



**HALIFAX**  
REGIONAL MUNICIPALITY

Presentation for the Environment and  
Sustainability Standing Committee  
February 6, 2014

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# WHO IS BULLFROG



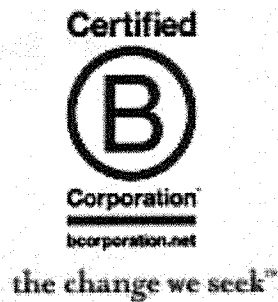
## **BULLFROG POWER IS CANADA'S 100% GREEN ENERGY PROVIDER**

Bullfrog helps to increase renewable power in Canada by:

- Providing a high quality green power offering
- Supporting and investing in the development of new renewable energy projects in Canada
- Educating Canadian homes, businesses and government about the importance of increasing the amount of renewable energy in Canada in order to build a movement and enable real progress

# OUR MISSION

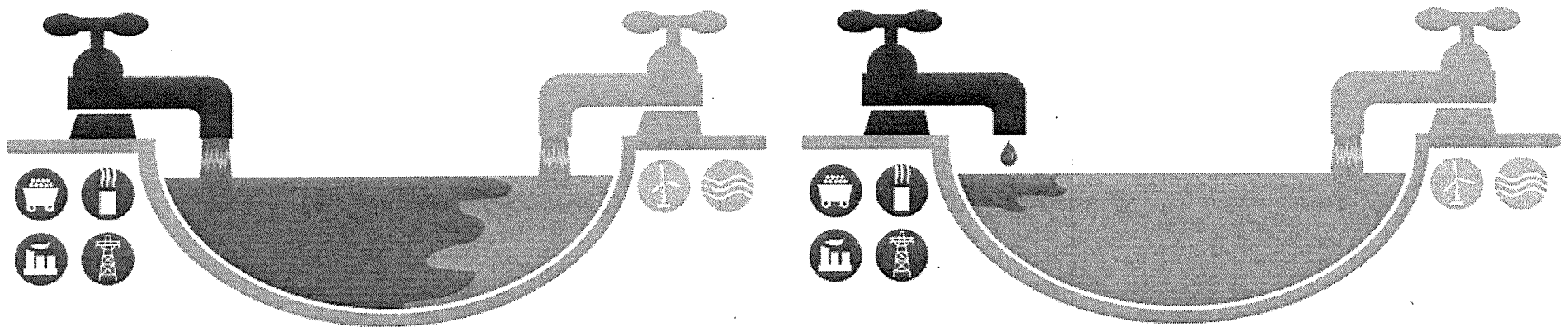
Our mission is to provide Canadians with easy and practical 100% renewable energy solutions for their homes, businesses, and transportation.



- Bullfrog Power founded in 2005 in Ontario
- Since expanded across Canada serving more than 8,000 homes and 1,300 business customers
- Earned the respect and support of leading environmental organizations, e.g., WWF-Canada, Pembina Institute and the Ontario Ministry of the Environment endorse and purchase from Bullfrog
- In 2012, Bullfrog Power became one of the founding Canadian B Corporations - organizations using the power of business to solve social and environmental problems

