VIDEO FAQ - TRANSCRIPT

ANSWERS FOR THE SUSTAINABILITY/MARKETING MANAGER

1. What carbon emissions are avoided by using these turbines?

Generally 3,000 metric tons of carbon emissions are avoided per turbine per year for these projects. That's roughly the equivalent of 300-400 homes' carbon emissions for a year.

2. Can I market this within my sustainability program?

Yes, you can – and you can in at least two ways. One way is due to of the carbon emission offsets because of the turbines. Another way is because of the renewable energy produced by the turbines. For the carbon emissions offsets, essentially you have to be able to track and demonstrate that those emissions were offset within your larger sustainability program and your company in general. Then for the renewable attributes of the project, you have to essentially own RECs to demonstrate that you are powered in some way by renewable energy. Through One Energy's projects, we make sure you do own RECs so you can market that within your program.

3. Are there truth-in-advertising laws I need to know about?

Yes, there are. Generally whenever you market something within your company or to the outside world you have to market it accurately and you also have to be able to substantiate with what you're saying; nothing you say can be deceptive to consumers in any way. You need to accurately represent how these turbines are used within your company and within your sustainability program. So, for example, if the turbine powers let's say 20 percent of your facility, you can't say, the facility is 100 percent powered by wind or wind powered in general. You have to accurately describe how that turbine powers the facility.

4. What is a Renewable Energy Credit (REC) and why do I care about it?

Renewable Energy Credits, also known as RECs, signify one megawatt hour of electricity that's generated from a renewable source. So, I'm going to kind of step back and just explain more of the context for that. Essentially, states across the United States have adopted what are called Renewable Portfolio Standards or RPSs. And generally, what those programs do is they say states have to procure a certain percentage of their electricity from renewable resources by a given year.

A standard could be, for example, that you have to procure 50 percent renewables by 2050. What that does is it creates a market for RECs and it creates demand for RECs. So electricity providers who have to meet these standards go out on the market and they try to buy RECs from electricity produced by renewable resources. Because these turbines are powered by wind, they are renewable, and therefore they generate RECs. So this is different than coal or natural gas, where you just sell the electrons. You can sell both the electrons and the renewable attributes of the facility.

RECs themselves are not a tangible product. They're electronic certificates and they're tracked through electronic programs. Essentially those tracking systems just ensure you're not double counting the same REC for different purposes. RECs are important to you because they have economic value. If you're doing a CAPEX project, it will allow you to get a return on that project more quickly. If you're doing a Renewable Energy Agreement project, it will allow you to pay lower rates for the electricity. And finally, RECs are important because again, they relate to your ability to market the fact that you use renewable energy to the outside world.

5. What are the different REC markets?

There are REC markets that are associated with states and there are REC markets that aren't associated with states. To participate in a state REC market, your facility has to meet the requirements of that particular state. For example, to participate in a Pennsylvania REC market you have to fill out an application demonstrating that your facility is wind powered, that it's located in a certain area, and things like that. If you want to participate in the Ohio REC market you have to meet Ohio's requirements. Maryland – the same thing, and on and on.

There are also REC markets that aren't associated with states. These are things like Green-e RECs or ERCOT RECs. Essentially, to satisfy or participate in those markets, you just have to demonstrate again that your facility meets those market's requirements. Also, One Energy takes care of getting these projects certified in these various markets, so if you'd like to participate in any of these REC markets, we can get these REC-certified so you can do so.

6. How does this affect my Scope 1 and Scope 2 emissions?

Scope 1 and Scope 2 emissions and Tier 1 and Tier 2 emissions relate to a particular type of carbon tracking and trading program. There are a number of carbon trading programs throughout the United States and the world; some of these are international – they're based in European tracking systems, or some of them are American tracking systems.

Then within the United States itself, there are also regional tracking systems that you can participate in and your sustainability program can participate in.

Scope 1 and Scope 2 emissions refer to different types of carbon emissions that are avoided by using various types of renewable resources and things like that. For example, Scope 1 resources or emissions refer directly to operations on-site. Scope 2 refer to the emissions from your purchase of electricity. And you can offset your Scope 2 emissions by installing these turbines onsite.

7. What about environmental concerns, like birds?

I'll start with birds because we get asked that question a lot. Anytime a man-made structure is built, whether it's a building with windows, a water tower, a grain elevator, birds can fly into those structures. And when they do make contact with those structures, they can be killed. Wind turbines are no different. They're man-made structures that are tall. And when birds hit them, they can be killed by them – absolutely. That being said, we try to site our turbines so as to minimize impacts to birds. In addition, along with any other type of environmental attribute, whether it be a wetland or a floodplain, we try to construct our facilities so as to limit their impacts to the environment as much as possible.

