

Going Green: Can we turn the Policy Push into Consumer Pull?

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THE POWER BEHIND INDIANAPOLIS™

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the power of being global



Customer Psyche: Green Matters

**Green Power a
New Clean Mantra
in Silicon Valley**

**Innovative Finance
Program for Commercial
Renewable Energy
Installations**

**Transmission,
Market Access
Continue to Challenge
U.S. Wind Power**

**Green Power Growth
Continues to Soar**

**Mercury Decision
Doesn't End Dispute**



Industry Response: Emissions

IPL has:

- Reduced NO_x emissions by 75% since 1990.
- Reduced SO₂ emissions by 43% since 1980 in spite of a 143% increase in electricity usage.
- Reducing SO₂ and NO_x leads to reduction in mercury emissions.



greenpower option



Energy Efficiency



Renewables

- Hydropower
- Biomass
- Wind
- Geothermal
- Solar/PV



Educating our customers...



Green Challenges

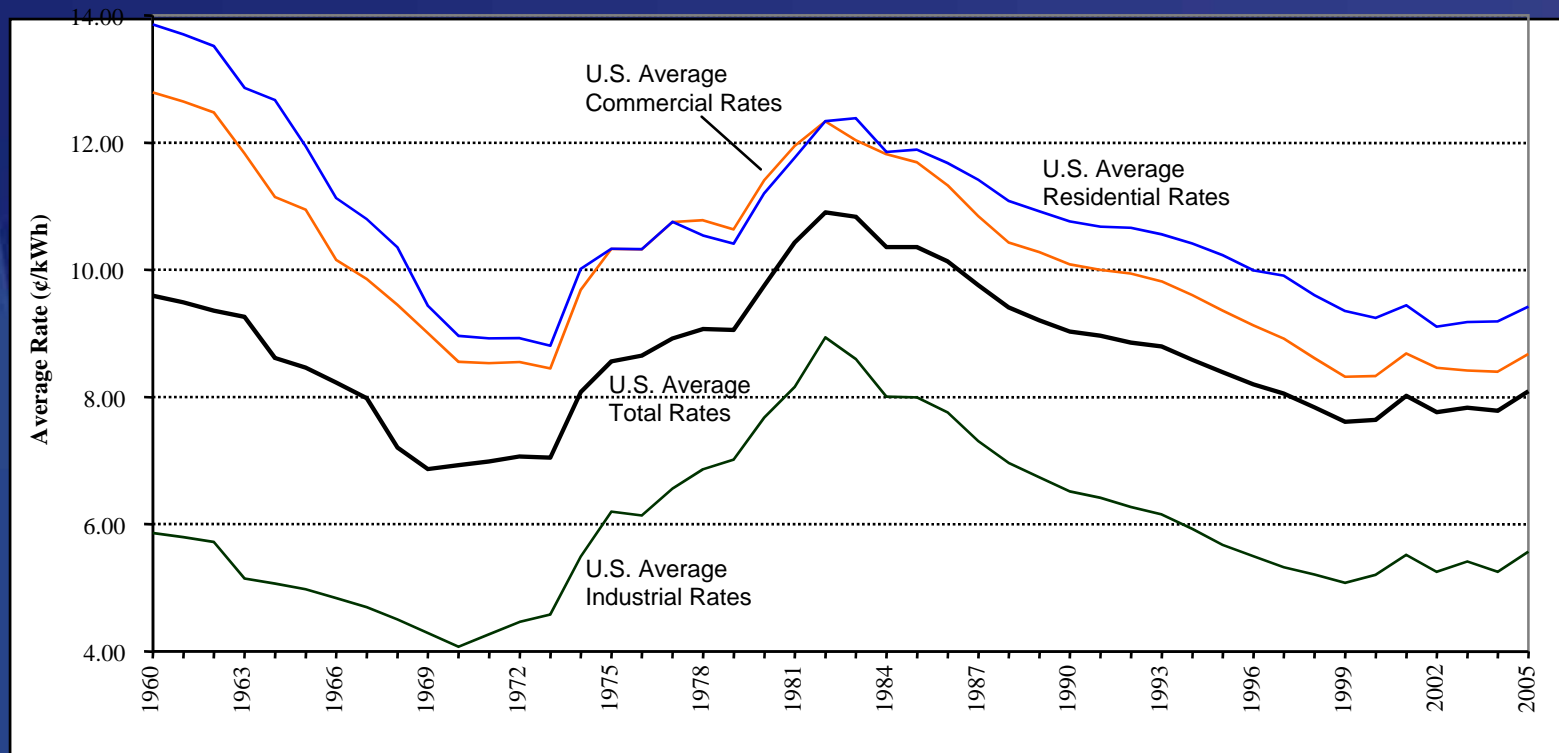
- Demand Growth
- Incentives
- Technology
- Reliability/Availability
- Policy
- Cost



