

# Newzful

## Eco-Topics

### Useful Facts: sample weekly email

1. **I'LL HAVE A CUPPA** - Starbucks has announced that 93 percent of its coffee (545 million pounds) comes from ethically qualified sources; **by 2015, it will be 100 percent.** (Source: Huffington Post)
2. **IT'S GETTING HOT IN HERE** - From 2011 to 2012, the U.S. solar industry grew by 125%, making it one of the fastest growing sectors in the U.S. economy. The industry installed 772 MW of solar electric (PV and CPV) capacity in Q2 2012. (Source: Solar Energy USA)
3. **GOOD IDEA!** The Alliance to Save Energy recently suggested 2013 could be the "year of the LED." LED lightbulbs are 75% more efficient than standard incandescent bulbs and last a lot longer -- **up to 25 years!** (Source: EarthShare)
4. **THAR SHE BLOWS!** Although coal, nuclear and gas all supply more electricity to the U.S. grid than wind power, wind accounts for 35% of all new electricity generating capacity since 2007 and powers nearly 10 million homes in the U.S. Iowa gets nearly 20% of its energy from wind, more than any other state. (Source: EarthShare)
5. **CAN YOU HEAR ME NOW?** Between 14-20 million PCs are thrown away each year. If Americans recycled the more than 100 million cell phones no longer in use, **enough energy would be saved to power nearly 200,000 households** for one year! (Source: EarthShare)
6. **SAVING MONEY...AND THE ENVIRONMENT** - Energy is on the radar for US CEOs, with 41% of US CEOs and 52% of global CEOs concerned about rising energy costs as a threat to growth prospects. Beyond securing what they'll need, CEOs will make energy efficiency and water conservation measures pay off in both cost and reputation; **43% of US CEOs plan to**

**increase efforts to reduce their companies' environmental impacts,** much of which is supply-chain related. (Source: Pricewaterhouse Coopers)

7. **WE SHALE OVERCOME** - Shale oil is rapidly emerging as a significant and relatively low cost new unconventional resource in the US. There is potential for shale oil production to spread globally over the next couple of decades. If it does, it would revolutionize global energy markets, providing greater long term energy security at lower cost for many countries. Shale oil could make the **largest single contribution to total US oil production growth by 2020** and could reduce oil prices in 2035 by 25% - 40%. (Source: Pricewaterhouse Coopers)

8. **POWER PLAY** - Over 450 geothermal power projects are being developed around the world today. According to the World Bank, nearly 40 countries have enough geothermal potential to meet a significant proportion of their electricity needs. The largest collection of geothermal plants operates in The Geysers, Northern California. (Source: EarthShare)

9. **HOT AND COLD REACTIONS** - HVAC accounts for roughly 40% of commercial building energy consumption worldwide. As energy costs, pressure on energy resources, and restrictions on greenhouse gas emissions continue to increase, strong global, national, and local pressure is driving the market for higher-efficiency commercial building HVAC systems. (Source: SBA.gov)

10. **MAKE MINE A TAX BREAK** - **\$150 million will be available this year in Advanced Energy Manufacturing Tax Credits** for clean energy and energy efficiency manufacturing projects based in the US. (Source: Energy Department)

11. **CALLING ON A GREATER POWER** - Nearly 15,000 congregations make up the Interfaith Power and Light Campaign, described as an **interreligious response to climate change**. Based in San Francisco, it includes members from Jewish, Muslim and Christian communities. (Source: Interfaith Power & Light)

12. **FAST FUNDING** - California has allowed Oakland-based Mosaic to raise money online from CA residents interested in funding solar projects — \$100 million worth of them. Under this arrangement, investors lend money at a fixed rate and get paid back monthly based on the project's revenue. Investors ponied up **\$152,700 in less than six hours** to pay for solar panels on the roof of San Diego's Ronald McDonald House. (Source: The Washington Post)

**QUOTE:**

*"We're making new investments in the development of gasoline and diesel and jet fuel that's actually made from a plant-like substance—algae...we could*

*replace up to 17 percent of the oil we import for transportation with this fuel that we can grow right here in America.”*

—Barack Obama, US president, *The Washington Times*, Feb. 24, 2012

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