

The Green Boom: How Media Covers a Controversial Industry



Questions?

Follow The Money!!!!

- Utility Ratepayers
- Government Subsidies
- Stealing Market share



- Political Support
- 169 Municipalities
- Subsidies Will Expire
- High Electricity Prices
- Educated Workforce
- Need for Innovation

"Third E"

"Esty's 3rd E story"

Why was 6 afraid of 7?
Because 7 ate 9!



Proximity
Timeliness
Impact
Permanence
Bizarreness
Conflict

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Department of Energy &
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Economic Protection
"DEEEP"
It was pretty clever

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Department of Energy & Environmental & Economic Protection "DEEEEP"

It was pretty clever

A close-up photograph of a grassy field. The grass is a vibrant green color, with some yellowish-brown patches indicating dryness or sunlight. A dirt path or road cuts through the grass from the bottom right corner towards the top left, creating a sense of depth. The background is filled with more grass, with some taller blades visible at the top.

"Esty's 3rd E story"

"Third E"

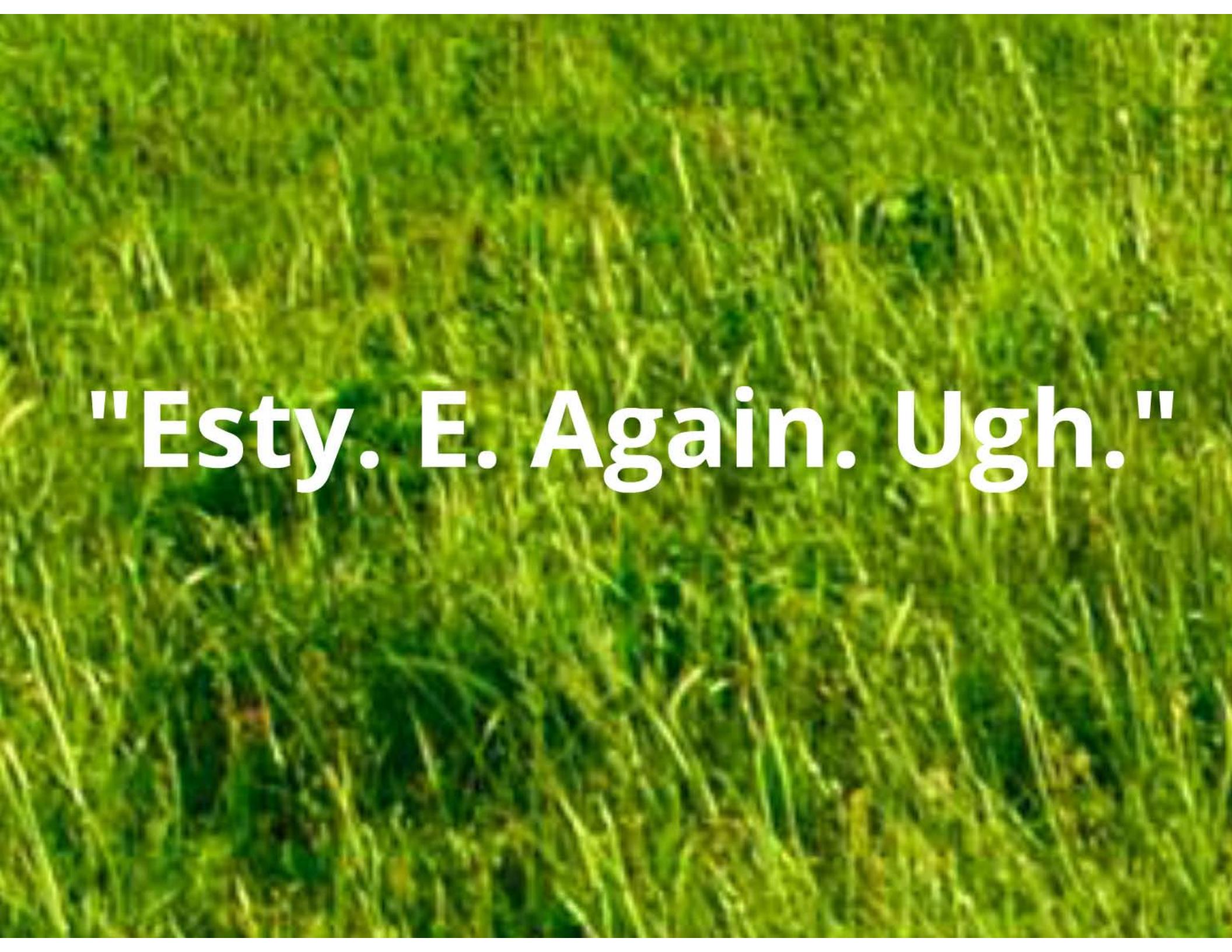
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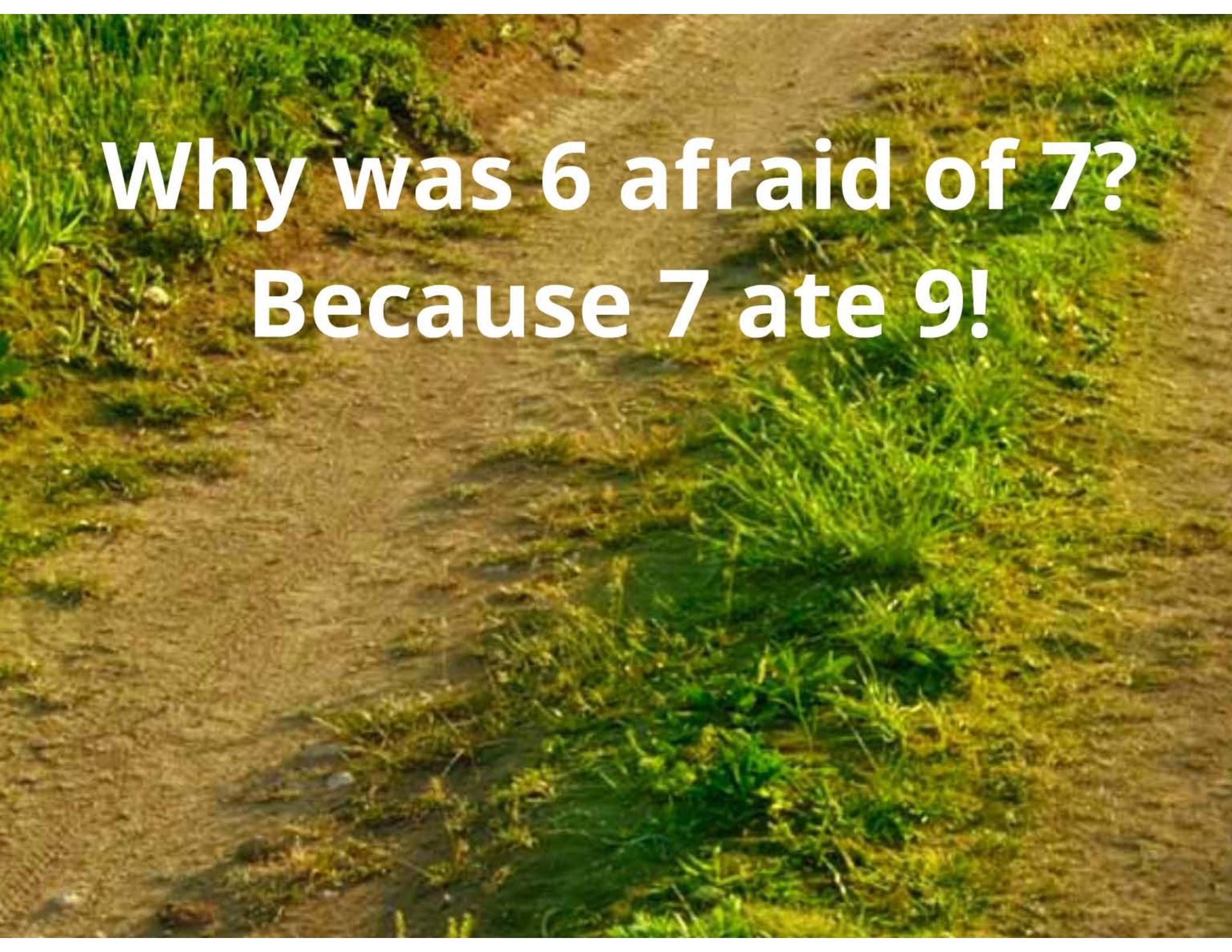


A close-up, slightly blurred view of dense green grass. The blades of grass are numerous and vary in height, creating a textured, green background.