Rising Demand



Incentives



Source: EIA Annual Energy Review 2007, EIA Monthly Energy Review March 2008, and EIA Bureau of Labor Statistics.
Note: Real dollars calculated from U.S. GDP deflator.

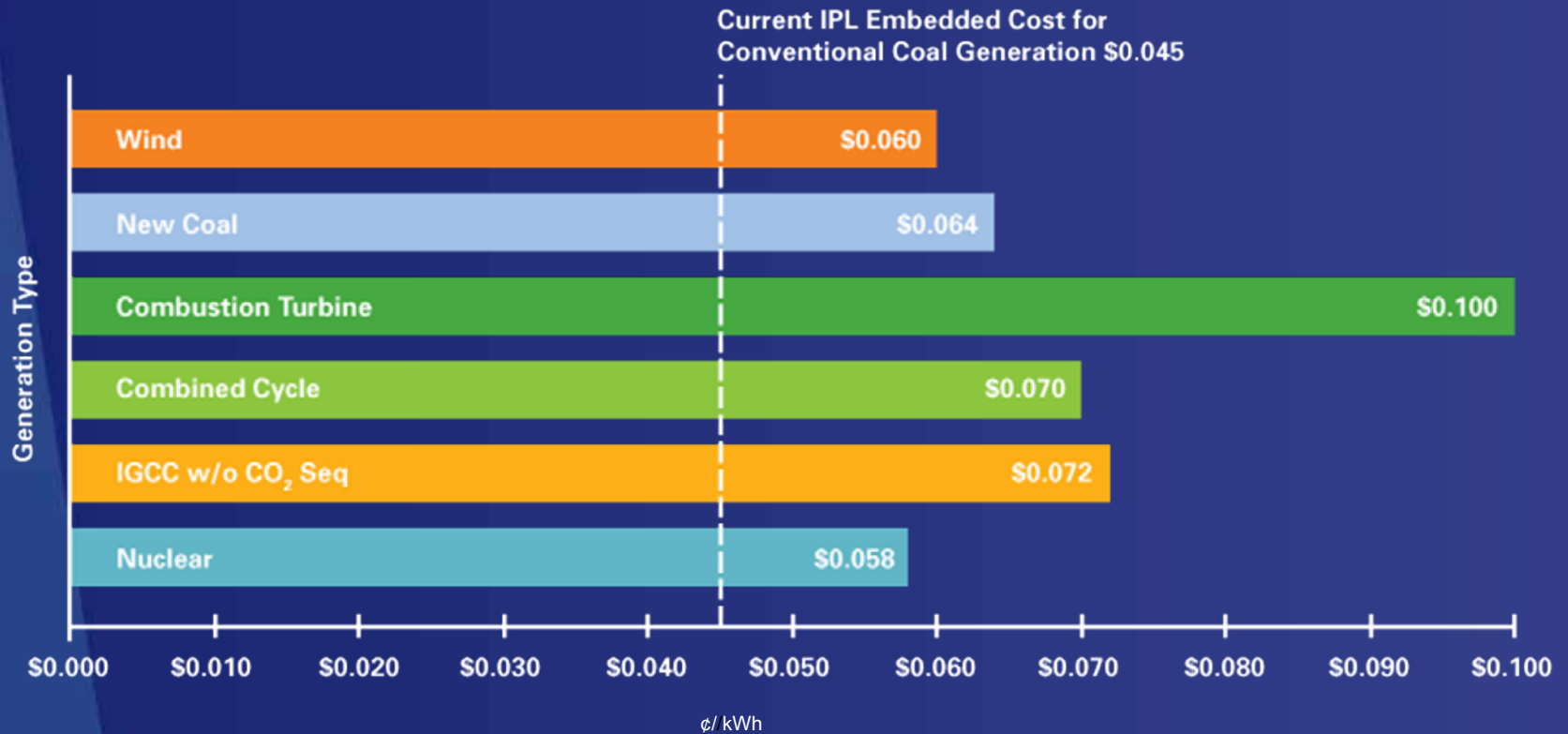


Supply Options

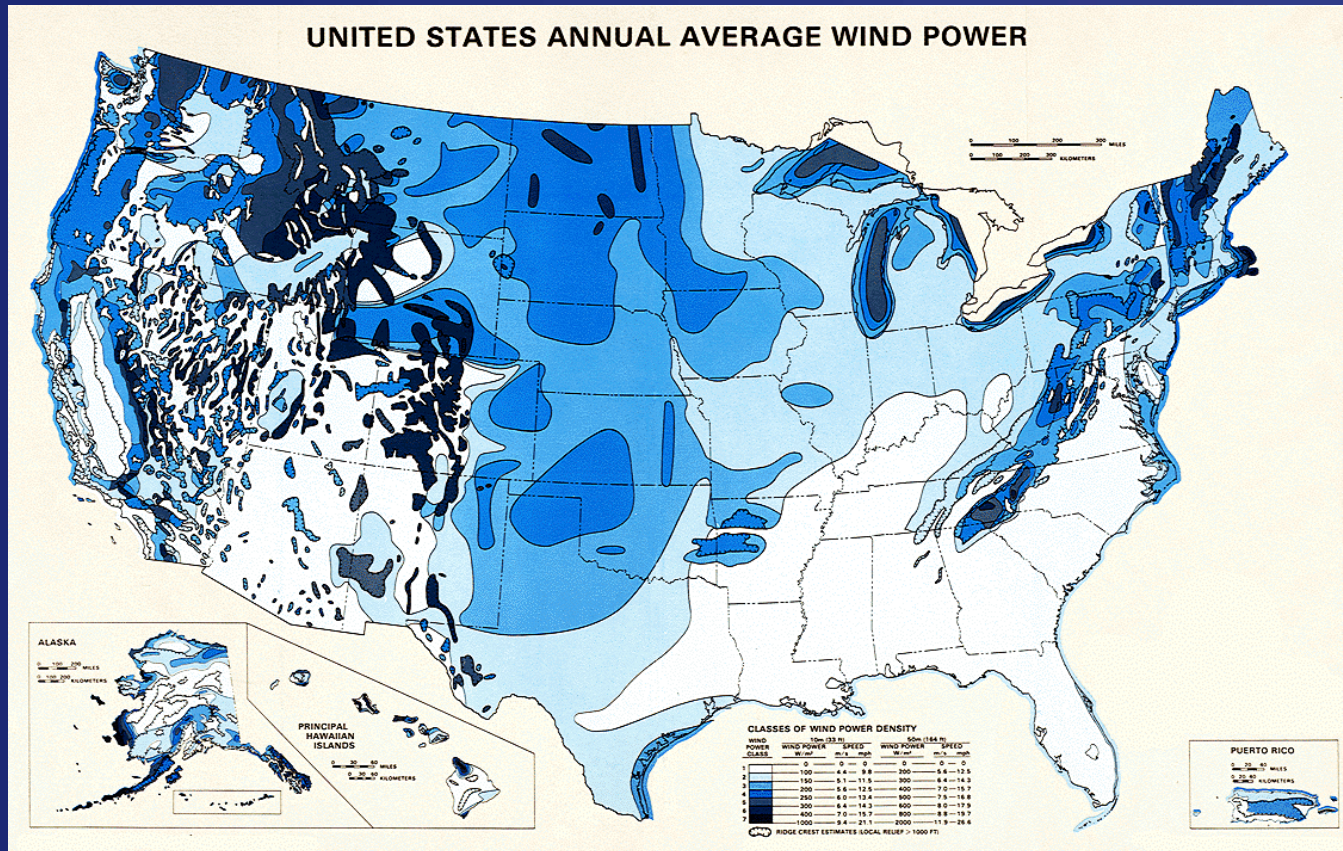
- SC/USC Coal
- IGCC
- Gas CC
- Nuclear
- Solar
- Wind



