



Let your team know your organization chooses green energy

Communication
resources for partners



77% of employees

said it's important for them to work for an environmentally responsible company.¹

¹. "Does working for a sustainable company make you happier?", LifeWorks commissioned survey. Published on corporateknights.com, 2021.



23% higher profit

at companies with engaged employees compared to disengaged employees.²

². "The World's Workplace Is Broken -- Here's How to Fix It", by Jon Clifton. Published on gallup.com, 2022

Use this employee engagement kit to spread the word

We've put together the following resources to help explain what Bullfrog Power does—and how your organization's support helps grow renewable energy across Canada.

Share these resources with your team to help keep them engaged in your commitment to renewable energy.



Test your knowledge

We've created quizzes your team can take to test their knowledge of energy systems, bust sustainability myths, or find out what type of renewable energy best suits their personality.



[Energy systems quiz](#)



[Sustainability myth busting quiz](#)



[Find your renewable energy style](#)



Share this infographic

We've created an infographic with key information about your partnership with Bullfrog Power. Use it to help educate employees on the benefits of a green energy commitment!

How to use this infographic:

- Insert your logo in the top box.
- Share with your colleagues through email or internal messaging system.
- Print and post in a highly trafficked area such as a kitchen or break room.



[Download infographic](#)

Our business is **bullfrogpowered**[®]

but what does that mean?

Who we are

Bullfrog Power offers renewable energy solutions that help individuals and organizations reduce their environmental impact, support the development of green energy projects across Canada, and create a cleaner, renewably powered world. Our low-carbon alternatives for electricity, natural gas, and transportation fuel help your organization reduce its environmental impact and take meaningful action against climate change. Together, the bullfrogpowered community has displaced over 2 million tonnes of CO₂e since 2005. That's the same weight as 17 CN Towers!



How it works

Your company chooses green energy through Bullfrog Power. When you bullfrogpower your facilities, you're changing the way energy is generated on your behalf. We inject the same amount of renewable energy onto the system that your bullfrogpowered facilities, equipment, vehicles, or entire company uses. This displaces conventional energy sources such as fossil fuels, nuclear, and large-scale hydro.

By choosing green energy, you're reducing energy-related emissions and helping transition Canada's grid to renewable, pollution-free energy.

The bullfrogpowered community also provides critical funding to small-scale, community-based green energy and cleantech projects. Here are a few examples of the more than 160 projects we've supported from coast to coast:

<h4>The Marine Mammal Rescue Centre, Vancouver, BC</h4> <p>The Marine Mammal Rescue Centre saves more than 150 mammals and releases them back into the wild every year. Bullfrog Power funded 50% of a 4.8 kW solar project on the Rescue Centre's roof, allowing the Centre to redirect funds towards its rehabilitation efforts.</p> 	<h4>Lutsel K'e Dene First Nation, Lutselk'e, NWT</h4> <p>The Lutsel K'e Dene First Nation is a remote community living on the Great Slave Lake in the Northwest Territories. With the launch of its 35 kW solar project, built with support from the Bullfrog community, they became the first independent power producer in Canada's northern territories.</p> 	<h4>Hope Blooms Greenhouse Solar Project, Halifax, NS</h4> <p>For young people in Halifax, a community greenhouse run by non-profit Hope Blooms is an opportunity for education, empowerment—and a brighter future. With support from Bullfrog customers, Hope Blooms installed a solar array on the greenhouse and two solar awnings providing clean energy from the sun.</p> 
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Scan this QR code to learn more about what it means to be a bullfrogpowered business.

Host a watch party

Videos are an effective way to share a lot of information in a short period of time. Host a watch party for one of the videos below and engage your team in a follow-up discussion about renewable energy and sustainability in the workplace.



[Watch our community impact video](#)



[Watch our role of renewables video](#)



[Watch the OrcaLab project video](#)



Host a climate chat

Having conversations about climate change with our peers is a great way to build trust, empathy, and awareness. To facilitate this process, we've put together a guideline on how to moderate as the host and provided conversation starters you can use as prompts.

We suggest hosting a series of 30 to 60-minute discussions on their own or paired with a video screening.



[Download guidelines and conversation starters](#)



Need anything else? Just ask!

You've probably figured out that we love helping you and your business talk about your renewable energy commitment.

You can reach out to your Bullfrog marketing contact any time with questions or requests. If you're not sure who to contact, just send a note to biz.marketing@bullfrogpower.com and a member of our team will get back to you within 1-2 business days!