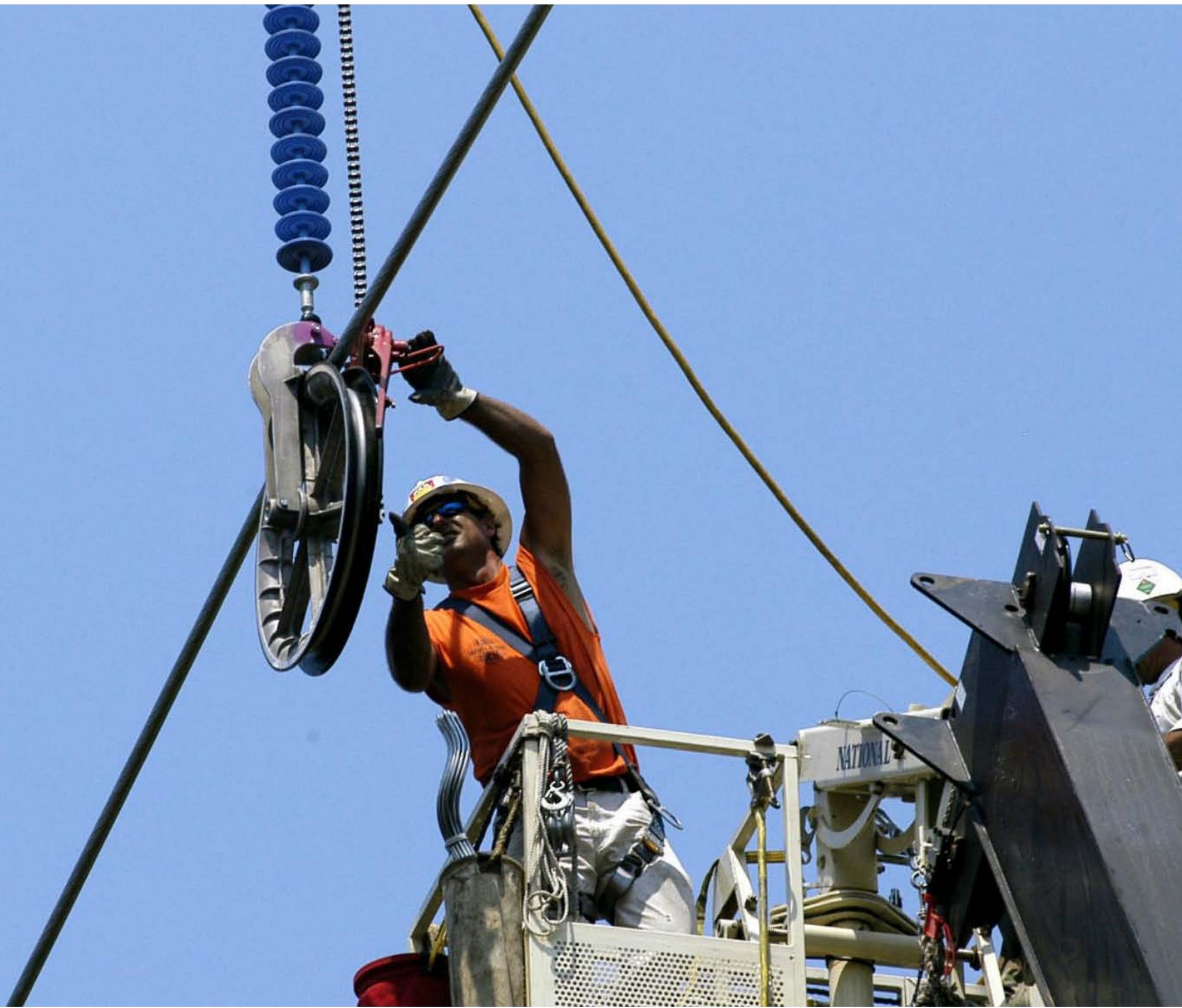
"Esty does his E thing again."

A close-up, slightly blurred image of bright green grass. The blades of grass are dense and varied in height, creating a textured background.

"Esty. E. Again. Ugh."

A photograph of a dirt path or road winding through a field of green grass and some low-lying plants. The lighting suggests it's either early morning or late afternoon, with long shadows cast across the ground.

