Smart Energy
Renewable Energy Markets Conference
October 21, 2010
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

120 lbs. day
Smart Energy Projects

Threemile Canyon Farms
Boardman, Oregon

Farm Power
Mt. Vernon, WA

Whitesides Dairy
Rupert Idaho

Lochmead Dairy
Junction City, Oregon

Photo taken during construction - 2009
Green Power = easy communication
Try simplifying this!
Getting the Word Out

• Integrated Plan
• Leverage Existing Channels
• Partnering With Customers
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

Brian Harney
Smart Energy Program Manager, NW Natural
B4H@NWNatural.com