



2007 New Jersey Clean Energy Leader

New Jersey Resources

Clean Power Purchaser of the Year

PROJECT INFORMATION

Organization
 • **New Jersey Resources**

Location
 • **Wall, NJ**

Project Name
 • **Conserve to Preserve®**

Project Contact
 • **Katie Anderson, Communications Specialist**

Technologies
 • **Renewable Energy: Wind and Small Hydro Power supplied through the CleanPower Choice Program**

Project Size
 • **7.4 million kWh per year**

Project Cost
 • **\$60,000 per year**

PROJECT SAVINGS

Annual Emission Reductions
 • **Approximately 4,000 tons of CO₂**

Project information, savings, and environmental benefits were provided by the project manager.



“New Jersey Resources is committed to doing our part to protect and improve the quality of life for future generations. We have outlined an agenda to take the appropriate steps to reduce and offset our carbon footprint.”

*Laurence M. Downes
 Chairman and CEO
 New Jersey Resources*

Background

New Jersey Resources (NJR) – a FORTUNE 1000 company and a member of the FORBES Platinum 400 list of America’s Best Big Companies five years in a row – provides reliable retail and wholesale energy services to customers in New Jersey and in states from the Gulf Coast to New England, and Canada. Its principal subsidiary, New Jersey Natural Gas, services more than 478,000 customers in New Jersey.

Challenge

Since early 2007 – when Governor Jon S. Corzine signed an executive order calling for the reduction of greenhouse gas emissions in New Jersey – NJR has been working to evaluate its corporate carbon footprint in order to join the state’s effort. According to NJR’s Chairman and CEO Laurence M. Downes, the company is “committed to doing our part to protect and improve the quality of life for future generations. In support of the state’s goal, we are committing ourselves to reducing and offsetting our own emissions 20 percent by 2020.”

Solution

To embrace the state’s goal, NJR is investing \$1 million over the next five years to offset its own emissions. A major part of that effort is the purchase of renewable energy. NJR has committed to purchasing 100% of its electricity needs through the New Jersey CleanPower Choice ProgramSM. That is approximately 7.4 million kilowatt hours of renewable energy per year. The CleanPower Choice Program offers residents and businesses the opportunity to choose clean, renewable energy through various CleanPower marketers. NJR has chosen to purchase its renewable energy through marketer Sterling Planet, which offers electricity generated from wind and small hydro power. This purchase – whose cost is approximately \$60,000 a year – makes





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“The CleanPower Choice Program has been an important part of our efforts as we work toward our goal of reducing greenhouse gas emissions 20 percent by 2020. CleanPower Choice provides all electricity users – from large companies to individual homeowners – the same opportunity to reduce their emissions while conserving our natural resources and investing in renewable energy. Doing so will unleash the economic power of a growing industry and prove that energy conservation and economic vitality can coexist for the benefit of all.”

*Laurence M. Downes
Chairman and CEO*

NJR the largest clean power purchaser in the state and the first utility in New Jersey to purchase 100% of its electricity through clean energy sources.

However, this is only one part of NJR's Conserve to Preserve® program. Since 2004, approximately 9% of the electricity used at its natural gas distribution center in Wall, NJ, has been supplied by a roof-top solar photovoltaic system on the building. In addition, the company is converting its fleet to hybrid, high-efficiency, or dual-fuel vehicles, and has accelerated its activities in the U.S. Environmental Protection Agency's WasteWise and Gas STAR Programs.

New Jersey Natural Gas customers receive a Conserve to Preserve booklet, which calculates how much they can save, based on their usage, if they implement the suggested no- and low-cost energy saving tips. And, with its Planting for Our Future program, NJR is encouraging customers to offset their own emissions by planting trees through The Conservation Fund. For every \$5 donated to plant a tree, NJR will match it, up to a total of 10,000 trees per year. After just six months, the program has collected donations to plant more than 12,000 trees in protected forests in New Jersey and beyond.

Benefits

NJR estimates, based on 2006 usage, that their electricity purchase from renewable resources will annually avoid over 4,139 tons of carbon dioxide emissions normally associated with traditional electricity generation. This is the equivalent of taking 723 cars off the road for a year or planting 1,118 acres of trees.

The New Jersey Board of Public Utilities and New Jersey's Clean Energy Program have recognized NJR's commitment to renewable, sustainable practices with the 2007 Clean Power Purchaser of the Year Award. Not only is NJR doing their part to help with Governor Corzine's plans to use energy more wisely in New Jersey, but they are also helping to spread the word that clean energy is smart business and good for New Jersey. The company has been promoting the CleanPower Choice Program to customers through numerous bill inserts.

NJR was also honored for its Conserve to Preserve program by the EPA, which gave NJR an Environmental Quality Award in Environmental Education for their efforts to educate customers about energy efficiency and conservation. The average residential customer who implements the energy-saving tips from the Conserve to Preserve booklet can realize annual savings of \$300, or 200 therms of gas.

Media Contact

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To learn more about New Jersey's Clean Energy Program, and to find out why **clean energy is smart business**, go to NJCleanEnergy.com.