# HOW IT WORKS

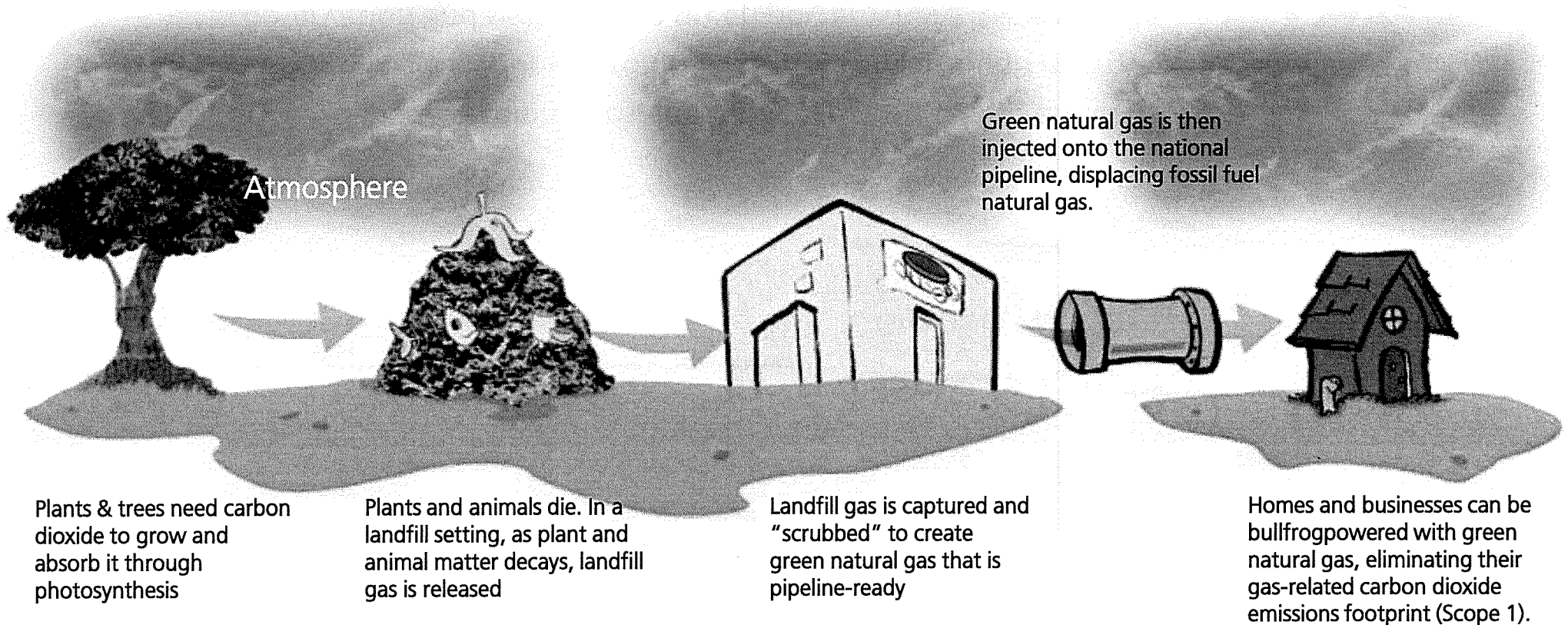
Over time, as more and more people choose green energy and clean energy infrastructure is built, more renewable energy goes into the grid—and less of the polluting sources is needed.



