Fundamentals of Buying Green Power

U.S. EPA’s Green Power Partnership

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Renewable Energy Markets
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Today’s Agenda

- **Introduction**
  - Allison Dennis, EPA’s Green Power Partnership

- **Purchasing Utility Green Power Products**
  - Meredith Grant, Neenah Paper

- **Purchasing RECs**
  - Mary Ellen Mika, Steelcase USA

- **Purchasing Utility Green Power Products**
  - David Ozment, Wal-Mart Stores, Inc.

- **Question & Answers**
What is Green Power?

- Green power is an “environmentally-differentiated” electricity product from:
  - solar
  - wind
  - geothermal
  - biomass
  - biogas
  - small hydro
Green Power Benefits

- Environmental
  - Reduce greenhouse gases (GHGs)
  - Reduce criteria pollutants*
  - Water conservation
- Energy Price Stability/Reliability
  - Reduced demand for natural gas lowers prices
  - Electricity price stability
  - On-site systems can reduce T&D requirements
- Economic Development
  - Job creation
  - Landowner lease payments ($2000-$5000/wind turbine)
  - Tax revenues (often in rural areas that need them)
Buying Green Power – Product Options

- Renewable Energy Certificates (REC)
  - Buy only the environmental “attributes” associated with the electricity generated (1 REC = 1 MWh)

- Green Power Electricity Products
  - Buy electricity from utility green pricing programs or green power retail marketers that is all, or partially, generated from renewable sources

- On-site Generation
  - Install renewable energy system on-site (e.g. solar panels, wind turbines)
Partnership Offerings & Benefits

- Credible Benchmarks
  - Metric for “How much green power is enough?”
  - Definition of eligible renewables

- Planning & Implementation Resources
  - Green power locator [www.epa.gov/greenpowerpubs/gplocator.htm](http://www.epa.gov/greenpowerpubs/gplocator.htm)
  - Purchasing guidance
  - Marketing and communications support
  - Environmental impact information [www.epa.gov/greenpower/pubs/calculator.htm](http://www.epa.gov/greenpower/pubs/calculator.htm)

- Recognition
  - Top Partner lists
  - Green Power Leadership Awards
  - Promotional opportunities
  - Use of the Partnership logo
Want to Know More?

- **Basic Information**
  - An overview of Green Power Partnership is available on EPA’s Web site [www.epa.gov/greenpower](http://www.epa.gov/greenpower)
  - Updated Guide to Purchasing Green Power

- **More Questions?**
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