

COWPOWER.[®]

Enhancing Your Electricity

Cowpower: What is it & What Have We Learned?

Methane Expo 2013

12 – 15th March

Vancouver, Canada



Quick Snapshot of BC

- BC Hydro pays 10¢/kWh for renewable electricity (size, location or type).
- BC is home to 550 - 600 dairy farms.
- Average dairy farm is +/- 150 cows (ten= 1,000+ and fifty – eighty = 500 – 1,000 cows).
- Large % in the Fraser Valley.
- Require **AT LEAST 12 - 14¢/kWh** to be viable.

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Cowpower: What is it?



What is **Cowpower**?

- Local renewable energy supplier that provides BC businesses, homes and events with renewable electricity from BC Farms.
- Capturing methane from manure/food waste, convert to renewable electricity (AD).
- Launched January 2012.
- BCAC program.

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Cowpower's Mission

- Make Anaerobic Digesters (ADs) financially viable for BC Farmers (10¢ to 14¢+).
- Achieve by monetising & selling technology's non-energy environmental & social benefits.



How Does Cowpower Work?

ADs produce 3 'products':

1.



2.

R
E
C

3.



How Does **Cowpower** Work?

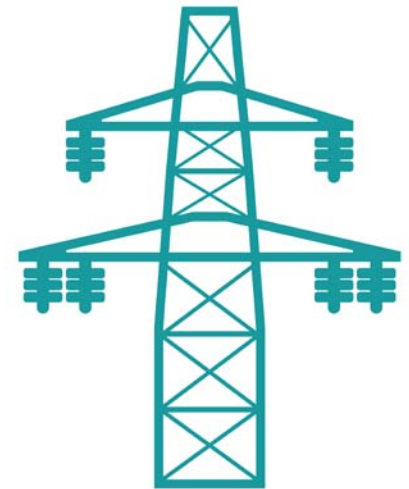
Non-electricity benefits include:

- Reduced greenhouse gas emissions;
- Enhanced environmental protection;
- Food waste diversion from landfills;
- Increased water and food safety; and
- Reduced farm odours.

Plus, Strengthens BC Farming!

How Does Cowpower Work?

- Can't run extension cords to offices/homes.
- Inject renewable electricity onto grid to match % electricity use.
- Customers pay 4¢/kWh:
 - Business: \$160/m (4,000ft² office).
 - Home: \$30/m (1,500ft²).
 - Event: Highly variable \$100 (13,000ft²).
- Duration and % varies.



Why Become Cowpowered?

Matching electricity use with Cowpower provides form of offsetting that allows:

- Gain LEED points (1 – 11 points);
- Enhance brand reputation;
- Reduce environmental footprint/
support local farming; and
- Feel good about electricity use.



Cowpower Community

Cowpower community growing: Feb 2013=~100,000kWh.



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Cowpower: What Have We Learned?



Cowpower's Potential

- ~40% expressed a WTP for AD.
- WTP 20% premium on utility bill.
- 50% awareness (85%+ for solar and wind).
- 40% environmentally friendly (90+% for solar and wind).
- WTP doubles (both number and amount) when understand technology.

Lessons Learned

- 1. AD is not commonly known technology:*
 - Haven't heard of it or perceive it to be environmentally friendly.
 - Avoid talking about the technology, rather talk about what it does.
 - Use simple terms ('waste-to-energy systems' 'poop to power').

Lessons Learned

2. *Hard to get the **Cowpower** message out:*

- Competing voices (offsets, FSC, ISO 14001, Planet Positive, Green Table Network, etc).
- Refine messaging (simplify process and focus on most popular benefits).
- Lead with LEED (focus on customers with best ROI).



Lessons Learned

3. If you build it they might not come:

- Just because people like it, doesn't mean they will actually pay for it.
- Takes work to convince potential customers why they need to sign-up (#2).
- Important part has been 'local' and 'non-profit'.



Lessons Learned

4. *Focus on key customers:*

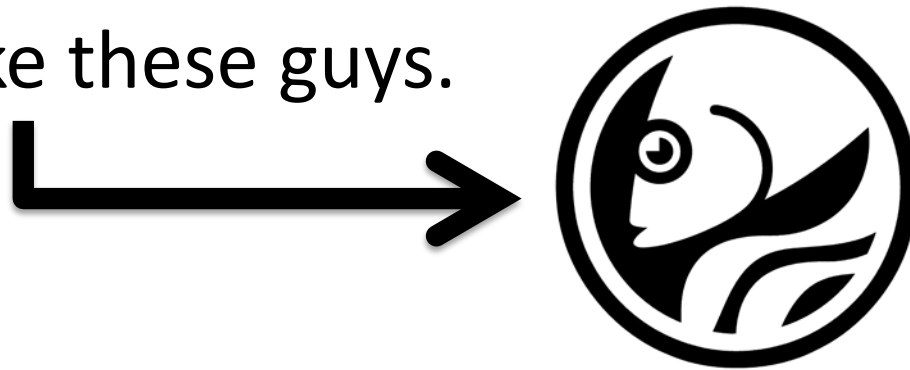
- Important to connect with local 'sustainability leaders' and get them on board.
- Adds credibility to brand and starts to raise profile.

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Lessons Learned

5. All about brand awareness:

- If the brand is unknown, it has no value.
- Need to build brand awareness so that it not only becomes ubiquitous, but compulsory.
- Need to be like these guys.



Thank You to Cowpower's Funders

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