

Qnergy

Qnergy | Driving Methane Destruction and Carbon Credit Innovation

CHALLENGE

[Qnergy](#) faced a challenge in Weber County where methane emissions from distributed sources posed significant environmental and operational concerns. The county needed a reliable solution to destroy methane emissions rather than simply capture or convert them into grid power and traditional technologies lacked the efficiency and scalability required to address this need. Qnergy seized the opportunity to demonstrate the effectiveness of its PowerGen system in real-world conditions by implementing a compelling alternative: converting methane into CO₂ and water, thereby generating valuable carbon credits that helped drive the investment economics.

OBJECTIVE

Qnergy's primary objective was to showcase its PowerGen technology as a scalable and reliable solution for methane destruction in distributed environments. The company aimed to position itself as a thought leader in environmental stewardship and remote emissions mitigation by developing a compelling case study for publication in *Waste Advantage Magazine*. This would highlight the Weber County installation and reinforce Qnergy's broader messaging around carbon credit generation, distributed methane abatement and remote power generation.

SOLUTION

Pierpont Communications supported Qnergy by drafting and submitting a detailed case study focused on the Weber County PowerGen installation. The team collaborated with editors to refine the content and align it with industry standards. Simultaneously, Qnergy's website was updated to reflect the success story, including a refreshed landing page, product overview, and messaging centered on solving the distributed methane challenge. These efforts were complemented by a contextual digital ad campaign, which strategically placed Qnergy's ads next to relevant articles in targeted outlets—maximizing visibility among audiences interested in energy innovation, environmental policy, and carbon markets.

RESULTS

The Weber County case study was successfully submitted to *Waste Advantage Magazine*, and was also integrated into the company's website under the "Success Stories" section, reinforcing its credibility and market positioning. The contextual ad campaign delivered improved

performance metrics, and Qnergy strengthened its presence ahead of the crucial Methane Mitigation America conference. These coordinated efforts helped Qnergy solidify its role as a leader in methane destruction, carbon credit generation, and remote emissions and power generation technology.