



Green Power for Retail

The Canadian retail sector accounts for 16.5 per cent of energy consumption and 16.4 per cent of greenhouse gas emissions in the Commercial and Institutional Sector (Natural Resources Canada).

According to the Retail Council of Canada, “Because of its broad reach...the retail sector has the ability to play a pivotal role in the transformation of our communities and in the creation of a sustainable future.”

Retailers have a significant opportunity to help Canada in its transition to cleaner electricity generation by committing to green electricity with Bullfrog Power.

Why support green electricity?

Conventional electricity generation is a major industrial source of carbon dioxide—the primary greenhouse gas linked to climate change—as well as other emissions that contribute to poor air quality.

Environmentally progressive retailers—including Walmart, Mac’s Convenience Stores, Mountain Equipment Co-op, The Home Depot and Urban Barn—have chosen to work with Bullfrog Power, Canada’s leading 100 per cent green electricity provider, as an easy way to reduce the impact of their facilities and support the generation of clean, renewable electricity.

Bullfrog Power enables retailers to...

...reduce their environmental impact.

Choosing green power for your office and retail locations—whether owned or leased—is an easy and impactful way to reduce your environmental footprint. Bullfrog ensures that as much low-impact renewable electricity is injected into the electricity grid as your facility uses.

...cause new renewable generation to be built.

Bullfrog’s customers are helping to bring new renewable generation online in Canada. A growing number of new wind turbines have been commissioned as a direct result of the demand for green electricity from bullfrogpowered organizations.

...enhance their brand reputation.

Your company should be recognized for its environmental stewardship. Bullfrog’s reputable green power offering includes communications activities designed to highlight your commitment to green power within your retail locations.



ENVIRONICS

“We’re seeing a fundamental shift in consumer behavior that reflects the increased mainstreaming of environmental consciousness. Canadians are exercising their consumer power by actively and very deliberately rewarding those companies who are taking action on the environment.”

Michael Adams
President
Environics Institute



“We are constantly exploring new ways to reduce the environmental impact of our operations. Our investment in renewable energy is an important part of that goal. Our partnership with Bullfrog Power has given us the ability to better manage our own energy while contributing to the expansion of green power generation in Canada.”

David Cheesewright
President and Chief Executive Officer
Walmart Canada



This innovative environmental demonstration store in Burlington, Ontario, is one of many bullfrogpowered Walmart locations across Canada.

In a recent survey of environmentally conscious consumers,

95% consider bullfrogpowered organizations to be environmental leaders.

80% are more likely to purchase goods or services from companies who are committed to green power.

Communicating your support for green power

Bullfrog Power offers a range of communications services to help you showcase your company's environmental good citizenship. These services include a listing in the bullfrogpowered Green Index and in the bullfrogpowered Green Directory (which showcase bullfrogpowered businesses and organizations), on-location window decals and signage and possible coverage of your sustainability story in our print and online newsletters, which are read by thousands of green energy supporters.

Our communications specialists are also available to help educate and engage your customers and staff through community outreach, staff awareness and media engagement initiatives.



Through Bullfrog Power, The Home Depot purchases 1,044 MWH of green power annually for their LEED registered Pickering store.



The bullfrogpowered Green Index

Contact us today!

Do you want to explore how Bullfrog Power can help you to reduce your environmental impact by greening the electricity used in your retail locations? Email us at sales@bullfrogpower.com or give us a call at **1.877.360.3464**.



"WWF-Canada supports Bullfrog Power as part of the climate change solution."

Gerald Butts, President and CEO
WWF-Canada



David Suzuki Foundation

SOLUTIONS ARE IN OUR NATURE

"Bullfrog Power offers a simple but powerful way to take the lead in supporting the development of renewable energy and reducing our environmental impact."

Peter Robinson
Chief Executive Officer
David Suzuki Foundation



"For over 30 years, MEC's vision has centred not only on outdoor experiences, but in protecting the outdoors as well. That's why becoming bullfrogpowered was a logical choice. Our goal is clear: to minimize our environmental footprint."

Esther Speck
Director of Sustainability
Mountain Equipment Co-op