8. How will the community rollout process go?

We have had amazing success with our community rollout programs and a very warm reception from the communities we're engaged in. They key is having a very tight timeline that goes with community rollout; that means we make sure the right information gets into the right hands at the right time and things go very smoothly. A typical community rollout program involves multiple layers of the community.

First we have community stakeholders. The stakeholders are elected officials, they're police and fire department, they're other people who are engaged and invested in your plant and facility in the community. Second, we try to make sure plant employees understand the changes that will be happening to the plant because we find that when they do, they make great advocates out in the community. The third component is the press. We prepare and time press releases and give interviews to make sure the press has accurate and amazing changes they can report on as well within your facility. When all of these are handled on a very tight timeline, we find that things go very smoothly.

9. When will you start talking to public officials?

We usually engage public officials during the community rollout process. We find that's a great time to make those relationships with them. We bring our team to the community

rollout so that we get to meet them, create relationships, and then information is much easier to be shared from them and to them.

10. What terms can we use while marketing this?

Many of our customers choose to use/market beneficial sustainable energy kinds of terms, rather than to focus on the lower cost advantages from the power they're receiving. There are a lot of generic terms you are able to use, such as sustainable, renewable, green, those kinds of things. Because you are getting your wind power and it comes with RECs from us, which are renewable energy credits, you are also able to use phrases like, "my facility is being wind powered." We're able to help you and assist along that journey through your marketing efforts too. Our marketing, legal, and regulatory teams can help provide you with emission statements.

11. Can we put our logo on the turbine?

Absolutely you can put your logo on the turbine. As we get into the construction process, we will ask you to send us a high-resolution file. We have a vendor that we use that makes absolutely great representations for the top of the turbines.

12. What kind of press does a project typically receive?

The press we receive is overwhelmingly favorable. One Energy is very open and approachable to the press and we find that sets a great tone as far as getting information out and everything being very smooth in that regard. When we create press releases, we can do whatever your facility most wants. If you want a press release that goes out to greater than 50 million viewers, we can make that happen. If you're more comfortable with just having a press release that goes to the local paper, we can make that happen too. If you want some combination of both or something in the middle, we can make that happen. You just need to let us know what fits your facility best and what fits into your strategic plans.

After an article is written it's a pretty exciting time within a community. Once the article comes out, we get a lot of requests for speaking engagements; community organizations, schools – they want to know a little bit more. One Energy is very committed to being a great corporate citizen and so we are very excited to be able to go into Rotaries, Kiwanis, schools, etc. to be able to share your project with them and help them to get that same enthusiasm.

13. Will you help us prepare a press packet?

Absolutely. We have a very experienced team at One Energy that can help you prepare a press packet. We can put in materials, facts, figures, graphics, whatever it is that you most want to do, and we will tailor it specifically to your project and your community.

14. Can you help us with videos and graphics?

Absolutely, we can help with videos and graphics. We have an amazing department that does high quality work. We have drones with which we can create videos and still photography from an aerial perspective. We have graphics and we can tailor things specifically to your project. Whatever product you need, if you need a clip or if you need a finished product, we can do that.

15. What is a Megawatt Scholarship and who administers it?

Megawatt Scholarships is one of our favorite things here at One Energy. It is our chance to show to the communities that we really do put money behind the fact that we want to be great corporate citizens. We want to engage in your community and we want to invest in your students. So, each year, for each turbine that is in production, we create a Megawatt Scholarship. You can go to megawattscholarships.org and find out all the details for that. On that website, which we maintain, there is an application for each Megawatt Scholarship. There are also the qualifications and the deadlines that go along with that. Once the applications come in, One Energy compiles them and gives them to your facility to be able to choose the winners for 2017, 2018 (whatever year it is, you get to choose the winners of the scholarships that year) and we will help you to promote that within the community as well. It's an exciting way to be able to invest in the future of STEM technology and STEM students.

16. What is the groundbreaking and ribbon-cutting process like?

Groundbreaking and ribbon cutting can be anything you want. Typically, we prefer to have a groundbreaking kind of ceremony rather than a ribbon cutting, but if ribbon cutting is your preference, we're more than happy to do that too. The reason we prefer groundbreaking is twofold. The first one is that it's very easy to schedule in the construction process. The second one is that it's also very engaging for the community to be able to come out at the beginning of the project, to see where it's going to be, and it does build a certain amount of excitement. So, that's why we prefer one over the other, but we will adapt to whatever your needs are.