

Message

From: Adam Hadhazy [Ex. 6]
Sent: 3/19/2018 9:07:07 PM
To: Daguillard, Robert [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=bbe9682b940c4f2c90732e4d37355dd4-Daguillard,]
CC: Press [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b293283291dc44e0b5d1c36be9281d8a-Press]
Subject: [SPAM-Sender] Re: outreach inquiry -- energy emissions -- NRG community solar blog

Thanks Robert. The FTC doc is very interesting indeed. I'll let you know if more questions come up as I proceed.

Cheers,
Adam

On Mar 19, 2018, at 4:51 PM, Daguillard, Robert <Daguillard.Robert@epa.gov> wrote:

Adam, on background, please:

For the first questions on basic properties of greenhouse gases, we recommend he see www.epa.gov/ghgemissions, and www.epa.gov/ghgemissions/understanding-global-warming-potentials.

On the topic of offsets, organizations that have done work in this area include the World Bank, CARB, International Emissions Trading Association, Environmental Markets Association.

The FTC has published guidance on environmental marketing claims that may also be of interest: <https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguides.pdf>.

Cheers, R.

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[Ex. 6]

From: Jones, Enesta
Sent: Friday, March 16, 2018 6:09 PM
To: Adam Hadhazy [Ex. 6]
Cc: Jones, Enesta <Jones.Enesta@epa.gov>; Daguillard, Robert <Daguillard.Robert@epa.gov>
Subject: Re: outreach inquiry -- energy emissions -- NRG community solar blog

Adam, I've asked the program to respond in writing by **Wed., 3/21**. If they need more time, you'll hear from Robert Daguillard, copied here. He's covering for me next week and part of the following week.

Best,

Enesta

On Mar 16, 2018, at 5:56 PM, Adam Hadhazy <Ex. 6> wrote:

Actually, yes! Hope I've caught you before the day is out. Qs are below:

Questions:

- 1) What are greenhouse gases and what are the recognized greenhouse gases of significance? (I presume many kinds of gases would meet the definition of a GHG, but most are in such low atmospheric abundances that we won't bother monitoring them.)
- 2) What are the major differences between the significant GHGs and how are these differences calculated? (E.g., warming potential over what sort of time span.)
- 3) What are the primary sources of each of these greenhouse gases?
- 4) What are CO2 equivalents and how are these calculated?
- 5) What are carbon offsets?
- 6) That answer ties into: How does the purchasing of carbon offsets based on these CO2e work in the energy marketplace?
- 7) Are some sorts of offsets considered more "substantial" or impactful than others? Are all carbon offsets by definition equal, and what we mean here by substantial/impactful is better phrased as: Which means of energy production are better at creating larger carbon offsets because they themselves have low/no carbon footprints and produce the most energy (or faster, cheaper, etc).
- 8) In other words, for a consumer interested in purchasing offsets, what should they be looking for in order to get the most bang for their buck? What is some good guidance?

On Fri, Mar 16, 2018 at 5:30 PM, Jones, Enesta <Jones.Enesta@epa.gov> wrote:

Hi Adam, do you have questions yet?

On Mar 16, 2018, at 9:31 AM, Adam Hadhazy <Ex. 6> wrote:

Thank you for the immediate response! I had not yet even written up the Qs, but now that we are in touch I will get to that. Back to you soon.

On Fri, Mar 16, 2018 at 9:29 AM, Jones, Enesta <Jones.Enesta@epa.gov> wrote:

Hi Adam, please send along your specific questions.

On Mar 16, 2018, at 9:28 AM, Adam Hadhazy <Ex. 6> wrote:

Hi Enesta,

I'm a freelance writer working on in-depth blog posts that NRG Energy is running on its community solar website. I'm reaching out to you about helping to arrange an email interview with an EPA expert for an explainer-style story I'm doing that is broadly about understanding energy-related emissions.

To give you a bit more detail, the story will cover what greenhouse gases are, what are the differences between the various kinds of GHGs (CO2, methane, etc), how they are chemically produced by natural sources as well as fossil fuel use and extraction, and about the concept of "CO2 equivalents" when it comes to energy offsets. All pretty straightforward stuff.

I would like to submit some question to the EPA subject matter expert for brief, non-technical/general audience-friendly answers. My deadline is 3/28, so please get back to me as soon as you can. I know it's a Friday, so I'm just hoping to have someone lined up by middle of next week.

Thank you very much for your help.

Best regards,

Adam Hadhazy