



# **Best Practices in Green Power Purchasing in Canada**

Prepared by Bullfrog Power: CDP's first Canadian renewable energy partner





**Renewable energy certificates (RECs) count toward your emissions reductions under CDP disclosure. Organizations considering renewable energy as part of their sustainability platform are encouraged to consider quality as well as price and impact to ensure they achieve the best value for their investment.**

CDP has accredited Bullfrog Power, Canada's leading green energy provider, as its first Canadian renewable energy partner. Since its founding in 2005, Bullfrog has been unrivaled in providing the highest quality green electricity product to Canadian organizations.

Industry leaders including Co-operators, RBC and Staples (See figure 1.3 for additional examples) choose Bullfrog Power's green energy to achieve credible and meaningful emissions reductions together with leadership positions on sustainability.

CDP chose Bullfrog Power to be its first Canadian accredited green energy partner due to Bullfrog's commitment to the highest quality green energy standards:

- **Brings new power online:**<sup>1</sup> Bullfrog Power is unique among green energy providers in its focus on bringing new renewable energy projects online in Canada. Bullfrog Power works directly with renewable energy developers at early stages of their new project development. Providing financial security through long-term power purchase agreements ranging from 5 to 20 years ensures developers can move forward with their projects.
- **Focused on new facilities:**<sup>1</sup> Bullfrog is the only green power provider who commits to advancing new renewable power in the markets in which it operates by offering green power generated exclusively from "new" renewable projects (commissioned within the last 15 years).
- **Supports community-based projects:**<sup>1</sup> Bullfrog Power is the only green energy provider active on a national scale in providing financial support, largely in the form of grants, to local, community-based renewable energy projects to ensure their projects are commissioned and contributing to new renewable power in Canada. To date, Bullfrog has supported more than 130 of these projects across Canada, including solar panels on schools and community centres, renewable projects with community co-ops, and wind and solar projects with Indigenous communities. See figure 1.2 for a sampling of Bullfrog's projects.

**Figure 1.1**



WORLD  
RESOURCES  
INSTITUTE

The World Resource Institute's (WRI) GHG Protocol Scope 2 Guidance document advocates the following best practices to help increase new, low-carbon energy generation:

- Establish long-term contracts for RECs to provide the security and certainty these projects need to obtain financing;
- Limit eligibility of supply (e.g. by limiting the eligible project age, project location) to prompt market signals for new facilities meeting specific criteria;
- Contribute funds for new project development; and
- Take an equity position in new projects.

Bullfrog meets these objectives and WRI Quality Criteria, as reported in Bullfrog's annual audits.

• **Regional supply:** Bullfrog is the only national green energy provider capable of delivering green power to customers from within their facilities' regions, helping deliver meaningful and accurate reductions against their organizations' emissions footprints. Others may sell RECs generated at facilities located in low emission intensity regions such as B.C. for application in high intensity regions such as Alberta. Working with these providers, companies can put themselves at reputational risk by misrepresenting the actual emissions reductions of their green power purchases.

• **Solely focused on renewable energy:** Since its launch in 2005, Bullfrog Power is unique among Canadian REC and energy providers in being solely focused on renewable energy. In contrast to other energy providers who "include" green power as a side offering, Bullfrog's customers can trust that 100% of their dollars are supporting green energy rather than being redirected to polluting, fossil fuel interests.



<sup>1</sup> As recommended by the World Resource Institute—see Figure 1.1.



**Figure 1.2**—Below is a sampling of community-based green energy projects Bullfrog Power is helping to fund across Canada. To date, the company has provided funding to more than 130 of these projects across Canada.



Bullfrog Power financially supported the Ellershouse Wind Farm in Nova Scotia, the first wind development in N.S. to be funded and built independently of the local power authority or any provincial government incentive program.



Bullfrog helped fund a 10 kW solar project with the Kanaka Bar Indian Band, located in B.C.'s Fraser Canyon. Through the project, the Band was also able to provide technical training to community members.



Bullfrog Power provided financial support to the Beach Community Energy Co-operative to help launch a new community-owned 72 kW solar rooftop array on the Kew Beach Junior Public School in Toronto.

• **EcoLogo<sup>®</sup>-certified green energy:** Bullfrog's green electricity comes from wind and low-impact hydro facilities that are EcoLogo certified. Green electricity generators must meet specific environmental criteria to earn this designation; for example, all electricity from EcoLogo-certified facilities must be generated in a manner that does not adversely impact species designated as endangered or threatened, and projects must protect against biodiversity loss. For more information on the criteria for EcoLogo certification, see the Environmental Choice Program Certification Criteria Document CCD-003.

Note: many providers source from certified facilities but their product offering isn't EcoLogo certified. Both Bullfrog Power's source facilities and its offering are EcoLogo certified and meet all requirements set by EcoLogo standards.

• **Audited:** Bullfrog Power is the only green energy provider in Canada that publishes an annual green energy audit conducted by Deloitte verifying the accurate retirement of RECs (to preclude double-counting); vintage; source; and EcoLogo certification.

