

Sustainable Solutions for Canadian Businesses



Benefits of a Renewable Energy Strategy

There is an increased focus on the environmental impact of doing business today, and renewable energy is becoming an important component of corporate energy strategies. Direct Energy Business recognizes that protection of the environment is good corporate citizenship as well as good business. Energy efficiency strategies and renewable energy attributes offer viable renewable solutions that allow your business to make a difference on and off the balance sheet.

■ Support Corporate Sustainability

Many companies are incorporating sustainability programs into their energy strategy to offset a percentage of their electricity consumption. Through the purchase of renewable energy attributes, you can help offset the environmental impacts of conventional, fossil fuel generated electricity by supporting environmentally friendly renewable energy projects.

■ Market Your Commitment

Based on your level of commitment, you may be able to use existing Direct Energy Business marketing and public relations programs to help promote your support of sustainable energy. By promoting your commitment to renewable energy, you can distinguish your business from your competitors.

■ Strengthen Relationships

Customers, local communities, shareholders, employees and stakeholders are looking to businesses to help make a difference in the environment. By incorporating sustainability programs into your energy strategy, you can put your company at the forefront of current environmental issues.

What are renewable energy attributes?

Renewable energy attributes represent the positive technological and environmental benefits of energy generated from renewable sources, like windmills and solar panels. Renewable energy attributes are separate from the generic energy with which they are associated. By purchasing renewable energy attributes you can help offset the environmental impacts of conventional, fossil fuel generated electricity by supporting environmentally friendly renewable energy projects.



A World of Opportunity

Many organizations are approaching sustainability as an opportunity for the future of their business. As the attention around renewable energy grows, investing in sustainable solutions can be a way to lead your industry in looking toward innovative and efficient energy management solutions. By understanding your environmental impact and establishing your level of commitment, you can become a leader in energy efficient business practices and signal to shareholders that your company is taking steps to improve the way you do business.

■ Integrating Sustainable Solutions with Your Energy Strategy

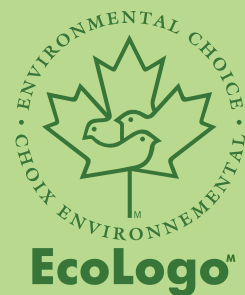
It all begins with determining the right energy strategy for your business. Whether you utilize a fixed or variable priced (market-based) electricity product, you can enhance your energy strategy with environmental attributes. Your Direct Energy Business representative will work with you or your procurement team to identify the right fit or mix of products to build an energy strategy.

Your corporate sustainability goals and policies can be integrated with your energy strategy as a complete package. What's more, if you're already a Direct Energy Business customer, you can make your existing strategy more sustainable.

For more information on sustainable solutions from Direct Energy Business, call us at 416.221.4441.

Certified Renewable Power

Certified Renewable Power from Direct Energy Business is EcoLogo[®] certified. EcoLogo certifies environmental leaders in more than 120 categories.



Direct Energy Business purchases and sells EcoLogo certified renewable power. Founded in 1988, EcoLogo is North America's most respected and established multi-attribute environmental standard and certification mark. EcoLogo builds trust by providing scientific credibility and proof of environmental leadership. EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet stringent environmental standards that have been verified by a third party auditor. By certifying environmental leaders in over 120 product categories, EcoLogo helps customers find and trust the world's most sustainable products.

About Direct Energy Business

Transparent pricing, experienced guidance and unequaled service. Direct Energy Business is dedicated to serving our customers with innovative energy management solutions. As your energy partner, 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 electricity and natural gas 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 or call 800.830.5923.



2225 Sheppard Ave. E
Toronto, ON M2J 5C2
416.221.4441
BusinessInfo@directenergy.com

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