

Solar company donates array to Rescue Inc.

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Rescue, Inc. headquarters in Brattleboro. (Zachary P. Stephens/Reformer file photo)

BRATTLEBORO -- In accordance with its "triple bottom line" philosophy, Intergrated Solar last week announced that it was donating a \$24,000 solar array to Rescue Inc.

"It makes sense for a company like Integrated Solar to do this," said Integrated Solar part-owner Andrew Cay. "As a renewable energy business, we are committed to working toward a sustainable future. It's a different way of thinking about things."

Integrated Solar was founded in Brattleboro in 1975. The company specializes in solar photovoltaics, solar thermal, geothermal and small wind technologies.

Katrina Wilson, Integrated Solar Vice President of Operations, first discussed the idea of triple bottom line with her boss a few years ago and the two went to visit a local company that had adopted it. Company executives that do so agree to run their businesses with an eye toward more than just monetary profit. Along with the traditional financial bottom line, those companies work toward having their companies reach environmental and social justice goals as well. Executives gauge the success of their business on how well it does financially, as well as on how it meets recycling and environmental goals, how happy its employees are and how much of its profit is re-invested in the community.

At the end of 2012, Cay agreed to run the business under the triple bottom line concept, which includes donating at least 10 percent of the company's profit to a local non-profit organization. With the fiscal year 2013 year now in the books, Integrated Solar

When Integrated Solar closed the books on 2013 and decided to commit part of its profit toward a local organization Cay said it made sense to donate a solar array. Employees voted on Feb. 21 to make Rescue Inc. the first recipient of Integrated Solar's donation under the company's new triple bottom line business model.

"By gifting a solar photovoltaic system, Integrated Solar is recognizing the important contributions of Rescue Inc., while at the same time encouraging the adoption of renewable energy technologies in our community," Cay said. "It supports the health and safety of all our community."

In the coming months Integrated Solar will install 24 solar panels at the Rescue Inc. building at 541 Canal St. The 6-kilowatt system will produce 7,500 kilowatt hours of energy per year, and provide Rescue with about 18 percent of the organization's annual consumption.

"We are excited about this project and what it means to Rescue long term," said Rescue Inc. interim Chief of Operations Drew Hazelton. "This step toward renewable energy and long term cost savings will help us provide critical services for decades."

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