



Ameren Missouri Pure Power – The Power to Make a Difference

PRESENTED TO

St. Louis Green Business Challenge Participants

8/10/2016



A person with long, reddish-brown hair styled in a complex braid is seen from behind, looking out over a body of water. The water is dark blue with gentle ripples. The person is wearing a dark blue sleeveless top.

OUR VISION

A world where it is universally
more valuable to solve
environmental problems
than create them.



Who is 3Degrees?

- Mission: Connect people with cleaner energy on a massive scale.
- 3Degrees helps organizations buy, sell and market environmental commodities such as Renewable Energy Certificates (RECs) and verified carbon offsets.
- 3Degrees' **Utility Partnership Services** enable utilities to offer residential and commercial customers the opportunity to mitigate the environmental impact of their electricity and natural gas use through the **voluntary** purchase of RECs and Carbon Offsets.
- 3Degrees is the marketing and education partner of Ameren Missouri, helping to build the Pure Power program.

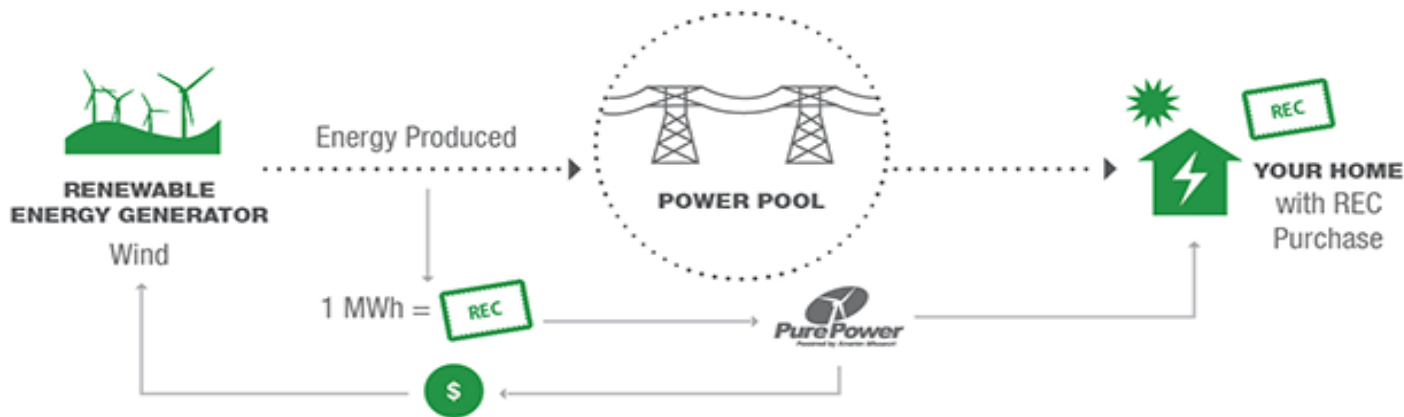
What is Pure Power?

- + Pure Power is a **voluntary** green power program that allows Ameren Missouri customers the opportunity to support renewable energy (green power) generation in our region through the purchase of Renewable Energy Certificates (RECs.)
- + When your business enrolls in Pure Power, Ameren Missouri begins purchasing. Green-e certified® renewable energy certificates equal to your purchase.
- + Your match (purchase) of RECs reduces your businesses carbon footprint from electricity use.
- + Voting with your dollars!



WHAT THE HECK IS A REC?

Renewable Energy Certificates (RECs) represent the environmental attributes associated with a megawatt-hour of clean, green energy. When you buy a REC, your carbon footprint from electricity use goes down and clean energy on the power grid goes up. Everybody wins!



100% of Pure Power RECs come from Missouri

Why RECs exist



- + The REC market was created in the late 1990's to help bolster the renewable energy industry
- + RECs help make renewable energy accessible to everyone
- + REC sales provides an additional incentive for the construction of more renewable energy projects
- + There are 850 programs across the U.S. that are similar to the Pure Power program

Benefits of Pure Power Participation

- + Obvious environmental benefits of renewable energy
- + Support Missouri-based renewable energy
- + Reduce your businesses carbon footprint from electricity use
- + Differentiate your business as a leader in sustainability
- + Meet sustainability goals
 - + Carbon Disclosure Project
 - + Corporate Social Responsibility
 - + Internal sustainability goals
 - + Obtain points for the Green Business Challenge scorecard



Scorecard
Renewable Energy
Question E4.2



Renewable Energy Credits (Certificates)

Have you purchased CO2 offset or renewable energy credits for 2% - 10% (1pt) or 11 – 20% (2pts) or 21% (3pts) of your office's electricity usage?

Do your REC's support Missouri-based renewable energy through Pure Power? (1pt)

Total points available with 21% or more Ameren Missouri Pure Power commitment: 4 Points



Pure Power Participation Options

- + The program costs one cent per kWh above your standard electricity rate.
- + Two enrollment options for businesses
 - + You can purchase one block or more per month. One block is equivalent to 1,000 kWh's (1 MWh) of renewable energy.
 - + Or you can match 100% of the energy you use for your business with renewable energy.
 - + Hybrid options that include local and national options are available for larger customers.
- + Participation is voluntary AND affordable!
- + You can cancel your participation at any time!



Pure Power Business Partner Testimonials

- + Urban Chestnut believes it is our responsibility *“to reduce our impact on the environment during every step of operations.”*
- + Metro Lighting believes it is our moral obligation to reduce our environmental impact. *Participating in the Pure Power program is a very simple way to help locally and have an impact globally.*

Nick Frisella – Energy Efficiency and Sustainability Director



Sample Green Power Supporters



World Wide Technology, Inc.



DONALD DANFORTH PLANT SCIENCE CENTER



