

## Climate Change Challenge

The concentration of carbon dioxide – a key greenhouse gas – in the atmosphere has increased more than 30 percent since industrialization, which most in the scientific community believe is causing global temperatures to rise.

While natural gas is the cleanest-burning fossil fuel, NW Natural believes we all must participate in finding ways to tackle the global warming challenge. Along with using energy as efficiently as possible, we think participating in Smart Energy is a step in the right direction. We invite you to join us.

## We wouldn't ask you to do something we aren't doing

NW Natural is offsetting the emissions from the natural gas used to heat our facilities for the next five years, resulting in the removal of more than 6,100 tons of carbon dioxide. With additional contributions from customers like you, together we can eliminate millions of pounds of carbon dioxide emissions.

## Getting the most from your energy dollar

We believe Smart Energy can support our state's ambitious greenhouse gas emission reduction goals. But we also believe that nothing can serve as a substitute for the wise use of energy through efficient appliances and conservation.

Find energy-saving tips and details about incentives for high-efficiency equipment at [nwnatural.com](http://nwnatural.com) or [energytrust.org](http://energytrust.org).

## About the Climate Trust

*To implement Smart Energy, NW Natural partnered with The Climate Trust, a Portland-based non-profit organization created to develop high-quality offset projects that reduce greenhouse gas emissions.*

*In 1997, Oregon became the first state in the nation to create a carbon emission standard. The Climate Trust was founded to supply offsets using the guidelines of the new law. Since its founding, The Climate Trust has invested \$9 million in projects expected to offset 2.6 million metric tons of carbon dioxide, and has been recognized as one of the leading providers of high-quality offsets in the US. Learn more about The Climate Trust at [climatetrust.org](http://climatetrust.org).*

## Smart Energy Investments

NW Natural will not profit from Smart Energy. Nearly 70 percent of all Smart Energy contributions will be used by The Climate Trust to fund offset projects including project identification, development, monitoring and operational support. The remaining 30 percent will be used for overall program administration and to educate Oregonians about Smart Energy and climate change.

## Smart Energy Commitments

When biogas or other clean energy projects are launched, you'll receive carbon offsets equal to the amount of CO<sub>2</sub> associated with your gas use from the time you signed up for the program. Each year, NW Natural will send you a report on Smart Energy investments and the resulting carbon offsets.

# How can you reduce your carbon footprint with cow manure?

Introducing Smart Energy from NW Natural



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Together we can shape the future  
of our environment

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Each one of us is responsible for carbon dioxide entering the atmosphere – over 16 metric tons for the average American during one year. From the cars we drive to the lights in our homes to the heat in our buildings, our everyday lives contribute to the creation of carbon dioxide and other greenhouse gases.

While there's no way to avoid these impacts completely, we can take steps to reduce our "environmental footprint" by using energy efficiently. Now, there's another simple way for you to reduce a portion of the greenhouse gases caused by your energy use: Smart Energy™ from NW Natural.

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How does it work?

NW Natural has partnered with The Climate Trust, a Portland-based non-profit organization focused on reducing greenhouse gas emissions, to provide customers the opportunity to offset the CO<sub>2</sub> emissions from their energy use for as little as \$6 a month or more. The Climate Trust will invest Smart Energy funds in clean energy projects right here in the West.

In exchange for their contribution, Smart Energy participants will get "carbon offsets" – or credit for greenhouse gases removed from the atmosphere.

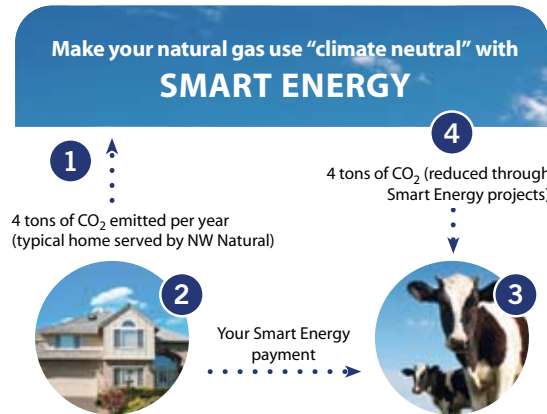
While many types of projects can provide positive environmental benefits, NW Natural will focus on biogas, which has great potential to reduce greenhouse gas emissions.

What's so great about biogas?

Hold your breath! A typical cow produces 120 pounds of waste each day. That's a lot of potential energy – and a lot of greenhouse gases when left untreated. Methane from manure is a 23 times more potent greenhouse gas than carbon dioxide.

Today, the technology needed to turn cow manure into biogas is still in its infancy, but with contributions from Smart Energy participants, biogas could become a viable renewable energy source for our region.

Here's how your carbon offsets work:



1. The natural gas you use emits some carbon dioxide (a greenhouse gas) into the atmosphere.
2. By signing up for Smart Energy, you can contribute a separate amount each month on your gas bill to offset the emissions from your home's natural gas use.
3. Your monthly payment will be invested in the development of biogas or other clean energy projects aimed at removing an equal amount of CO<sub>2</sub> from the atmosphere – making Smart Energy customers' gas use climate neutral.
4. Reducing our emissions will help us combat climate change.

Graphic courtesy of Pacific Gas and Electric Co.



**ENROLLMENT FORM**

Return this form in the envelope provided with your bill

- Average Option – For \$6 a month I want to offset all the carbon emissions of the average natural gas home (4 tons annually).
- Climate Neutral Option – For \$0.1049 per therm I want to offset all the carbon emissions of my home's natural gas use. (Total monthly charge will vary depending on actual gas usage.)

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Name (as it appears on your NW Natural bill)

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NW Natural Account Number

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Address Apt. No

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City State Zip

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Phone Number

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E-mail

\_\_\_\_\_  
Signature

*If offset costs rise over time above the price built into the Smart Energy program, we will not adjust the participation fee, but the amount of offsets purchased could decrease.*

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**Visit [nwnatural.com/smart](http://nwnatural.com/smart) for answers to Smart Energy questions and to sign up online.  
Call 800.422.4012 to sign up by phone.**