

# Overview of Voluntary Market Trends

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Andreas Karelas  
Program Analyst, Green-e Energy  
Center for Resource Solutions  
415-561-8499  
[andreas@resource-solutions.org](mailto:andreas@resource-solutions.org)



# Outline

1. Green-e Energy
2. Voluntary market growth
3. Growth of commercial purchases
4. Drivers and Impacts





# Energy

## Consumer Protection and Certification for Voluntary Renewable Energy Purchases

- Established in 1997
- Certification of three RE product types:
  - Renewable Energy Certificates (RECs)
  - Utility green pricing programs
  - Competitive Electricity products
- Covers all 50 states and Canada



# Energy

## Functions Provided by Green-e Energy

- “Good Housekeeping” seal of approval for renewable energy
- Verification ensures clear ownership, no double counting
- Customer disclosure requirements and marketing language reviews





# Energy

## Governance

- Independent Governance Board
  - Natural Resources Defense Council
  - Union of Concerned Scientists
  - National Renewable Energy Laboratory
  - Several other environmental and industry leaders
- Standards and policies developed through open stakeholder consultations
- Associate Member of the International Social and Environmental Accreditation and Labeling (ISEAL) Alliance



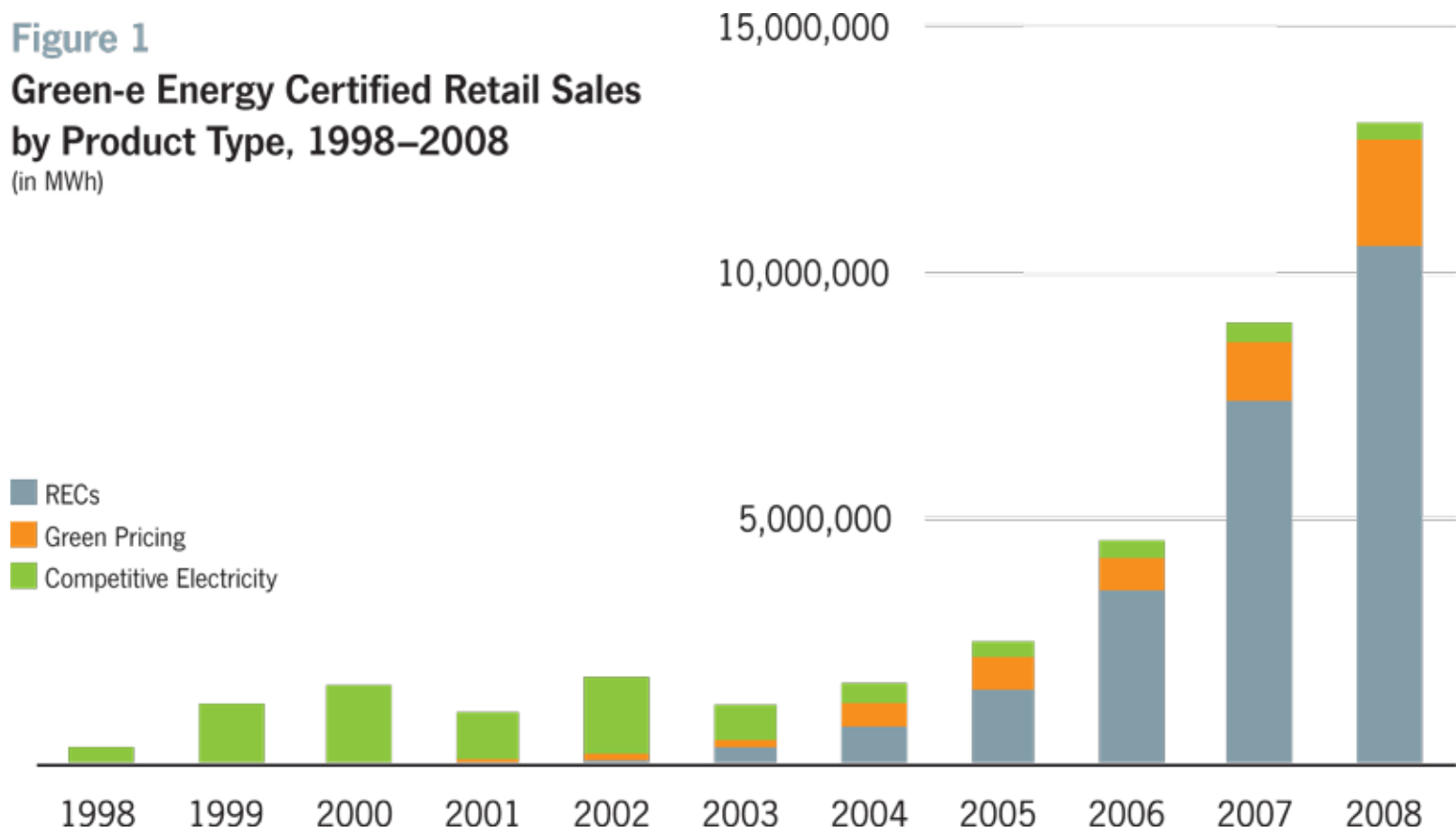
# Energy

## Marketshare

- In 2008 Green-e Energy certified:
  - Over 13 million MWh of voluntary retail transactions
  - 54% of all voluntary retail RE sales
- Over 275 marketers, utilities and ESPs
- Referenced in LEED renewable energy standard

# Green-e Historic Growth

**Figure 1**  
**Green-e Energy Certified Retail Sales**  
**by Product Type, 1998–2008**  
(in MWh)



# Outline

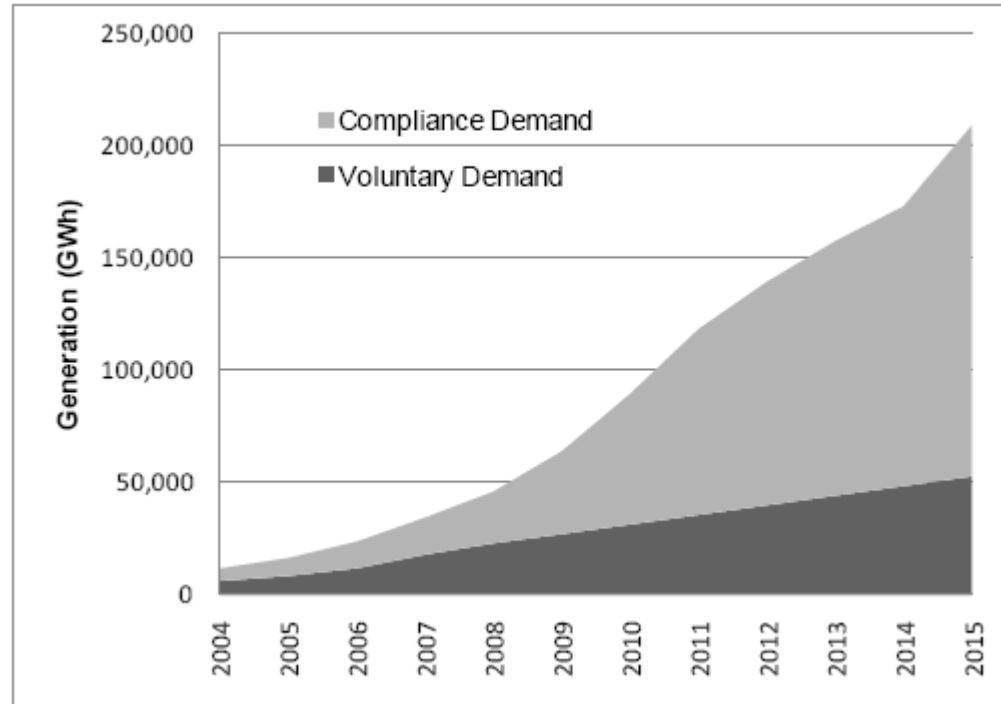
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# Total Market Projections

