



# Innovations

The Newsletter of Environmental Resources Trust, Inc.

September 2004

## BuyGREEN.net -- ERT Launches Radio Internet Campaign

On August 1, ERT launched *Buy Green.Net* – a Radio and Internet campaign to educate American consumers about their “green” electricity options. The campaign encourages consumers to buy clean, renewable energy – green power – for their home or business.

This summer’s campaign is a pilot program that will reach out to tens of thousands of electric consumers in five key markets, Washington DC, Maryland, Illinois, North Carolina and the Detroit area, through a Public Service Announcement (PSA) radio spot, entitled “Imagine the Wind.” You can listen to the spot at the campaign’s complementary website, [www.buyGREEN.net](http://www.buyGREEN.net).

The website, [buyGREEN.net](http://buyGREEN.net) provides more specific information on green power and how to buy it -- such as through your utility’s green pricing program or by purchasing renewable energy certificates (RECs).

In 2005, ERT looks forward to expanding upon this effort in collaboration with other partners committed to clean energy, such as SmartPowerCT and others.

## ERT Spearheads First-ever Wind Energy Purchase in SIP plan

A chief barrier to clean energy development is the failure of pollution regulations to tap green power’s potential to clean up the air. In an effort to dismantle this barrier, ERT spearheaded the first-ever inclusion of a municipal wind energy purchase in a State Implementation plan (SIP) for pollution reduction.

ERT provided the technical and policy analysis to achieve this important milestone for renewable energy in the U.S. ERT worked with Montgomery County and with the state of Maryland to work out the policy details and to demonstrate the prospective wind purchase’s clean air benefits. In May, Montgomery County announced the details of its wind energy purchase to supply 5% of its energy, becoming largest municipal buyer of wind energy in the country to date.

As noted in the May 2004 issue of *Environmental Finance* magazine, ERT analyzed the fossil fuel emissions that would be displaced by wind energy. ERT found that every Megawatt-hour of wind power generated by a proposed wind plant in western Maryland would reduce emissions of nitrogen oxides by 5.72 pounds.



Additional states have taken notice and are exploring how they might also link SIP pollution reduction credit to large-scale green power purchases. This linkage provides strong incentives for municipalities – often a region's green power “anchor buyer” -- to purchase green power.

## **ERT Welcomes New Board Members**

In August, ERT's Board of Directors appointed Michael Rubino and Paul Savage to serve as Directors for three-year terms. Mr. Rubino and Mr. Savage join Frank Tugwell as the board's three newest members. Mr. Tugwell was appointed last October. All three individuals bring a wealth of expertise to ERT's core mission -- pioneering environmental markets.

*Frank Tugwell* is President and Chief Executive Officer of Winrock International Institute for Agricultural Development ([www.winrock.org](http://www.winrock.org)). Mr. Tugwell is responsible for leading the institute and advancing its mission to increase long-term productivity, equity, and responsible resource management to benefit the poor and disadvantaged of the world. Prior to Winrock International, he served as Executive Director of the Heinz Endowments, a philanthropy that makes grants in the arts, education, urban affairs, and the environment.

*Michael Rubino* has founded and managed startup companies and developed pioneering investment funds in the fields of environment, alternative energy, agribusiness, and aquaculture. Most recently, Mr. Rubino was Manager, New Funds Development, with the World Bank's Carbon Finance Group. He led the team that developed the Community Development Carbon Fund and the BioCarbon Fund.

*Paul Savage* is the CEO of Nextek Power Systems, Inc. ([www.nextekpower.com](http://www.nextekpower.com)) a manufacturer and developer of DC power networks in Long Island, NY. Nextek has developed and patented a new platform for today's power markets that delivers customers greater efficiency, flexibility and security versus conventional practice. His prior experience includes Investment Banking for development-stage companies, and Fixed-Income trading at CS First Boston Corporation.

## **Tackling Poverty and Climate Change: Solar Energy in East Africa**

Building on work begun last summer, Alden Hathaway, ERT's EcoPower® Director and Christina Keller, EcoPower® Associate, returned last week from two weeks in East Africa. This summer they tested ERT's innovative *Solar Offset System* in rural Uganda and Tanzania.

In collaboration with the nonprofit Solar Light for Africa and supported by the U.S. Agency for International Development and the U.S. EPA, ERT has developed a system to quantify and register emissions reductions achieved through solar energy projects. The system has the potential to help make solar energy projects more economically viable throughout rural Africa. USAID funding supported solar power and pumping for water and electricity at the Kakuuto Hospital where the original HIV (Aids) virus was identified.

Alden, Christina and volunteers installed the first 18 systems of more than 100 that will be installed in Uganda and Tanzania this fall. In addition to protecting the environment, by reducing air pollution and greenhouse (GHG) emissions, these solar energy projects help to improve health, education, and economic development in rural East African communities.

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**PIONEERING MARKETS TO IMPROVE THE ENVIRONMENT**