



## An Alternative Approach to Renewable Energy

Carl and Karen Duivenvoorden

### Converting to Green Energy: The Dilemma

**R**aised on a dairy farm in Belledune, New Brunswick, writer and speaker Carl Duivenvoorden has long wanted to leave the world a better place for his children and grandchildren.

When Carl met his wife, Karen, she had already made her bungalow in Upper Kingsclear, N.B., as energy efficient as possible. She built it with extra insulation in the walls, attic, and basement, with double-paned and tightly caulked windows to reduce heat loss, and she made sure to seal it tightly to eliminate drafts. Carl and Karen use a wood stove for heat, and they installed solar panels to heat their hot water tank.

After Carl moved in, the family carefully considered the best way to make sure they used as little electricity as possible made from coal, oil and natural gas. These fuels produce greenhouse gases that contribute to climate change.

Since they already had solar power for their hot water, Carl and Karen considered installing more panels for the whole house. But their home is surrounded by trees and faces north. It wouldn't get enough exposure to the sun for long enough to generate the amount of electricity they



needed. At the time, the larger solar panels were expensive and the technology required to store power generated by a wind turbine was not reliable enough.

Then Carl came upon another option that fit their goals: **Bullfrog Power**.

By signing up with Bullfrog Power and paying a small fee – two cents per kilowatt hour of energy that they use – Carl and Karen “converted” their home instantly to renewable energy.

“There was no hassle with finding a contractor, figuring out whether we had the right orientation for the sun, where we would put up a little mini wind turbine, or any of these types of things,” says Carl.

Signing up with Bullfrog meant that Carl and Karen knew that when they flicked on the light switch in a room, they are supporting renewable energy sources – because what the power they use is being offset by the renewable power Bullfrog buys on their behalf.





## Bullfrog Power: How it Works

Bullfrog Power is a small company, based in Toronto, that buys and sells green power use to homes and businesses.

By signing up on their website, as Carl and Karen did, you agree to pay a monthly fee. Then Bullfrog uses that money to buy the equivalent amount of energy from renewable sources in your region, making sure that amount of energy is available to the electricity grid. The energy Carl and Karen buy reduces the amount of energy needed from fossil fuels and sources that pollute or damage the environment.

Carl and Karen are happy knowing they are helping to ensure that equivalent amounts of electricity from wind, solar, or small hydro projects are feeding the electricity grid and reducing the demand on electricity from coal, oil, or gas-fired plants, nuclear power or large hydro dams.

## What it Costs

Bullfrog's monthly fees are based on the size and type of your home. Or, as Carl and Karen did, you can check your power bills to find out how many kilowatt hours of electricity generated by fossil fuels you use in a year. You can reduce the overall amount of electricity that comes from oil, coal, or natural gas by buying the equivalent amount of renewable energy you use from Bullfrog or another company that buys and sells renewable energy credits

It costs Carl and Karen an extra **\$10 a month**, in addition to their current power bill, to know that they are adding renewable energy to the power grid and reducing the amount of electricity that contributes to changing the climate in ways that could affect their children and grandchildren's way of life.

“To me, that is so worth it,” Carl says.

## Questions?

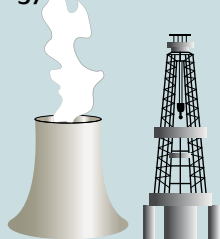
Most of us have questions about the energy we already use, and where to find information if we want to know more. We'd like to spend less money for the power we need, but we're unsure about how to sort out the options. We're curious about the different kinds of energy that could power our homes, like solar or wind or other forms of renewable energy. Many of us don't know which energy source would work for us, what steps we should take first, or whether changing the type of energy we rely on would mean we'd have to change our lifestyle.

**To learn more your energy choices and to find a list of resources in New Brunswick, visit:**

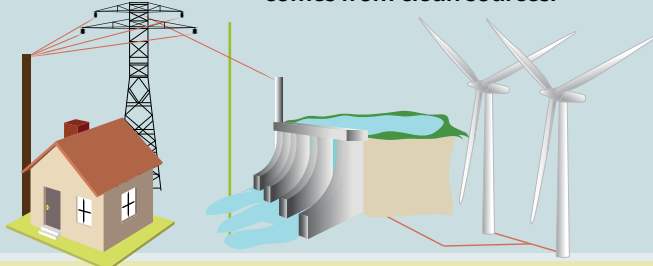
[www.conservationcouncil.ca](http://www.conservationcouncil.ca)

*We're powered by Bullfrog Power too!*

**Without Bullfrog**  
You support conventional energy sources.



**With Bullfrog**  
You ensure your energy comes from clean sources.



When clean electrons from renewable sources can't be directed specifically to your home, signing up with **Bullfrog Power** means you are helping to ensure some of those electrons come from renewable sources.