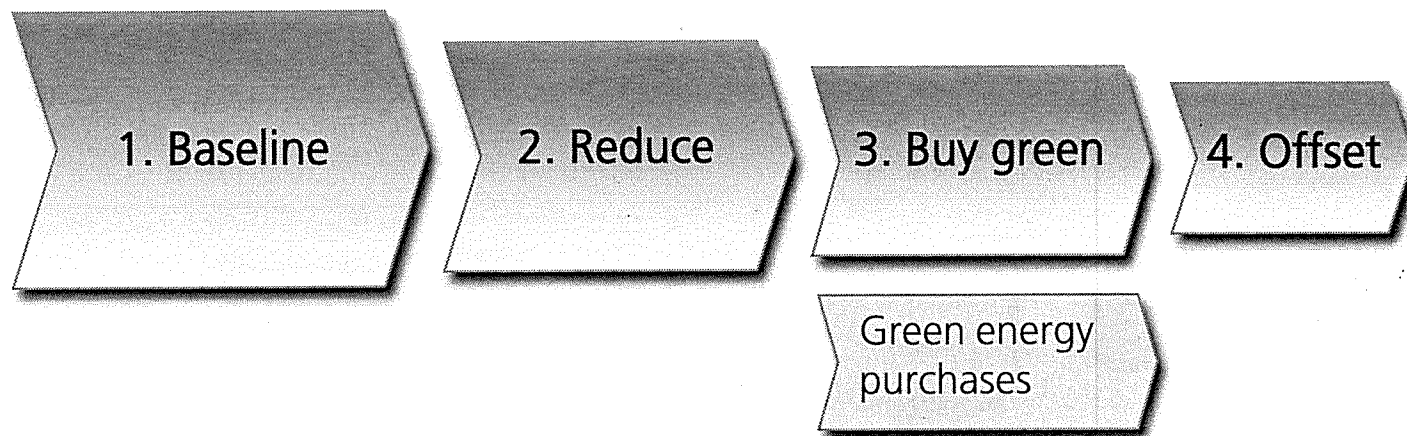


# HOW IT WORKS

The production of green natural gas



## Four steps to reduce your environmental footprint

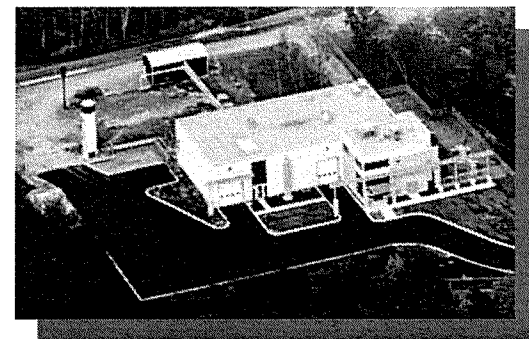
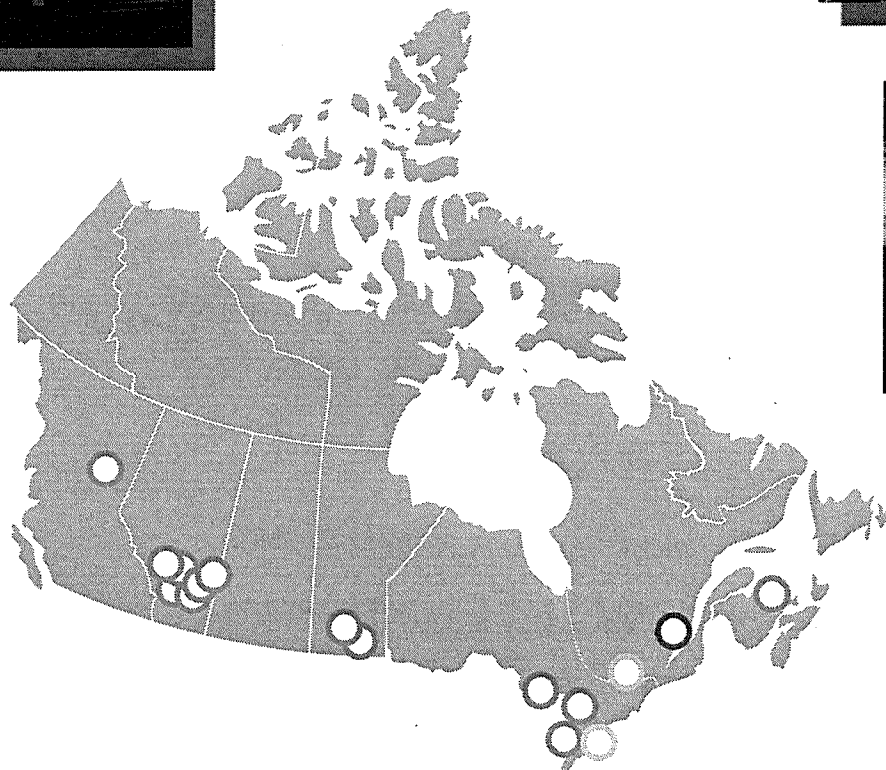
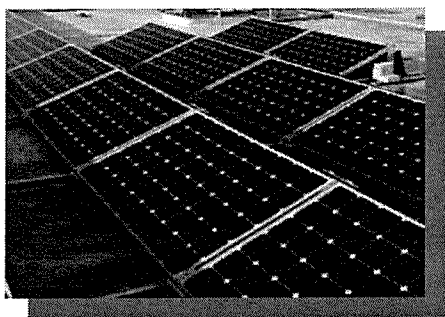
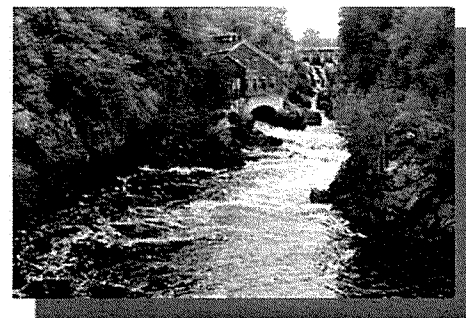
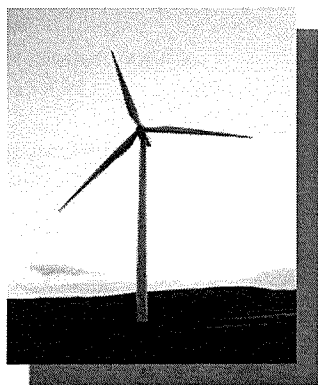
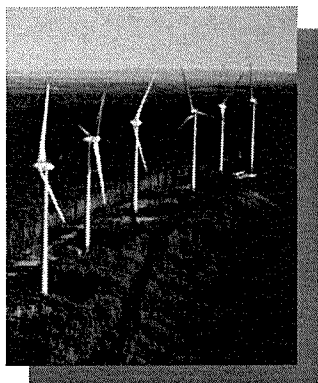






“WWF-Canada recommends, first and foremost, taking direct action to reduce your environmental footprint through energy conservation and switching to green power where it is available. Only then consider purchasing Gold Standard carbon offsets for the greenhouse gas emissions you can't reduce or replace.”





