



**uniongas**

A Spectra Energy Company

# **Accelerating Sustainable Development**

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# Moving Conservation Forward

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## Four Observations

- 1. A community of like-minded individuals**
- 2. Common objectives and drivers**
  1. Desire to “Be Green” vs wanting to “Save Some Green”
- 3. Balanced risk/reward relationship**
  1. Reward needs to be commensurate with the risk
  2. Rewards need to be directed to those taking the risk
- 4. Long Term Focus**
  1. Regulatory and political agendas are focused on 1-2 years
  2. Results are measured based on annual achievement requiring very short turn around and little focus on long term benefits