



W.E.B.

The Wind Energy Breeder Project

About WEB: The Wind Energy Breeder Project

“Everyone should own a windmill.”

An innovative triple-bottom line is needed to solve energy, economy and societal issues. WEB proposes that socially-structured community ownership of green energy generation is a powerful way to ease environmental pressure, build energy security and engage green entrepreneurial creativity.

Rather than erecting a thousand small wind turbines, community ownership of a few large, utility-scale turbines is far more safe, efficient, and easy to maintain.

Rather than corporation ownership, community ownership gets everyone involved - families, green micro-entrepreneurs, and those with less conventional access to financing and profit. This for-profit co-op encourages ownership through a share-like sales structure. Wouldn't it be more democratic to have 40,000 neighbours owning a wind turbine than one owner of 40,000 shares? Keeping share size small ensures a more diverse community involvement. Sharing profit and building organizational access ensures lowest-denominator involvement.

“We're talking about designing a “viral system” that produces, in this case, big windmills.”

WEB's strengths will lie in:

- a) its microfinancing engine, to infuse an organically-growing amount of grassroots capital into a capital-weak wind power industry (and, eventually, other technologies of green power generation);
- b) its public engagement structure, to maximize the number and diversity of people engaged in green energy ownership.

WEB is currently challenging itself to:

- a) **Make it:** structure within a for-profit coop framework
- b) **Give it:** share the wealth with our communities
- c) **Copy it:** produce a reproducible model for other communities to adopt
- d) **Improve it:** reduce complications for other co-op startups, to increase startups'

spread

We look forward to jump-starting the Wind Power Revolution... one co-op member at a time!

About TREC

Incorporated in 1998, the TREC Renewable Energy Cooperative is a non-profit organization that focuses on renewable energy and energy conservation.

Vision

Inspired citizens work together, pooling their resources, to realize a sustainable, democratic and accountable energy economy.

Mission

To facilitate everyone to participate in eco-appropriate energy development and conservation business opportunities.

About The Sierra Club Canada Foundation

The Sierra Club Canada Foundation is a national charitable foundation that fulfills its mission to protect and preserve our natural environment by funding a wide range of environmental projects, from scientific research to environmental education.

Mission

The mission of the Sierra Club Canada Foundation is to advance the preservation and protection of the natural environment with charitable resources.

Who we are

The foundation is registered with the Canada Revenue Agency as a charitable foundation. Our registered charitable number is 11914 9789 RR0001.

What we do

Since 1972, the Sierra Club Canada Foundation has funded tens of millions of dollars worth of important work, from small local projects costing a few hundred dollars, to large, multi-year campaigns which require thousands of dollars to support.

These funds are generously provided by individual donors, foundations and others who recognize that we all have a right to a safe and healthy environment: clean air, clean water, open space, wild lands and a healthy and diverse ecosystem.

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About the proposal

The Sierra Club Canada Foundation and TREC proposes to work with Vancouver's WEB: the Wind Energy Breeder to produce an organization in Vancouver somewhat like Toronto's own TREC: the Toronto Renewable Energy Co-op.

To create a more connected and engaged community around the concept of healthy energy production, we find the TREC for-profit system builds a triple-bottom-line value of economy, ecology and society. WEB and TREC propose to:

1. Examine the feasibility of a for-profit renewable energy co-op for Vancouver and the lower BC mainland, in anticipation of creating a model that expands effortlessly across BC and Canada-wide;
2. Chart priorities for the first few purchases/constructions of BC's coop-held, utility-scale green power production, focussing on (but not limited to) wind power generation. Emphasis will be given to public engagability of each site and generation method to maximize publicity and culture-building around personal ownership of power generation, and incorporate a 3-R's strategy of Reduce, Reuse, Renew to emphasize that making more power alone will not alleviate an energy shortage!
3. Partner with organizations who have made significant headway in the above, to facilitate and take their work to the next level (rather than "re-inventing their wheel").
4. Create an incentivized, member-promoted share ownership sales model within a co-op context that allows one regional co-op to support another regional co-op's projects, incentivizing member promotion and, in later stages, improve projects and promotions across regions. (In future stages, we examine the feasibility of regional expansion; how far abroad can we expand this sales model?)