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Because 7 ate 9!





ZRECs & LRECs

- \$1B over 21 years

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For the record, it's

Commercial Property Assessed Clean Energy

Energy Efficiency

Proposed \$231M annually

Natural Gas Expansion

A \$7B investment
over a decade

CONNECTICUT **GreenGuide**

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AUGUST 25, 2011

CT's \$1B renewable energy secret revealed



PHOTO BY BILLIE

ESFR in Bristol is tied for the largest DREC project, a 1,000-kilowatt solar array.

HEADLINE

The names and locations of the project winners for Connecticut's 21-year, \$1 billion renewable energy credit program have been revealed, unveiling a one-year-old secret in the state's green business community.

The largest projects in the program are three 1,000-kilowatt solar arrays at ESPN in Bristol, at the T.J.X. distribution center in Bristol, and at the Hartford landfill run by the Connecticut Resources Recovery Authority.

Installation companies that won multiple solar contracts include SunEdison of Maryland and SolarCity of California. Walmart & AT&T won 11 contracts to put fuel cells at their facilities.

The 97 solar and fuel cell projects that won 15-year contracts in the first round of the Zero-emissions/Low-emissions Renewable Energy Credit program (ZEREC/LREC) have been kept secret since they were awarded last year. At the time, the Public Utilities Regulatory Authority had told the program's administrators — electric utilities Connecticut Light & Power and United Illuminating — that the identities of the program's participants should remain protected.

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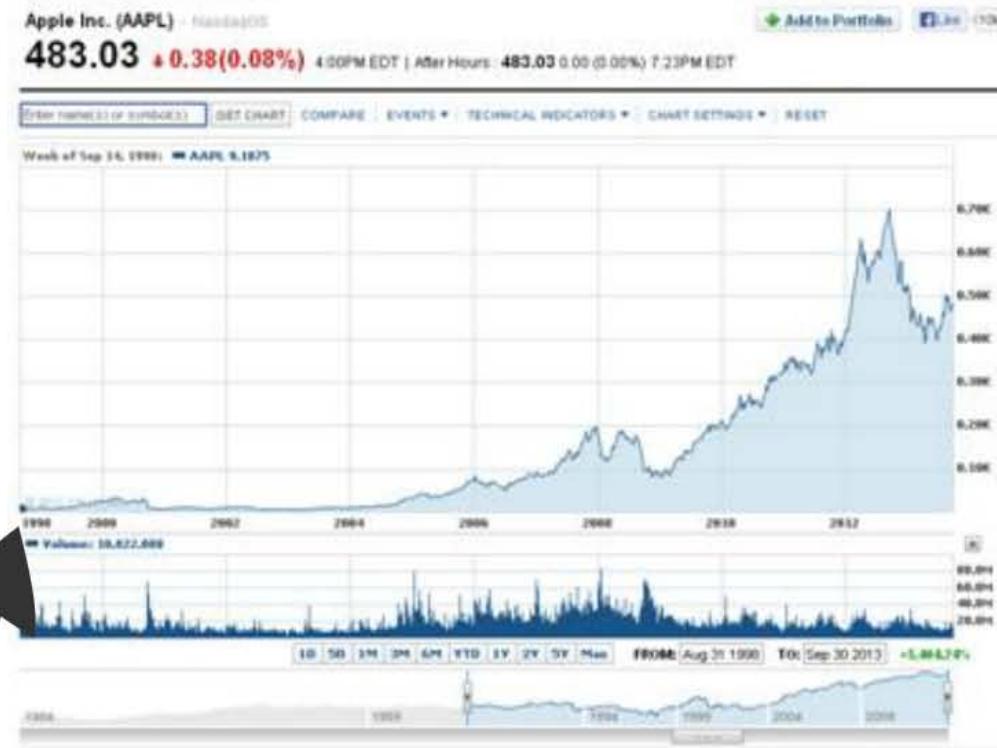
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- Proximity
- Timeliness
- Impact
- Prominence
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Follow The Money!!!!

- Utility Ratepayers**
- Government Subsidies**
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Brad's 18th Birthday

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The background of the image is a soft-focus photograph of a natural landscape. It features a variety of yellow and green hues, suggesting sunlight filtering through leaves or a sunset/sunrise glow. Faint outlines of trees and possibly a body of water are visible through the haze.

Questions?