



# Smart Launch Solution™

## UTILITY PARTNERSHIPS

*Demonstrate to customers that your gas utility is taking climate action today.*

Take the guesswork out of voluntary programs and exhibit smart forward progress in meeting your customer demand to address their carbon emissions with 3Degrees' Smart Launch Solution. The Smart Launch Solution provides everything you need to cost-effectively get you started.

### Smart Launch Solution Includes



#### PROGRAM REGULATORY FILING TOOLKIT

Confidently file the voluntary program with your regulatory body with insights about projected customer interest and participation, a detailed program design, a program financial model, and best practice knowledge about other successful gas programs.



#### LOW-RISK, LONG-TERM SUPPLY OF CARBON CREDIT AND RNG CERTIFICATE SUPPLY

Deliver compelling options for your customers at a competitive fixed price without having to manage the volumetric and market risk across multiple years.



#### PROGRAM MARKETING & COMMUNICATIONS TOOLKIT

Leverage 3Degrees' decades of voluntary program experience growing the largest programs in the country with proven marketing and communications best practices and tools that meet the highest program disclosure and Federal Trade Commission (FTC) green marketing guidelines.



#### DEDICATED PROGRAM MANAGEMENT SUPPORT

Facilitate program launch and ongoing implementation success with access to the expert advice and guidance of an experienced voluntary utility renewable programs manager.

### KEY BENEFITS



#### EFFICIENT & EFFECTIVE

We've distilled decades of voluntary program experience into a ready-made solution at a fixed low-cost annual engagement.



#### NATIONAL EXPERTISE

The 3Degrees team has deep experience in all aspects of utility voluntary green pricing programs, enabling their utility partners to launch and grow award-winning programs.

### WE DELIVER



A blended supply of carbon credits and RNG along with the marketing tools and program management support necessary to get a program approved, launched, and stood-up as efficiently, cost-effectively, and as low-risk as possible.

*3Degrees helps utilities build, launch, and grow successful voluntary renewable energy and carbon credit programs.*

- + Serving utilities since 2002
- + Trusted partner for 6 of the Top 10 NREL Utility Green Power Programs and the nation's best-selling utility carbon offset program
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more



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