

...with Liberty and Solar for All

Here's the situation. Clean, renewable energy has been available for decades, but despite this fact the energy we consume in the USA is primarily from fossil fuels (over 90%), which are non-renewable, leaving 10% generated from renewable methods such as solar and wind.

Burning fossil fuels emits carbons into our atmosphere which are harmful to every living thing on earth as well as the planet itself. Carbon Dioxide (CO₂) is the primary pollutant.

Our CO₂ emissions are currently at 408 ppm (parts per million). We need to dial this back to 350 ppm, which is a safe level we can sustain. 350 ppm levels date back to the 1960's which means it took us more than 50 years to get to the unsafe levels we're at today. The Paris Climate Agreement, signed by 195 countries, mandates we reach safe levels in half this time. It will take everyone – All people, working together, worldwide.

The average American family emits 2000 pounds of CO₂ per month. The amount we produce to energize our homes represents more than half of this total.

So how do we reduce this shocking figure? We do it by understanding the choices we make matter. A shift in our thinking is crucial. To heal the earth we must choose to live sustainably, which means conservation, using energy-efficient products (like cars and appliances), and most importantly, choosing energy from renewable sources over non-renewable ones.

Choosing clean energy used to be difficult and often expensive but not anymore. Here's how:

Demand Clean Energy – Demand Solar

Contrary to popular belief you do not have to produce your own solar energy in order to use solar. For many, having solar panels on their roof is not an option. Most people do not own their own home, and for those that do an array of panels is often cost-prohibitive – frequently, tens of thousands of dollars.

Many companies, particularly in high tech, tout the fact that they run their operations on clean energy but they don't always have masses of panels and wind turbines to accomplish this themselves. So how is this possible? Turns out that in the late 1990's the US government devised a way to separate renewable energy from non-renewable energy. They created tradable commodities called Renewable Energy Certificates (RECs). An REC represents one megawatt-hour (MWh) of electricity that was generated from a certified renewable energy resource. Solar REC's (SRECs) were created for people and businesses to buy power specifically from solar providers. Amazing, right? Well not completely, given that one megawatt-hour of solar energy is a sizable and expensive chunk of power. Far more than an average person would require. So what's the solution?

SunPort to the Rescue

SunPort is a smart outlet adapter that allows you to take advantage of SRECs in an effortless way. Once you plug it in, the device measures the electricity you take from your wall outlet, and automatically upgrades it to solar power by purchasing small fractions of a solar energy certificate.

That's the magic of it. To make SRECs more accessible to individuals, SunPort has developed an ingenious way to break them up into microcredits, which are called "SunJoules", that can be used on a smaller scale. When SunPort measures one kilojoule of grid electricity being used, it retires one SunJoule from the system and credits the SunPort's owner with that amount of real solar use. It's essentially a way to use solar energy in tiny chunks, instead of buying/using it by the megawatt-hour, or installing your own solar panels.

"We are democratizing solar and bringing this clean energy to the masses," Paul Droege, Creator & Founder of SunPort says. "SunPort is putting the power of choice in people's hands, giving everyone the ability to choose renewable over traditional energy, while creating a demand for more solar projects to be built.

Today, SRECs are primarily used to help fund new solar projects. For that reason, SunPort has partnered with non-profit ReChoice. For each dollar SunPort spends to acquire SRECs, it donates matching funds to ReChoice, enabling them to build new solar for great causes like schools, charities and other non-profits. This means that for each SunJoule micro-credit is doing triple-duty. It upgrades to user to solar power, adds new solar production to the grid, and it aids in powering worthy non-profits for years to come.

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