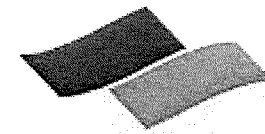
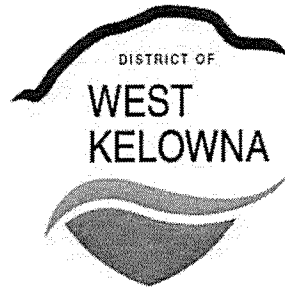
# Bullfrog supports new renewable energy projects in communities across Canada



-  Wind power
-  Low-impact hydro
-  Green natural gas
-  Solar power

**bullfrogpower™**

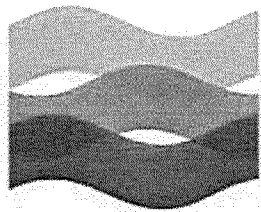
# BULLFROGPOWERED ORGANIZATIONS



**Waterfront** Development



Ministry of the Environment



**WATERFRONT**Toronto



**Transports**  
Canada

**Transport**  
Canada



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada



**Toronto**  
**Port**  
**Authority**

**Administration**  
**Portuaire**  
**de Toronto**

**bullfrogpower™**



# BULLFROGPOWERED BUSINESSES


Walmart 

 **Ivanhoe  
Cambridge**  
Caisse de dépôt et placement  
du Québec

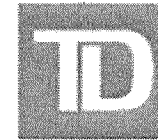
  
Unilever

**DIAGEO**



BMO  Financial Group









 **Killam**  
PROPERTIES INC

 **MOUNTAIN  
EQUIPMENT  
CO-OP®**

 moksha yoga

**GreenNexus** 

  
The Service. The Culture. The People experience.

**Ascenta** 



**THE WESTIN**  
NOVA SCOTIAN  
HALIFAX

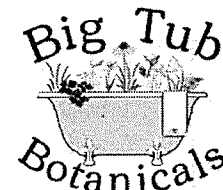
★ ★ ★ ★  
**ATLANTICA**  
HOTELS

  
**patagonia**  
halifax

Meetings & Conventions  
Prince Edward Island  Réunions et Congrès  
Île-du-Prince-Édouard

  
**PICAROONS**  
Traditional Ales

*Dalvay  
By The Sea*

  
Big Tub  
Botanicals

**bullfrogpower™**

# Bullfrog has earned the trust of Canada's leading environmental organizations



David  
Suzuki  
Foundation

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



"Bullfrog Power and WWF-Canada are showing how renewable power solutions like Bullfrog Power, together with energy efficiency measures, can help fight climate change."



"Individual action can make a big difference in the fight to stop climate change. I encourage Canadians to make the choice for clean, green electricity. It's an easy, but important, step we can all take to help the environment."



environmental  
defence  
INSPIRING CHANGE



Ontario

Ministry of the Environment



Climate Change Central



CLEAN AIR  
CHAMPIONS  
DE L'AIR PUR



Ecology  
Action  
Centre



Environmental  
Commissioner  
of Ontario

GREENPEACE



POLLUTION PROBE  
CLEAN AIR. CLEAN WATER.

