

[Music]

(dominion energy green power participants discuss why the program adds value to their lives and businesses by matching their electricity use with wind, solar, and biomass renewable energy, through the purchase of renewable energy certificates. over 30,000 residential and business customers in virginia participate in the program.)

Becky Lakin: So the reason that my family and I decided to participate in the Dominion Green Power Program is because we're really sustainably driven. (becky walks through her backyard and the camera pans up to reveal a solar array) So for example, we have a solar electric array on the top of our house, on the roof, and a solar thermal array on the side largely to, kind of, lead by example. (becky picks vegetables from her backyard garden) But that only offsets a certain percentage of our power and we really couldn't afford to do the other panels to get a full array to offset one hundred percent. So in order to do that one hundred percent green power contribution, we needed to solicit the help of the Dominion Green Power Program. And so that's why we we decided to sign up.

Tom Griffin: I actually run an environmental consulting company. And so previously I worked, for 16 years, for the Department of Environmental Quality. (a yellow lab lays on the front porch while tom takes care of recycling paper and cardboard) So certainly my commitment to the environment runs deep.

Becky: We have children, we have dogs, my husband and I both work full-time and we don't really have the time to invest in coming up with creative ways to be more sustainable. Of course we do things like green cleaning products and, and you know, don't run the water, and programmable thermostats, and those types of things, but we could participate in green power because the investment monthly is minimal compared to our expenses and far worth it. (becky takes an egg carton to composting bins outside) I would liken it to the cost of me going to lunch one time a month. And that offsets the rest of our power. So it's extremely easy and extremely affordable, which is great.

Tom: Well it's definitely one of the reasons we just, it was a no-brainer for us to sign up. (tom places yard waste and compost into a bin, his yellow lab follows him across the backyard) Because, you know, we wanted to show our support for this program at a certain level because we'd like that, we would hope that, our neighbors in our community would also want to sign up for this program. By showing support for green power in general, it's going to show how much we, we as consumers, care about that. And hopefully over time more investments will be made in renewable energy technologies, whether it's wind power or solar power or what-have-you.

[Music]

(there are over 300 dominion energy green power businesses across virginia. the program makes it easy for businesses to reduce the environmental impact of their operations and helps align businesses with like-minded green consumers.)

Eric McKay (sitting to the right of patrick murtaugh and drinking beers): So when we first opened in October 2011, we were setting up our electricity through Dominion's website and seemed like a pretty simple option to sign up for their Green Power Program, which essentially took a hundred percent of our electricity and sourced that from renewable sources. (sign shows hardywood craft park brewery and the manufacturing facilities in which they use to brew beer) So we signed up, day one, as soon as we opened and have been a hundred percent subscriber to the Green Power Program ever since. So participating in this program for us is a great way to share with people what one of our core values is all about, which is trying to be as sustainable as possible in our manufacturing. We are able to do it through tours when people come visit the brewery, through social media, and ultimately, it's a great way for us to show people what Hardywood is all about.

Candace Mraz-Nelson: SPARC, the School of Performing Arts in the Richmond Community, we're 33 years old. We actually provide, we empower and encourage young people to reach their full potential through the performing arts. So we use singing, acting, and dancing as a tool to teach life skills: creativity, confidence, and responsibility.

Jason Muckle: I was inspired to work with Union Market based on their sustainability practices from working with small vendors to working with local gardens and provide fresh produce in the area. (the inside of union market is

bustling with customers and employees interacting) I definitely feel like the Dominion Green Power Initiative has been beneficial to Union Market, in the fact that, it's rich reinforced, a more top-to-bottom approach, of how we can help the community.

Candace Mraz-Nelson: It's one of those responsibilities with SPARC, is to teach life skills and responsibility to our students and the Dominion Green Power Program is a great way to do that. You know, we're basically teaching future generations about sustainability.

Patrick Murtaugh: In addition to employing the Dominion Green Power Program, we have a lot of sustainable practices around the brewery. (brewer looks into a vat and begins to stir the beer mash with a wooden paddle) One, we work closely with a company called City Wood that does something they call tree cycling, which is using trees that have fallen naturally in storms to create furniture. (the countertops and tables are highlighted as well as the various beer taps behind the bar as beer is poured into a glass) And this table was made by them, all of our tap handles are made by City Wood. So that's one way, we also sent all of our spent grain to a local farmer to use for pig and cattle and built feed.

Eric McKay: One thing we found is that, today's consumer seems to value sustainability and I think as a company if you can, for very little cost and very easily engage in a program, that ultimately will make your company more valuable to a consumer, I think it's a win-win for everybody.

Jason Muckle (shown stocking shelves): I'm very proud to work for an environmentally responsible business. I think everybody should sign up for this program.

[Music]