Supply Options & Costs



Availability/Reliability



Source: NREL, *Wind Energy Resource Atlas of the United States*

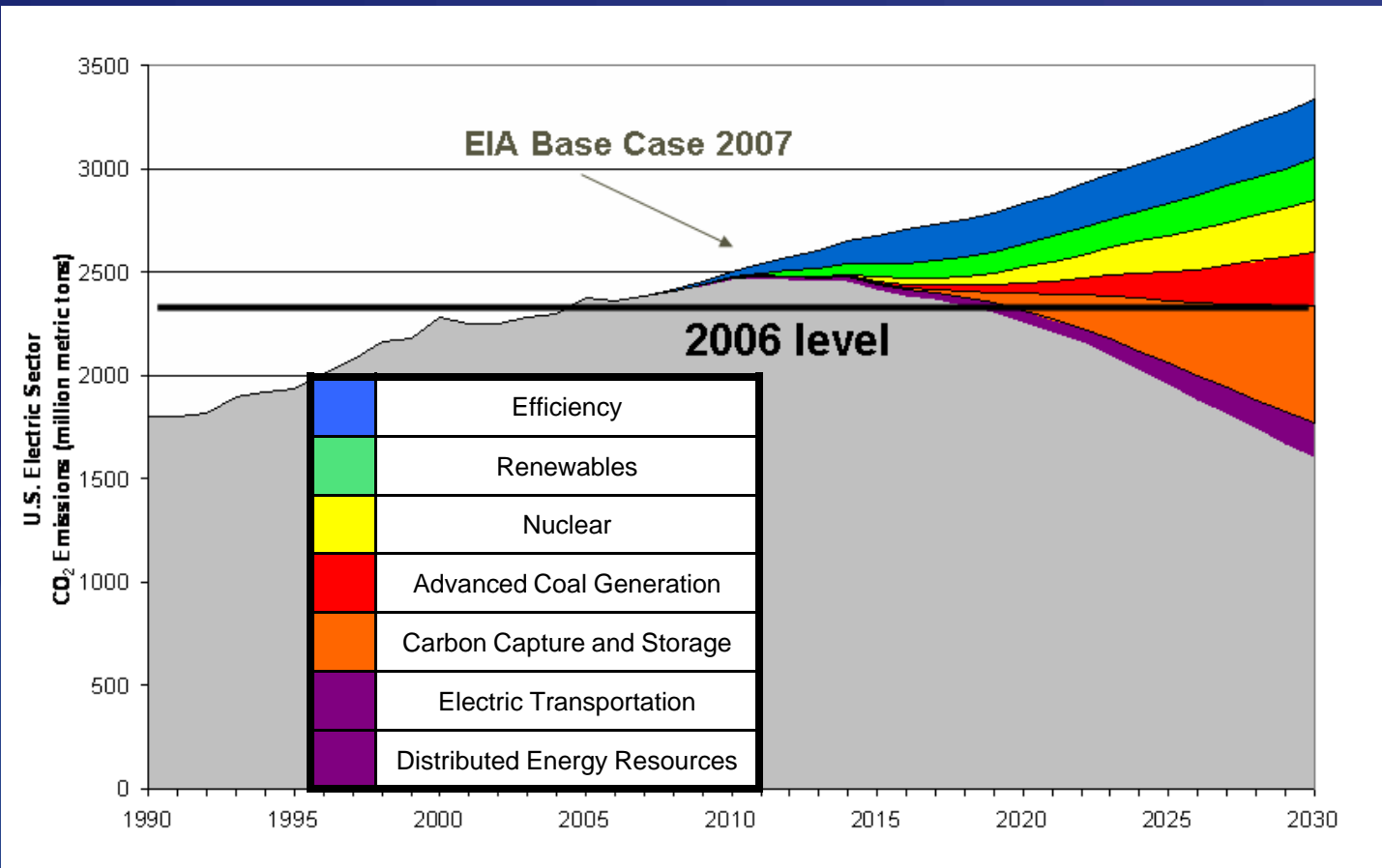


Green Policy: Climate Change



Climate Change

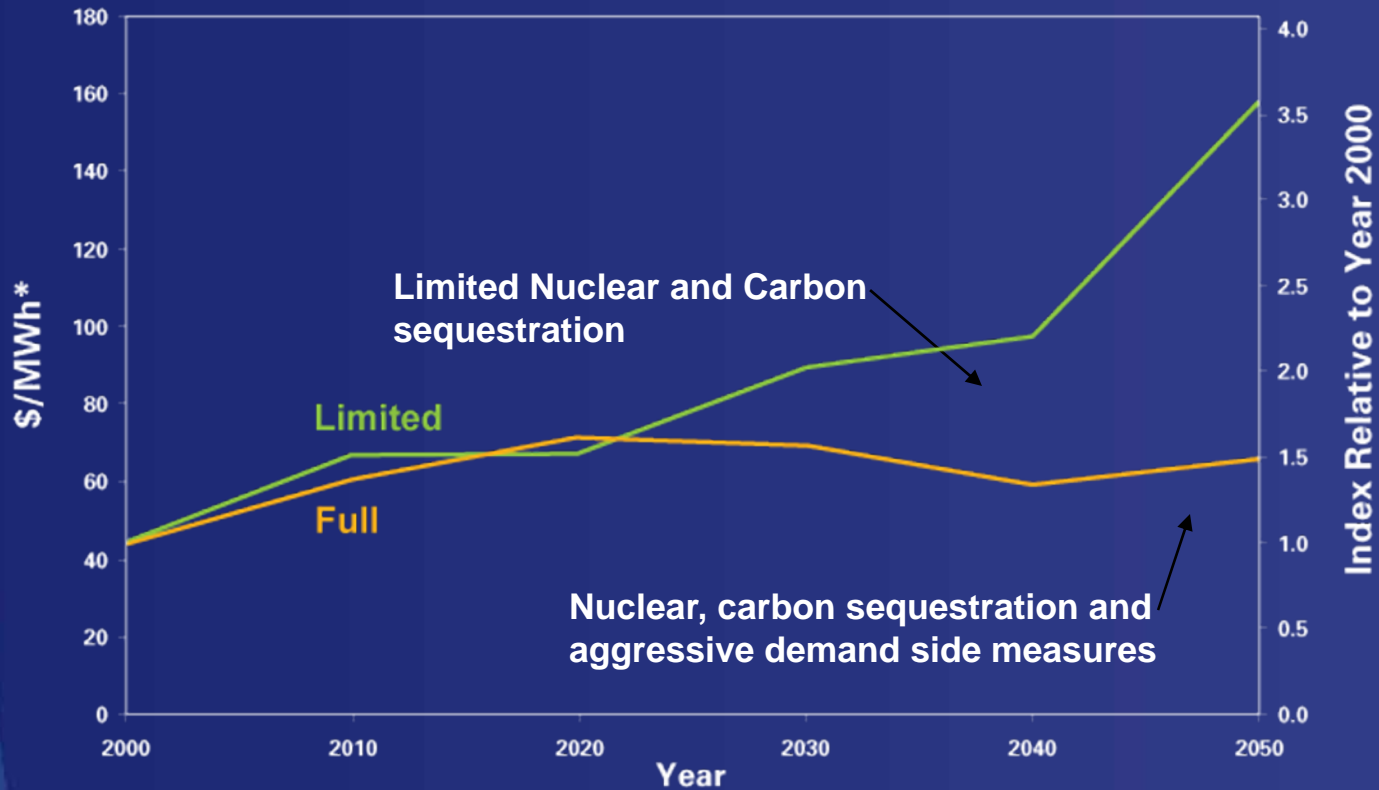
Technically Feasible Carbon Reductions for the U.S. Utility Industry



Source EPRI 2007



Costs – Climate Change



*Real (inflation-adjusted) 2000\$

Source EPRI 2007



Moving the Industry Forward



What Is Each of Us Really Willing To Do?