IVEY foundation



the NATURAL STEP



COMMUNITY  
FORESTS  
INTERNATIONAL

CANADIAN  
BOREAL  
INITIATIVE



INITIATIVE  
BOREALE  
CANADIENNE

bullfrogpower™



Canada's premier and local community events are bullfrogpowered coast to coast



**JUNO** CANADA'S MUSIC AWARDS

**RBC CANADIAN OPEN**

**COUPE 97th GREY CUP 2009**  
CALGARY

**ROGERS cup**



**THE TRAGICALLY HIP**

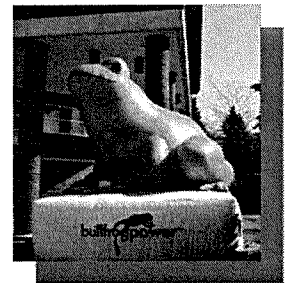
**CALGARY INTERNATIONAL FILM FESTIVAL**

**ECO FASHION WEEK**



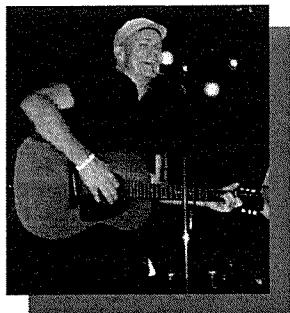
**「planet in focus」**

**√ Festival**



**ATLANTIC FILM FESTIVAL**

**EAST COAST MUSIC**



**SPRING Cottage Life SHOW**

**greenliving**

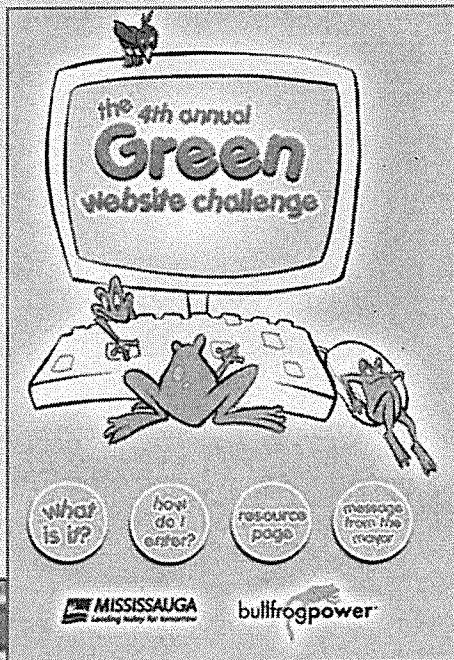
**The Royal**  
AGRICULTURAL WINTER FAIR

**hotdocs**  
OUTSPOKEN. OUTSTANDING.

**TALL SHIPS**  
NOVA SCOTIA

**cavendish Beach**  
music festival  
PRINCE EDWARD ISLAND

**bullfrogpower™**



# MARKETING BENEFITS

Bullfrog helps to recognize organizations that are making a difference



■ Bullfrog's communications specialists will work collaboratively with HRM to design communications programs that:

- position HRM's environmental good citizenship locally, provincially and nationally
- highlight HRM's stewardship in a positive light to internal and external stakeholders
- support existing employee and community engagement programs and events
- Bullfrog maintains an active social media presence by supporting our customers

## What kind of future do we want?

One that lives up to their expectations.

By signing on for green energy with Bullfrog Power, you reduce your environmental impact and support the development of new renewable generation in Canada. You also send a powerful message to your community that you're working to protect the environment and create a cleaner, healthier world for future generations.



Congratulations to the City of Charlottetown for being named one of Canada's greenest cities, and being a part of creating that future.

proudly bullfrogpowered®

BMO Financial Group

CHARLOTTETOWN  
Great things happen here.

moksha yoga

silver

36 branches in B.C., A.B. and  
O.N. and all branches in A.B.  
and O.N. are B.C.

11-22 branches in A.B. locations  
2-22 branches and 4-22 branches  
1-22 branches  
1-22 branches  
1-22 branches and 2-22 branches

Choose 100% green energy today.  
bullfrogpower.com 1.877.360.3464

bullfrogpower

Web contest with City of Mississauga, launch event with  
City of Charlottetown, certificate for City of Charlottetown



# MARKETING BENEFITS

WINTER 2012

**THE BULLFROG**  
**Buzz**

Adrian Vasilov brings an EcoLogic, p.2  
Susan R. Eaton embarks on expeditions to Antarctica, p.4  
Our latest emissions reductions, p.6  
Bullfrog looks: What's your biggest environmental regret? p.12

**Bullfrog helps expand ENERGY!**

Bullfrog is proud to announce we are partnering with SolarShare to bring more solar energy to the U.S. SolarShare is a not-for-profit organization that is investing in renewable energy projects that SolarShare, a not-for-profit, will own and operate. Our support will provide financing to get them through the construction and development phase of the new projects which are the most risky part of a project. Once a project is up and running, SolarShare will own the project and we will receive a portion of the revenue. The public is a low-risk way to finance an investment in renewable energy.