• **One of Canada's founding B Corps:** In 2011, Bullfrog Power became the first green energy retailer in North America to certify as a B Corp and is regularly named to B Labs' "Best for the World" lists.



• **Earned the trust of leading health and environmental groups:** Bullfrog Power is the only green energy provider in Canada to win the support of all major environmental groups in Canada, including WWF-Canada, the David Suzuki Foundation, the Pembina Institute and many others. Bullfrog Power is also the only green energy provider to win the support of the health community nationally, including the Asthma Society of Canada, the Lung Association, and Canadian Physicians for the Environment. All of the organizations mentioned above also choose Bullfrog Power's green energy for their own facilities.



**Figure 1.3**  
**More than 20 Bullfrog Power customers currently report to CDP, including:**



To learn more about each company's purchase, visit the bullfrogpowered Green Index at [bullfrogpower.com/greenindex](https://bullfrogpower.com/greenindex)

**Figure 1.4**  
Bullfrog Power is the only company that gives organizations the ability to address all three scopes of their emissions footprints with Bullfrog's three renewable energy products.

Product	Emissions Scope Addressed		
	SCOPE 1	SCOPE 2	SCOPE 3
Bullfrog's green electricity		✓	
Bullfrog's renewable natural gas	✓		
Bullfrog's green fuel	✓		
• Purchased for owned fleet			
• Purchased for third-party transportation			✓

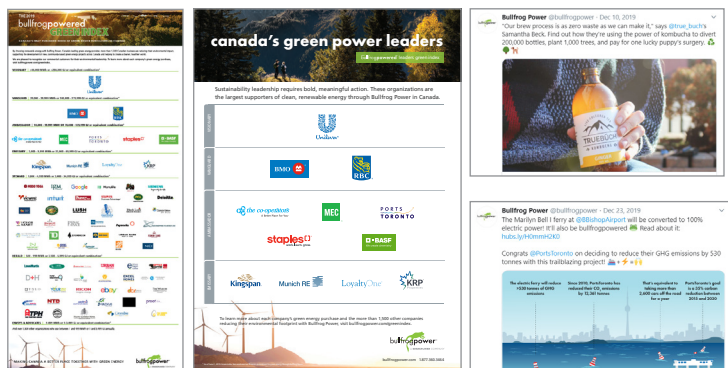
**Bullfrog Power created the green power market in Canada, helping thousands of bullfrogpowered businesses, nonprofits, and individuals displace more than 2 million tonnes of carbon emissions. Canadians recognize and trust the Bullfrog Power brand, with 28% brand recall in Toronto and 23% in Calgary. (2022 Leger, Canadian public poll)**

## Bullfrog Power's marketing capabilities

Bullfrog Power is the only renewable energy company that provides comprehensive, measurable and award-winning marketing support to its customers that enables them to optimize the brand ROI of a renewable energy commitment.

Upon signing up for Bullfrog's green energy, customers have access to:

- customized marketing plans that include PR, social media and internal/external communications strategies to communicate their green energy commitment to stakeholders;
- consultation from Bullfrog's in-house marketing staff who have unique expertise in environmental communications;
- a listing in the bullfrogpowered Green Index, the only nationally recognized ranking of green power purchasers in Canada, regularly published in major media;
- regular brand exposure to Bullfrog's community of more than 20,000 socially conscious consumers;
- employee engagement programming designed to help educate employees on sustainability;
- and much more.



**From left to right:** the bullfrogpowered Green Index, regularly published in major media; a Bullfrog industry publication ad featuring green energy leaders; and sample social media posts Bullfrog regularly promotes for customers.

"At Staples Canada, we've been choosing renewable energy with Bullfrog Power since 2013. As the working and learning company, we've always believed in the importance of setting ambitious sustainability targets and setting new standards in our industry such as bullfrogpowering all our print production (solution shop) and coworking (Studio) locations. Partnering with an accredited partner like Bullfrog Power has been a critical part in our journey towards reducing our carbon emissions and providing sustainable solutions to Canadians."

Leigh Pearson  
Sr. Director, Facilities, Sustainability, Sourcing,  
& Procurement  
**Staples Canada**



"Companies that choose to disclose their emissions using CDP's guidelines need to have reputable choices when it comes to reducing the impact of the energy they consume. With Bullfrog Power, CDP now has a collaborator focusing exclusively on the Canadian market with a renewable energy solution for businesses looking to reduce their environmental impact and support the development of new, community-based renewable energy projects across Canada."

Paul Robins  
Head of Partnerships  
**CDP**



"Bullfrog Power has long been the leader when it comes to renewable energy in Canada. Becoming an accredited solutions provider with CDP demonstrates that our comprehensive green energy solution remains the highest quality option for businesses in Canada wanting to lead the transition to the low-carbon economy."

Suha Jethalal  
President  
**Bullfrog Power**

To learn more about renewable energy to meet your GHG targets and CDP reporting, contact [business@bullfrogpower.com](mailto:business@bullfrogpower.com) today or call **1.877.360.3464**

