Making the BECC Conference Carbon Neutral

California Forest Conservation

Livestock Methane Capture
About ClimateSmart

On June 28, PG&E launched ClimateSmart, a first-of-its-kind voluntary program that gives PG&E customers another way to take action to reduce greenhouse gases.

Program Basics:

• Developed with the help of environmental groups.
• PG&E knows its carbon footprint.
• Cost is based on usage – $0.00254 per kWh and $0.06528 per therm. Less than $5 per month makes a typical home “climate neutral” for its energy use.
• 100% invested in independent, California-based projects under CA Climate Action Registry protocols -- must be real, verified, additional, and permanent. Credits retired.
• An External Advisory Group provides feedback and input.

ClimateSmart – “Climate Neutral” Energy

Make the Energy You Use “Climate Neutral” with ClimateSmart

5.3 tons CO₂ emitted per year (typical home served by PG&E)

5.3 tons of CO₂ (absorbed or reduced through ClimateSmart projects)

100% of your ClimateSmart payment

less than $5 per month

~6.5 cents/therm
~0.25 cents/kWh

Carbon Dioxide (CO₂) emissions for a typical residential customer are 68% from natural gas and 32% from electricity
Targeted Outreach and Affinity Partners are Essential

Residential  Business  Government  Faith Communities

ClimateSmart Brochure and Direct Mail

Together we can fight climate change.
Actionable Climate Change and Energy Efficiency Education

Some things you can do to reduce CO₂ from your home                          The average home emits 10,600 lbs. (5.3 tons) CO₂ per year
• Replace lighting with 5 CFLs                                               -170 lbs. CO₂ per year
• Install a new energy-efficient clothes washer                              -260 lbs. CO₂ per year
• Install a high-efficiency central natural gas furnace                     -1,000 lbs. CO₂ per year

Revised home energy emissions                                               9,170 lbs. CO₂ per year
• Sign up for ClimateSmart                                                    -9,170 lbs. CO₂ per year

Your impact on the environment                                              0 lbs. CO₂ per year

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Some things you can do to reduce CO₂ from your home

- Replace lighting with 5 CFLs
- Install a new energy-efficient clothes washer
- Install a high-efficiency central natural gas furnace

Revised home energy emissions
- Sign up for ClimateSmart

Your impact on the environment

Calculate Your Carbon Footprint

www.pge.com/carbonfootprint
Learn How Your Footprint Measures Up – Take Action

Your carbon footprint is: 21.742 lbs. CO₂ per year (estimated)
Equivalent to burning 1,126 gallons of gasoline

How do you measure up?

- Your footprint: 21.742 lbs.
- Average Californian: 22,961 lbs.
- Average American: 52,607 lbs.
- Average Global Person: 8,790 lbs.

*Information on how these calculations are made can be found on the next page.

www.pge.com/climatesmart

ClimateSmart is part of a holistic portfolio offered by PG&E
“PG&E is committed to leading by example when it comes to climate change. That means more than just minimizing the greenhouse gas emissions from our operations. It also means maximizing the opportunity we have to lead efforts to establish responsible policies and programs to address global climate change.”

— Adopted by PG&E Corporation, May 2006