Not only does Bullfrog help remove the risk from these solar projects, but we also help get them out in communities across the country. This is an invaluable way for people to support renewable energy. The partnership with SolarShare is a perfect fit. Bullfrog Power has always been a green electricity company—a powerful way to reduce your carbon footprint and support renewable energy projects in Canada. Through this partnership with SolarShare, Bullfrog is helping to make an even bigger commitment to support renewable energy. Bullfrog currently has several new projects underway. They need your support to get them up and running.

For more on the SolarShare program, visit [www.solarshare.org](http://www.solarshare.org) or visit our website at [www.bullfrogpower.com](http://www.bullfrogpower.com).

- The Buzz newsletter is issued 2-3x per year
- Distribution: 20,000 recipients across Canada
- Opportunity for a bulletin discussing HRM's latest sustainability initiatives

## BULLETINS

Here are just a few of the many organizations that have signed on—or extended their support—for Bullfrog Power since our last newsletter. Bullfrog Power thanks all of our customers for choosing green energy!

### Unilever bullfrogpowers entire Canadian operations



Unilever Bullfrog Power logo on a Unilever Bullfrog Power box.

In 2011, Unilever signed on to Bullfrog Power's Green Energy Program, making the organization the largest commercial purchaser of green energy in Canada. Through the expansion of its green power purchase, Unilever has set a second milestone in its energy goals.

Unilever's environmental efforts are centered by the Unilever Sustainable Living Plan, which the organization aims to reduce 40 per cent of its carbon energy requirements from renewable by 2020. Its commitment to green energy with Bullfrog Power is a big step closer to achieving this ambitious goal.

—Unilever

### CIBC extends green energy commitment to the Maritimes



CIBC Bullfrog Power logo on a CIBC Bullfrog Power box.

CIBC recently expanded its commitment to renewable electricity by bullfrogpowering its Dartmouth Crossing and Portland branches in Nova Scotia. CIBC first joined the bullfrogpowered community in 2009 when it chose Bullfrog Power for 22 Alberta branches.

To reinforce the expansion of its energy commitment, CIBC and Bullfrog Power staff partnered to host a green ribbon cutting ceremony at the Dartmouth Crossing Bullfrogpowered branch. Guests learned about sustainability in various ways, including a green energy tour. They were also treated to a special appearance by Bullfrog Power's mascot, Bullfrog. As the first opening in Maritimes, Bullfrog Power is a tremendous success, while the second opening in Dartmouth was so windy that it was almost blown away.

"The events were a great opportunity to speak with our customers and communicate the importance of our sustainability efforts," says CIBC Atlantic VP Terry Gaudier. "Working to have a healthier planet is at the core of our environmental policy, and I believe our customers appreciate the strides we are taking."

—CIBC Environmental



Pat from Pat's for a Bullfrog Power beer.

Choosing local, organic food has its benefits for your health and for the environment. It also means that you're supporting local farmers and producers. In the Maritimes, a local producer of organic food is Bullfrog Power. According to Emily Cherniack, Sales Operations Manager at Pat's for a Bullfrog Power, organic food is:

**Chemical-free** Organic foods are produced without using any chemical pesticides or herbicides.

**High quality** The produce is selected to be the best before it's picked. This approach results in very high quality produce.

**Naturally delicious** Because organic produce is grown and produced with no artificial chemical inputs, it tastes exactly as nature intended.

Pat's for a Bullfrog Power is proud to support local farmers and producers. It's a commitment to green energy, local food, and supporting local businesses.

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### A taste of green power?

Taste of Nature—a Bullfrogpowered company since 2009—makes healthy snack bars from 100 per cent organic ingredients. Its bars are also made without additives, artificial flavours or preservatives. With a big following in Canada, the organization recently ran a "Taste of Green Power" contest, giving people the chance to win a full year of clean, renewable electricity with Bullfrog Power.

On its mission for choosing Bullfrog, Taste of Nature's VP of Sales and Marketing, Lisa de Vries, says: "In order to produce our communities, both rural and urban, we need to support power that does not pollute the environment or create safety and health risks for people and wildlife. Creative solutions for power generation will preserve our lifestyle, our standard of living and continue to be sustainable for generations to come."

Taste of Nature makes an effort to be involved in its community by sponsoring events such as the SAS Walk and by partnering with the Community Support for Women.

