7 billion pounds of carbon emissions)¹

IN OUR STORES: In 2010, we joined the EPA Green Power Partnership and through our renewable energy purchasing, we avoided 85,365 metric tons of CO₂ emissions, the equivalent of removing 16,738 cars from the road for a year.

IN YOUR HOME: We have partnered with the EPA in their RAD (Responsible Appliance Disposal) Program and set an enterprise goal of recycling one billion pounds of customer electronics and appliances.

IN OUR COMMUNITIES: Having achieved our first EPA Climate Leaders carbon reduction goal in 2009, we set a new long-term goal in 2010 to reduce our CO₂ emissions in the U.S. 20% by 2020.

PROUD TO BE A PART OF



¹ Savings based on 2010 Best Buy® sales and the difference in the U.S. Environmental Protection Agency's ENERGY STAR® Program data regarding annual unit energy consumption between non-ENERGY STAR® qualified products and ENERGY STAR® qualified products. Electricity rate is \$0.1068/kWh. Emissions factors are 1.54 pounds CO₂/kWh, 117 pounds CO₂/MBtu, and 11,525 pounds CO₂/car/year.

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Best Buy, the consumer electronics retail chain with nearly 1,100 stores nationwide, is among the upper echelon of green-power procurers thanks to an aggressive initiative. "For the past three years, as we've built new stores, relocated a property or renegotiated a lease, we've ensured that at least 50 percent of our energy usage is sustainable," says Hugh Cherne, senior manager of the environmental sustainability team at Best Buy Corp. The net result of these actions is nearly 119 million kWh sourced from wind and biogas in the form of renewable energy certificates (RECs), or 10.5 percent of Best Buy's 2010 energy consumption in its U.S. stores.

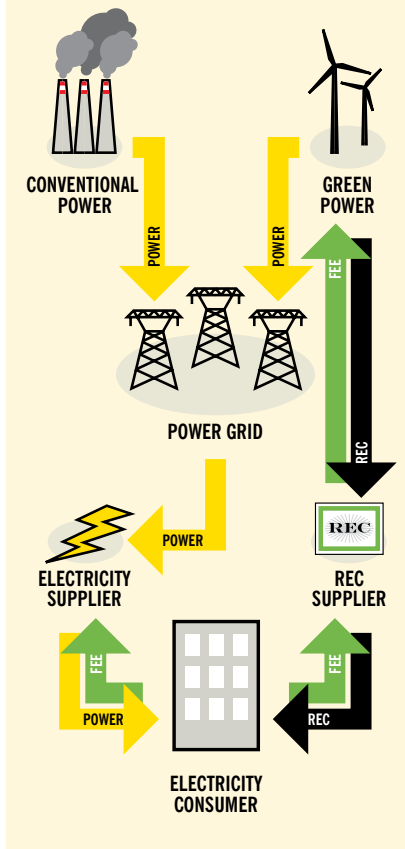
When you're as vast an enterprise as Best Buy, progress moves incrementally—you can't turn an aircraft carrier on a dime. Still, Best Buy is achieving its goals with admirable speed. To effectively implement its policy, Best Buy partnered with the EPA and set a goal of an 8 percent carbon footprint reduction by 2012. Exceeding expectations, the goal was achieved in 2009. A reduction absolute target of 20 percent by 2020 is now in place. Best Buy's methods include improving store design (i.e., installing skylights), tightening operational controls, reducing plug loads, installing more efficient lighting fixtures, reducing fuel usage, purchasing renewable energy carbon offsets and creating more awareness among its 160,000 employees.

Surveys show that significant numbers of customers prefer doing business with environmentally conscious companies, and "greenwashing" abounds, but Cherne says that Best Buy's programs were created for all the right reasons. "We have 42 million square feet in the U.S. alone, and everything we sell plugs in and consumes energy. We feel we have a responsibility to minimize that impact."

Addressing its carbon footprint is just one component of Best Buy's broad green initiative, which includes stocking ENERGY STAR®-qualified products that, according to the company, saved its customers more than \$120 million last year and was the carbon equivalent of more than 150,000 cars being removed from the road for a year. Best Buy has also launched a recycling program, committing to accept a billion pounds of consumer electronics and appliances at all U.S. stores. Future plans include the

THE RECs FACTOR

Renewable energy certificates (RECs) are tradeable and can be used to meet voluntary renewable energy targets. Here's how they work



SOURCE: EPA

possibility of selling electric vehicles and providing plug-in charging stations.

"We sell what people want to buy, but we have the opportunity to help shape a customer's decision-making process," Cherne says. "If we can point out environmental and energy savings, everybody wins. It's up to us to demonstrate that it can be done. Leaders lead."

Cherne sees Best Buy's various partnerships with the EPA as a way to validate their efforts, and that credibility is one of the key offerings provided by the Green Power Partnership. "Surprisingly, initially, there was no definitive standard of what constitutes green energy performance," says Blaine Collison, program director of EPA's Green Power Partnership. In other

words, if a company wants to claim that it's using green energy, who's to question it? But Green Power Partnership members are held to strict rules. "We're creating an integrated, transparent program for this entire space," Collison says.

As a "climate change and pollution prevention program," the partnership works with 1,300 members including, among others, the corporate elite, local, state and federal governments, and universities.

The most strategic service Collison and his team offer is practical guidance to help a company walk the talk. "The first step is to have a conversation about the landscape of product options: RECs; third-party suppliers; on-site; and short contracts versus long-term bundled contracts that might allow you to lock in fixed costs and stay immune from rising prices," he explains. What many don't understand, Collison says, is that there's no price volatility in renewable energy sources. In other words, the price of wind doesn't fluctuate.

Another role of the Green Power Partnership is to challenge the misconception that making the switch from fossil energy (coal, gas, oil) to clean energy is complicated. "People don't realize that it's not necessary to change their existing supply relations," says Collison. "The notion that you can choose a supplier or source is still relatively new, and it's radically different than just viewing electricity as a way to keep the lights on."

The partnership aims to increase renewable energy use at a faster rate than the market would foster on its own, and to eventually reduce carbon emissions to zero. To that end, the EPA team is investigating ways of aligning Green Power Partners with new sustainable energy projects. "There are renewable energy projects that are ready to begin construction but need a long-term customer before they can begin," Collison says. "Green Power Partners—public and private companies, universities and colleges, and others—are interested in opportunities to help drive new projects while locking in their energy prices via long-term power contracts." It's an approach, he believes, that can significantly accelerate new project development.—*Debra Scott*

See the EPA Green Power Partnership Top 50 at epa.gov/greenpower

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our Nature.

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TD Bank is the largest US-based bank to go carbon neutral and the first company to have a North American, closed-loop recycling system which diverts 1,500 metric tons of paper from landfills to the production of recycled paper. In addition, we purchase renewable energy credits for 100 percent of the electricity used by our operations from Maine to Florida.

TD Bank is committed to building environmentally-friendly buildings, and this year, we are building the first “net-zero energy” bank location in the US in Ft. Lauderdale, Florida. To learn more about these and our other green initiatives, visit www.tdbank.com/green.



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