



## Green Power Points for LEED® Canada for New Construction

The LEED® Canada for New Construction (LEED-NC 1.0) rating system awards organizations up to three points toward LEED certification for sourcing green electricity from Bullfrog Power to reduce the environmental footprint of their buildings. Points can be achieved in the following key performance categories:

- 1. Energy and Atmosphere (EA):** One point is awarded for meeting the minimum Canada Green Building Council (CaGBC) requirement of purchasing 50 per cent green power for two years (equivalent to 100 per cent for one year).
- 2. Innovation and Design Process (ID):** A second point can be obtained by increasing the organization's commitment to purchasing 100 per cent green power for two years.\*
- 3. Innovation and Design Process (ID):** A third point can be achieved for "education of occupants" with assistance from Bullfrog. As one component of a larger community education strategy, Bullfrog's communications services (such as onsite signage and educational materials) can help an organization explain the importance of, and how it is supporting, renewable electricity.\*

\* Points 2 and 3 above are only available if the organization has not already obtained the maximum number of points available in the Innovation and Design Process category through other initiatives.



### Bullfrog Power and LEED

The CaGBC, which bullfrogpowers its head office in Ottawa, administers LEED in Canada. Bullfrog Power, Canada's leading 100 per cent green electricity provider, is committed to working with organizations that are striving to achieve LEED certification. By providing property managers, contractors and developers an easy and affordable way to choose 100 per cent low-impact renewable electricity for their buildings, Bullfrog helps organizations achieve this prestigious certification. Bullfrog also helps the CaGBC accomplish its goal of supporting the development of buildings and communities that are environmentally responsible and healthy places to live, work and play.



### Fifth Town Artisan Cheese achieves LEED-NC 1.0 Platinum certification

The Fifth Town Artisan Cheese Co., located on a 20-acre site in Prince Edward County, Ontario, is a niche producer of hand-made goat and sheep milk cheeses—and the first dairy in North America to achieve Platinum certification in the LEED-NC 1.0 program.

This compact cheese factory, a two-storey building with underground cheese aging caves, was designed with sustainable materials and technologies to reduce operating costs, safely treat waste on site and minimize energy use. The building uses 67 per cent less energy than a similar facility and saves approximately \$10,000 annually in energy costs.

Fifth Town Artisan Cheese is one of a growing list of bullfrogpowered organizations that have achieved LEED certification or become a LEED candidate. Learn more about Bullfrog Power for your LEED initiative by visiting [www.bullfrogpower.com](http://www.bullfrogpower.com).



### Why choose green power to achieve LEED certification?

Conventional electricity generation is a leading industrial source of carbon dioxide—the primary greenhouse gas linked to climate change—as well as other emissions that contribute to poor air quality. By choosing green electricity to achieve LEED certification, you can take meaningful action to reduce the environmental impact of your facilities and stimulate a greater reliance on renewable sources.

### Why choose green electricity from Bullfrog Power?

**Support locally sourced green electricity** – The green power you purchase from Bullfrog is injected into the regional grid from which you draw electricity—stimulating your regional economy and improving air quality.

**Cause new renewable generation to be built locally** – Bullfrog is committed to changing the landscape of power in Canada by bringing new renewable generation online. A growing number of new wind turbines have been commissioned as a direct result of the demand for green electricity from Bullfrog customers.

**Access education and communications support** – Bullfrog Power has extensive experience communicating the green power purchases of its LEED customers. Bullfrog’s services are tailored to educate staff, communities and other key stakeholders about green electricity and the importance of supporting the development of new renewable power. Bullfrog can help to create awareness that your organization cares about the environment and is taking meaningful action to reduce its carbon footprint.

### Bullfrog’s green electricity is:

**Audited** – Bullfrog is voluntarily audited by an independent third party on an annual basis to verify that:

- Bullfrog has retired all emissions credits related to customer contracts thereby preventing double counting of the environmental benefits; and
- Bullfrog has secured sufficient inventory from renewable power generators to fulfill its contracted commitments to customers.

**Supported by environmental leaders** – Bullfrog Power has earned the support of leading environmental and health groups, including WWF-Canada, the David Suzuki Foundation, the Pembina Institute, and the Asthma Society of Canada.

### It’s easy!

Greening your power is a breeze. Any facility can be bullfrogpowered, including spaces that are owned, leased or shared (and not separately metered). There is no change to your current supplier agreement and no special equipment is required.

### How to get started

Bullfrog’s account managers can evaluate your LEED project to help you achieve LEED certification status for your new construction project. To learn more, contact [sales@bullfrogpower.com](mailto:sales@bullfrogpower.com).

### By choosing green electricity from Bullfrog Power, your organization has a unique opportunity to demonstrate environmental leadership.

Bullfrog Power will help you leverage the full marketing and public relations benefits of supporting green electricity through its unique “bullfrogpowered” communications services. Bullfrog works collaboratively with its LEED customers to help position their environmental stewardship to internal and external stakeholders.

In addition to on-site signage and listings on the bullfrogpowered Green Index and in the bullfrogpowered Green Directory (each identifying your LEED certification status), Bullfrog can explore other opportunities to take your communications initiatives even further. These may include:

- stakeholder education;
- proactive and ongoing media outreach; and
- profile in Bullfrog Power customer communications.



BULLFROGPOWER EMPLOYEE/TENANT EDUCATION



THE BULLFROG BUZZ