—Taste of Nature

### Green bar, great beer

In July 2012, Scott Daley and Nicole Parker opened the Raven & Republic in North Bay—and it just may be the Maritimes' greenest new bar. In addition to being bullfrogpowered with green, local city and green, natural gas, the bar has also made eco-friendly during its operation. The renovation project included:

- Sourcing local materials, including local sawn logs from the farm of the brewery.
- Supporting local contractors and
- Implementing extensive insulation and upgrading windows.

Scott hopes the bar's commitment to green energy "serves as an inspiration and encourages other businesses in the area to sign on. The real challenge is just a shift in thinking. Green and I feel very strongly that business should be about more than just the bottom line."

The Raven & Republic serves in source locally, offering regional produce and wines. Featured on its menu include local Maritimes cheese, locally sourced pork chops and a "Pat's for a Bullfrog Power" served with locally sourced local meats.

For Scott and Nicole, the Raven & Republic aims to be a great bar in a smaller city, a place where everyone can go by themselves and hope to find someone they know or meet a new friend.

—ravenandrep.com

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Protecting the planet, one oyster at a time

Bullfrogpowered since 2011 with renewable electricity, Vancouver Island University's Deep Bay Marine Field Station supports research on sustainable shellfish aquaculture, the preservation of coastal ecosystems, and projects involving local communities.

Thousands of species of marine life live in the Pacific Northwest, including herring, chum, halibut, salmon, green sea urchins, and many more. The Deep Bay Marine Field Station is one of the richest temperate marine ecosystems in the world.

According to Brian S. Rogers, the station's manager, systems are a valuable environmental resource. A single oyster can filter up to 100 gallons of water a day, removing water clarity and nutrients for bottom-dwelling shellfish and seagrass. Oyster beds provide habitat for fish, crabs, and other marine life. Unfortunately, globally, 85 percent of oyster reefs have been lost, making the reefs a severely impacted marine habitat. The Deep Bay Marine Field Station is helping to preserve and research these reefs so they continue to thrive in the Pacific Northwest region.

—vancouverisland.ca

### Tips for reducing your car's impact

Waterloo Ford's Lincoln, a new and used car dealership and service centre in Edmonton, has been choosing green electricity with Bullfrog since 2012. Bullfrog asked the car dealership for ways to reduce a car's impact on the environment. Waterloo Ford Lincoln recommends the following tips to help drivers make their vehicle's fuel consumption more efficient:

- **Don't hard brake and avoid acceleration.** Anticipate what's ahead, so you can stop and start gradually. When you drive smoothly, you reduce wear on your brakes, save fuel and create a safer driving situation.

- **Eliminate idling.** Instead of idling at stop lights, pull in and wait. If you must idle, turn off the engine. Idling doesn't need to be warmed up in the winter—it causes extra emissions and doesn't help your engine.

- **Reduce your vehicle's weight.** Proper maintenance of your car helps reduce the amount of fuel it will use. Make sure to replace your air filter as your manual suggests. And, keeping your tires inflated to the recommended pressure can reduce your fuel consumption by three per cent.

- **Recycle that last square.** When you're at the gas station, recast that last square of the pump to "top up" your tank. Even a small amount of gas left in the tank damages the environment by creating a pollutant at the gas station.

