



CARBON REDUCTION METHODS CONSORTIUM

BACKGROUND:

The natural gas industry has played a vital role in reducing overall greenhouse gas emissions through utility energy efficiency programs, leak detection & prevention programs, and by replacing coal fired power plants with cleaner, and more efficient, combined cycle power generation. This is a great start, but much more work is needed to further reduce carbon emissions Technologies and methods to reduce our carbon footprint continue to evolve. North American gas utilities are undertaking efforts to reduce the carbon footprint of the gas system through the application of low carbon methods, such as replacing some percentage of natural gas with renewable natural gas, and/or hydrogen, and supporting the research and development of higher efficiency appliances and other gas fired equipment. LDCs support the effort of bringing an informed choice to energy decisions and are not opposed to any one form of energy – we need them all.

OBJECTIVE:

To prepare a repository of customizable communication and marketing materials that enable individual utilities to more effectively educate & inform consumers about the benefits of natural gas as a low carbon solution.

CONSORTIUM FOCUS:

Consortia products and materials will embody messaging to educate consumers and other parties about methods to reduce emissions related to the use of natural gas or by using gas to reduce more carbon intensive energy or processes. Proposed deliverables include handouts, presentations, infographics, videos, calculators & other materials as directed by members. Consortium members will decide which type of products and messaging are best suited for their needs and their service territories. Potential themes to be incorporated into consortia products include:

- Background content
 - What is a carbon footprint and why it matters
 - Climate Change
 - How natural gas has helped reduce grid emissions by ~40%
 - Source to site emissions
 - Benefits of the direct use of natural gas

- Carbon reduction methods
 - Responsibly Sourced Gas/Green Gas
 - Renewable Natural Gas (RNG), included renewable gas or bio-gas
 - Hydrogen (H₂) and renewable hydrogen (green, blue, gray, etc.)
 - Power-to-Gas (P2G)
 - P2G + Carbon Capture = carbon neutral renewable gas
 - Carbon Capture and Utilization

- Zero Net Energy (ZNE) homes and businesses
- Gas to act as an electric storage battery to balance intermittent renewable power
- Natural Gas Vehicles (NGV) / Compressed Natural Gas (CNG) / Liquefied Natural Gas (LNG)
- Impact of gas utility energy efficiency and weatherization programs on CO2
- Integrated energy – Hybrid heating (add-on heat pumps)
- H.E. Technologies (CHP, GHP, Fuel Cells, Microgrids)

CONSORTIUM PRODUCTS:

This consortium will produce multiple print & electronic collateral pieces highlighting the benefits of natural gas and the role it can play in reducing overall carbon emissions while also helping the grid to be more resilient as more intermittent renewable power sources are added to the electric grid. These pieces are primarily for the benefit of individual consortium members to use in their service territories. The consortium will also act as a forum to share information and strategies being deployed by members to reduce carbon.

Deliverables produced should answer questions such as what the item or method is, how it works, technologies used for each carbon reduction method, and the expected benefits to the environment from deployment of the method or carbon reduction program / strategy. Proposed deliverables for each background topic or carbon reduction method include:

- Handouts (1–2-page long form content)
- Infographics
- Approximately 1 minute explainer videos
- Short educational presentations

Other deliverables may include calculator tools, studies, a low carbon magazine, case studies, webinars and other deliverables defined by consortium members.

CONSORTIA CHAMPIONS:

To be elected from the consortia membership

INVESTMENT:

The investment in this consortium is \$10,000 per utility member with a target of 15 members or more. Smaller ESC members with sales volumes under 10 BCF/Year can join for \$5,000. Current ESC manufacture members may join this consortium for a one-time fee of \$5,000. Manufacturer members of the consortium may participate in all consortium meetings and may use deliverables for their own company's use but will not have voting rights.

ESC and the consortium are not developing any policy positions or undertaking any type of advocacy relative to the topics the consortium will examine. LDC's seeking a public policy or advocacy venue should assess the capabilities and focus of other trade associations and coalitions.



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