Historic and projected demand for new renewable energy, 2004-2015



# Commercial Purchasers Historic Growth

## Renewable Energy Purchases by Customer Type

Year	Residential (GWh)	Nonresidential (GWh)	Total (GWh)	% Nonresidential
2005	3,000	5,500	8,500	65%
2006	3,200	8,700	11,900	73%
2007	4,500	13,600	18,100	75%
2008	5,600	18,600	24,200	77%

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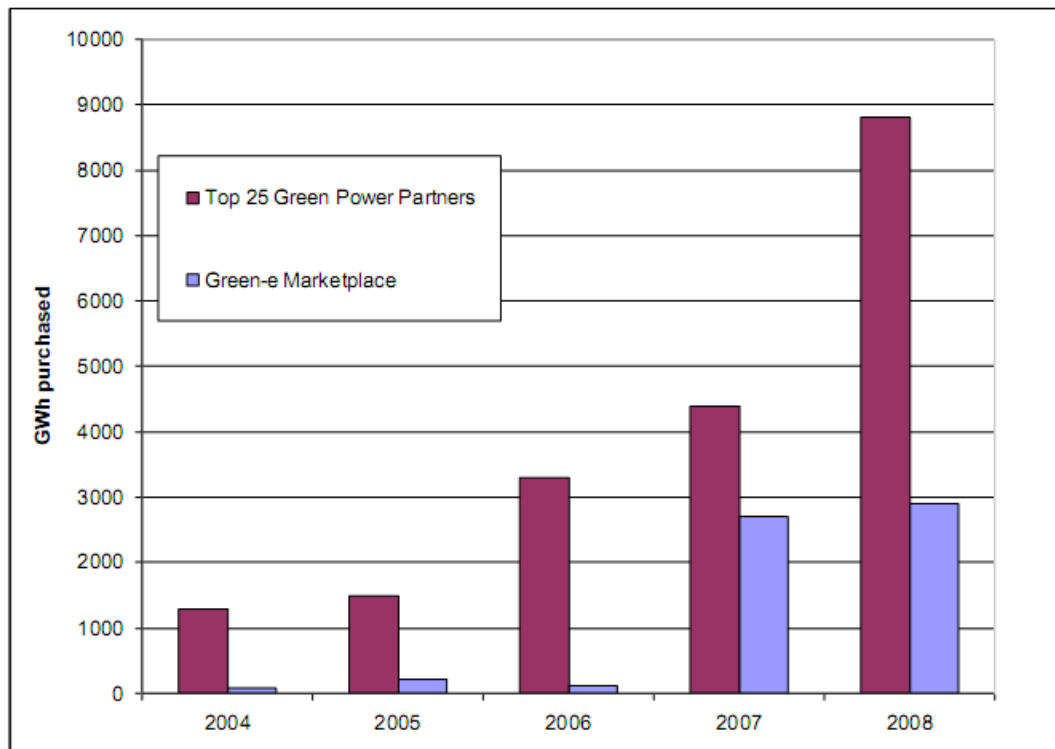


# Drivers of Commercial Purchasers

- A survey by the Natural Marketing Institute of over 4,000 U.S. citizens found that 55 percent of consumers would like companies to increase their use of renewable energy.
- The number of utilities with a green power pricing program grew from 45 in 2003 to 184 in 2009
- Labeling programs such as
  - Leadership in Energy and Environmental Design (LEED)
  - EPA's Green Power Partnership
  - Green-e Marketplace
  - EPA's Climate Leaders

# Growth of Recognition Programs

**Figure 6.1: Growth of Green Power Partners and Green-e Marketplace<sup>36</sup>**



# Impacts of Voluntary Market Growth

- Demands additional renewable energy be built
- Cap and Trade may diminish voluntary claims
- Voluntary market growth potential warrants policies to support it



# CONTACT

Andreas Bar Elias  
Program Analyst, Green-Energy  
Center for Resource Solutions  
415-561-2100  
andreas.resource-solutions.org