

3 PHASES IN THE NEWS:

04.10.06 BusinessWeek



3 Phases Energy is proud to have been interviewed for Business Week's article on alternative energy.

Environment Energy

It's a Little Easier Being Green



So Starbucks stores continue to consume power as usual, but the company passes an extra payment of less than half a cent per kwh to a middleman called **3 Phases Energy Services** in San Francisco. **3 Phases** redistributes funds to 40 wind farms across the country, then issues a certificate. With this subsidy, the farms cut the price of their power and boost sales to local customers.

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Combating Climate Change

Windmills and solar farms generate earth-friendly electricity, but they can't service all the households and companies that might want their power. Also, their costs are often higher, so they can't easily compete with coal, natural gas, or other fuels that release CO₂. Businesses and consumers can help level the playing field by purchasing "green certificates." Here's how they work:

1 Last December, Starbucks promised to purchase 20% of its power, about 150 million kilowatt hours (kwh) per year, from renewable sources. Yet many of its stores are not hooked up to wind or solar farms. So Starbucks buys regular dirty power for 8,400 locations, then pays an extra fee to a middleman to help offset the emissions.

2 The middleman, 3 Phases Energy, has contracts with wind projects across the U.S. 3 Phases transfers Starbucks' money to these wind farms, which use the subsidy to lower their own prices so that they can sell power to nearby customers at competitive rates. This encourages consumption of green power equal to the 20% target that Starbucks has set.

3 A nonprofit called Green-e watches over the deal, checks details such as the payment terms. The guarantees that the middleman and wind farms accept additional same wind power. Starbucks a "green" confirming the tran

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Starbucks and FedEx Kinko's are 3 Phases Energy customers.

“Other companies that purchase large blocks of renewable energy include Starbucks, FedEx Kinko’s and Nike.”



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Pacific Power is one of 3 Phases Energy's utility partners.

“Call your power company to see if you can switch to renewable sources like wind or geothermal energy. In Oregon, **Pacific Power** offers the Blue Sky Usage plan, which uses renewable energy sources and costs the average homeowner \$8 more a month. “

