

Who We Are

BeGreen was created by Green Mountain Energy Company, the nation's leading provider of cleaner electricity and carbon offset solutions. The company offers simple and effective ways to help consumers and businesses take steps towards becoming carbon neutral, and also educate the public on the serious effects of CO₂ emissions and climate change.

The **BeGreen Carbon Offsets** program provides a number of solutions such as renewable energy credits, carbon offsets, “green” gifts and products and education for the average consumer to become carbon neutral and do their part in counteracting carbon dioxide (CO₂) emissions.

Through the BeGreen Web site (www.begreennow.com), anyone can use BeGreen's different **carbon footprint calculators** to find the estimated amount of metric tons of CO₂ emitted through everyday actions such as using electricity, driving, traveling by plane and consuming natural gas. Once the carbon footprint has been calculated, BeGreen offers innovative ways to either completely offset the estimated CO₂ emissions by becoming carbon neutral or reduce a carbon footprint a small percentage at a time.



BeGreen also works with businesses to manage the total carbon footprint for their company. BeGreen's business program—**BeGreen Business**—delivers innovative and cost effective carbon reduction solutions designed to improve a company's environmental position. The program offers simple ways to calculate and track the total carbon footprint for any business, track the overall carbon neutral percentage and allow employees to update their individual information and enter their own offset contributions. For businesses, the carbon footprint typically consists of the total quantity of emissions produced from daily operations such as electricity usage, employee commuting and air travel.

How do carbon offsets work?

BeGreen Carbon Offsets can be purchased by consumers and businesses to offset their carbon footprint. Carbon offsets counteract the level of CO₂ emission produced by investing in a variety of environmentally friendly resources such as:

Renewable Energy Certificates/Credits (RECs)

A Renewable Energy Certificate/Credit (REC), sometimes called a green tag or Tradable Renewable Certificate (TRC), represents the environmental benefits of 1 MWh of power generated from renewable electricity facilities.

Forest Sequestration Offsets

Forest sequestration offsets represent the environmental attributes resulting from the planting of trees. These benefits occur over the life of the trees as they remove CO₂ and other pollutants from the atmosphere while also providing local environmental benefits. Forests filter water, remove air pollution, sequester carbon, improve community aesthetics and provide homes for wildlife.



Offset Programs

What is a carbon footprint?

A carbon footprint is the amount of CO₂ produced by either an individual or business. BeGreen offers a simple way to estimate how much CO₂ a person puts out per year based on lifestyle factors such as electricity, driving, air travel and natural gas.