—waterford.ca

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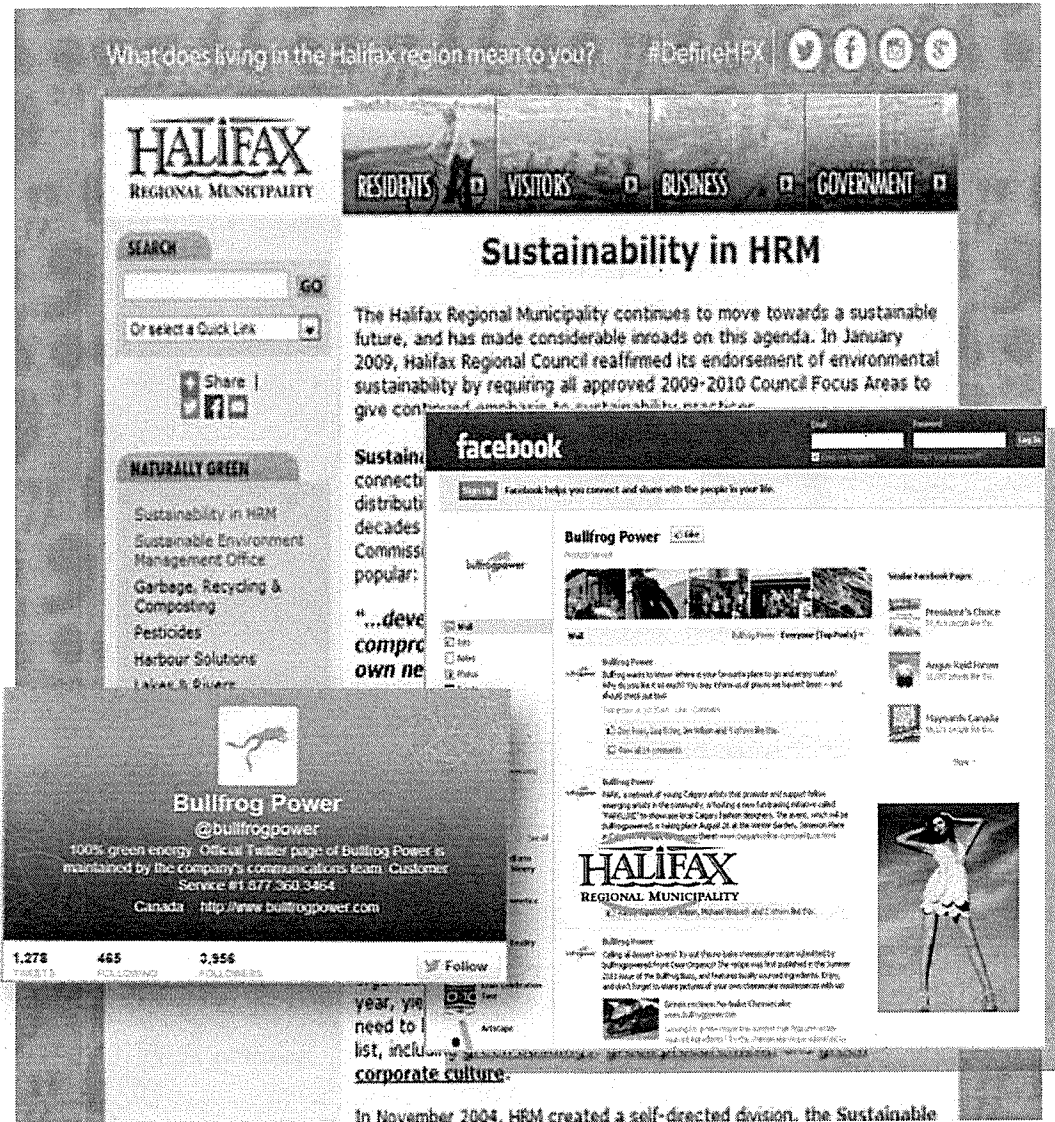
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**bullfrogpower™**

# Bullfrog can help Halifax Regional Municipality drive social media and web traffic



- Bullfrog showcases its partners in its communications, including:
  - Website (~25K homepage hits/month)
  - bullfrogpowered Green Index
  - bullfrogpowered Green Directory
  - Web profiles and case studies
  - Executive interviews and videos
  - Bullfrog content available for HRM's website
- Social media
  - Bullfrog will support HRM's social media efforts, and HRM can participate in Bullfrog's social media, including our Facebook page and Twitter feed

Top: HRM Sustainability homepage  
Bottom: Bullfrog twitter and Facebook pages

## Bullfrog's unique position in energy is recognized nationally



In recognition of the environmental impact that Bullfrog Power and its customers are having, and its contribution to raising awareness about renewable energy and climate change, Bullfrog Power has accepted several prestigious awards:

- 2006 Green Toronto Award for Market Transformation
- 2007 Canadian Wind Energy Association Group Leadership Award
- 2008 Ontario Energy Association Leader of the Year Award
- Marketing Magazine Top Marketers of 2008 Award
- 2009 imagineCALGARY Leadership in Sustainability Award
- 2011 Ontario Energy Association Small Company of the Year Award
- 2011 Toronto Board of Trade Business Excellence Award in Sustainability
- 2011 Green Living Excellence in Corporate Responsibility
- 2011 Corporate Knights Clean16 and Clean50 Awards
- 2012 B Lab 'Best for the World' list distinction for the environment



**bullfrogpower™**



**Holly Bond**

National Sales Director

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902-462-8130

[Bullfrogpower.com](http://Bullfrogpower.com)

