

# Renewable Energy Solutions for Colleges and Universities

Today, college and university leaders have a wide range of opportunities to make a positive difference in our environment. Your aspirations to develop an environmentally responsible, carbon neutral campus may be presented with challenging choices as you strive to balance budget requirements, assess newly emerging technologies and support student interests.

Direct Energy Business offers renewable energy solutions to support your comprehensive sustainability and carbon reduction initiatives. Although it may take years to implement the full scope of your sustainability program, our Make Me Green™ renewable energy certificate (REC) product offers you an immediate solution. Combined with energy conservation efforts, demand response programs and other “green” initiatives, your investment in Make Me Green RECs can help you offset your carbon footprint, demonstrate environmental leadership and fulfill your sustainability and climate change commitments.

Each Make Me Green REC purchase supports the advancement of renewable energy technologies such as wind, solar, low-impact hydro, geothermal and biomass.

## Start Your Campus Commitment Today

When the majority of your students spend four years or less on campus, they may not fully appreciate sustainability or carbon reduction plans that require long-term implementation. By incorporating renewable energy procurement strategies into your sustainability plan now, you can demonstrate your environmental commitment today. RECs provide an immediate solution for offsetting your carbon footprint. We can help you develop a renewable energy plan that offsets a percentage of your electricity consumption with RECs available from a variety of national sources to specific regional projects that are a little closer to campus.



## Credibility Counts

Navigating through various product offerings and impact evaluation metrics is one of the greatest challenges of adopting sustainability and carbon footprint reduction programs. Colleges and universities may find it difficult to select programs that can demonstrate real value under rigorous analysis.

Our Make Me Green product is Green-e® Energy certified. This third-party certification can give you—and your stakeholders—the confidence that your purchase meets the minimum environmental and customer protection standards established by the non-profit Center for Resource Solutions. With Make Me Green, you gain the assurance that the energy was produced by new, eligible renewable resources and that your RECs are never counted twice. We can also support your application to the U.S. EPA Green Power Partners program, assist you in satisfying renewable energy requirements for LEED certification and help you promote your commitment to renewable energy.



Green-e® Energy certifies that Make Me Green meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to [www.green-e.org](http://www.green-e.org).



## The Make Me Green Process

Direct Energy Business is committed to helping our customers choose energy solutions that fit their energy management objectives. We begin your selection process by talking to you about your sustainable campus objectives. Then we customize a solution that's right for you.

Your sustainability project stakeholders may include administrators, trustees, faculty, staff and students. We welcome the opportunity to share our knowledge of today's renewable energy industry with your campus community so you can make your renewable energy procurement choices with confidence.

Our Make Me Green renewable energy product is available across the United States to schools of all sizes. Whether you're already a Direct Energy Business customer or securing your traditional electricity supply through another energy supplier, we are available to assist you.

## Catalyzing Change on Campus and in the Global Community

Your environmental impact reaches past campus borders—and so can the opportunity for you to demonstrate leadership and catalyze change. The Direct Energy Business team can help you purchase RECs that support next-generation technology development near your campus, in your state or in other areas that can receive the most benefits from your investment. We will help you navigate your renewable procurement options and develop a program that aligns with your vision of a sustainable future.

We can also provide guidance and support on how to leverage your renewable energy program for outreach and education opportunities. You can extend the message of your sustainability values and actions into your admissions strategy, the classroom and the community, as well as to your trustee, donor and alumni networks.

## Renewable Energy Basics

Renewable energy certificates (RECs) represent the positive technological and environmental attributes of electricity generated from renewable resources, such as wind, solar, biomass or low-impact hydro. RECs are separate from the generic electricity with which they are associated. By purchasing RECs, you are able to offset the environmental impacts of conventional electricity generated with fossil fuel.

## About Direct Energy Business

Direct Energy Business is dedicated to serving our customers with industry-leading energy management solutions. We can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their energy requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area.

To learn more about our company and other energy strategies for commercial and industrial enterprises, visit [www.directenergybusiness.com](http://www.directenergybusiness.com) or call 800.830.5923.



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