

# Renewable Energy



Renewable Energy Credits, carbon offsets and GHG management

## Guide for effective renewable energy strategy:

- Cost of renewable energy & offsets
- Cost-benefit analysis of reduction strategies:
  - Onsite solar
  - Utility programs
  - Renewable Energy Certificates (RECs)
  - Energy efficiency
  - Carbon offsets
- Third-party verification
- Offset mechanisms and corporate strategy
- Renewable Energy Credit and carbon offsetting strategy as a component of greenhouse gas reduction

### Carbon Management 2009 Series

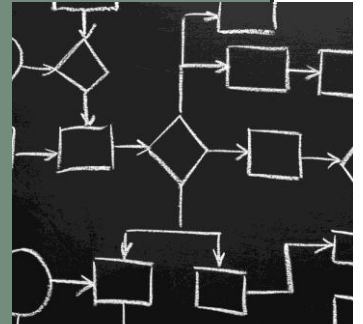
Elective courses available

ALTAMONT  GROUP

### Webinar Event

**Thursday, June 18, 2009;** 1pm Eastern

*Scheduled for approximately 90 minutes*



# Carbon Management 2009

**Renewable Energy** is becoming a key source of competitive advantage for businesses in a rapidly evolving energy market. Federal, State and Local governments are incentivizing the use of energy from sources that are low in CO<sub>2</sub>, other greenhouse gases and radioactive material. Furthermore, renewable energy and credits are being used to mitigate the risk associated with the looming Cap and Trade regulation, and reduce the organizational carbon footprint.

**Renewable Energy & Carbon Offsets** helps navigate the complex landscape surrounding renewable energy acquisition and usage for businesses. This course focuses on the cost of renewable energy, the difference between Renewable Energy Certificates and carbon offsets, third-party verification and corporate strategy. Industry drivers will be presented to support the presentation as well as case studies, exhibiting how companies have approached a renewable energy strategy.

The emerging carbon offset market has its own complex vocabulary, which is essential knowledge for all participants. This course will introduce:

- Regulatory and industry drivers
- Renewable Energy Credits (RECs)
- North American GHG compliance and regulatory regime and how they affect businesses
- Current and future size of market
- Cost-benefit analysis
- Expected and approximate costs, and the contracting process
- RECs vs. Carbon offsets
- Renewables vs. conventional
- Offset mechanisms and broader corporate strategy
- *And more...*

## Renewable energy and carbon management

For companies concerned about future carbon regulation, renewable energy usage offers opportunities to reduce emissions. The use of renewable energy is a component of carbon reduction in that the use of renewables essentially eliminates the emissions otherwise associated with conventional energy consumption.

## Carbon Management Strategy

### Strategy

Carbon strategic planning is the combination of gathering and measuring the requisite data to evaluate the entire greenhouse gas (GHG) footprint, while also following compliance and addressing stakeholders. Areas of evaluation are corporate and product carbon footprint. The next step after evaluation is communication and compliance assessment.

### Reduction

A good carbon reduction strategy is the core to cost efficiency and reduced environmental impact from GHG emissions. Combining the data realized in strategy planning with a good energy management plan will be the foundation to reduction. Areas of focus include facilities management and design, renewable energy usage and GHG capture and sequestration.

### Markets

After achieving all that is possible internally the carbon markets will provide the venue for further reduction by way of offsetting the GHG emissions that cannot be reduced. The looming cap and trade legislation will ensure carbon market necessity. Considering the purchase of credits or pursuit of an offset project will bring your organization closer to carbon neutrality.

The emerging emissions cap and trade legislation is also a significant opportunity for companies, investors and portfolio managers looking for a new investment commodity.

# About the Presenter

## STEVE MCDOUGAL

### Executive Vice President, Marketing & Business Development

Based in San Francisco, Steve leads 3Degrees national direct sales and marketing efforts to large Fortune 500 corporations. Steve was honored at the 10th National Green Power Marketing Conference in 2005, when he accepted the Green Power Beacon Award at the Green Power Leadership Awards Ceremony on behalf of his team's ground-breaking corporate origination capability in building large-scale demand for green energy.

Steve has sixteen years of experience in sales and sales management from industries including high technology, telecommunications, consumer products, real estate, and utilities. Steve joined the company in 2003 to lead its direct sales efforts, and has been successful in attracting many household name brand companies to become green power customers. Steve has a BA in Political Science and Economics from Colorado College and an MBA from the Kellogg Graduate School of Management at Northwestern University.

#### About 3Degrees:

3Degrees enables businesses and individuals to fund clean energy and carbon reduction projects. We do this by originating and providing Green-e Energy Certified Renewable Energy Certificates and third-party certified Verified Emission Reductions (aka, carbon offsets) from around the world to help our partners reduce their environmental footprint. The company engages customers to develop, execute, and communicate sustainability strategies that add value to their brand.

[www.3degreesinc.com](http://www.3degreesinc.com)



## Who Should Attend?

- C-Level Executives
- VPs and Directors of Operations
- Supply Chain Managers
- Strategic Planner
- Facilities Managers
- Marketing Managers
- Sustainability Teams
- Risk Managers
- Financial Services
- Investment Analysts
- Portfolio Planners
- Stakeholder Relations
- Environment, Health & Safety
- Finance & Accounting Managers



Group Package

Take advantage of this great learning opportunity for your entire team. For a limited time, register 5 attendees at a group rate of:

**\$ 595**



ALTAMONT GROUP

**About Altamont Group:**

*Altamont Group's purpose is to provide the best online trainings dedicated to sustainable business practices for private and government organizations. We work with expert industry leaders with proven track records of success in order to drive organizational change. Our trainings are the product of in-depth research in current trends and best practices.*

*Altamont Group is dedicated to answering the needs of today's companies and institutions. Please contact us with any training, consulting or recruitment requests.*

# Registration

---

<b>Early Registration:</b>	<b>\$249</b>
Single Attendee:	\$ 299
Additional Attendee:	\$ 99
Course CD (with attendance):	\$ 149
Course CD (no attendance):	\$ 299

**Register online using our secure online registration at:**

[www.altamont-group.com/register](http://www.altamont-group.com/register)

**Or by email at:**

[register@altamont-group.com](mailto:register@altamont-group.com)

**By Phone:**

Phone: 510-652-1624  
Fax: 510-380-7377

**By Mail:**

**Altamont Group**  
Attn: Registration  
2625 Alcatraz Avenue, # 341  
Berkeley, CA 94705

NAME

TITLE

COMPANY

MAILING ADDRESS

CITY

STATE

ZIP

TELEPHONE/FAX

EMAIL

**For Credit Card Orders**

VISA

MasterCard

American Express

Name on Card:

Card Number

Expiration Date

\*CVC No.

\*The CVC is the three digit number at the end of the signature strip on the back of a Visa or Mastercard. For AmEx, the CVC is the four digit number on the front of the card.