

Marketing Costs and Transparency



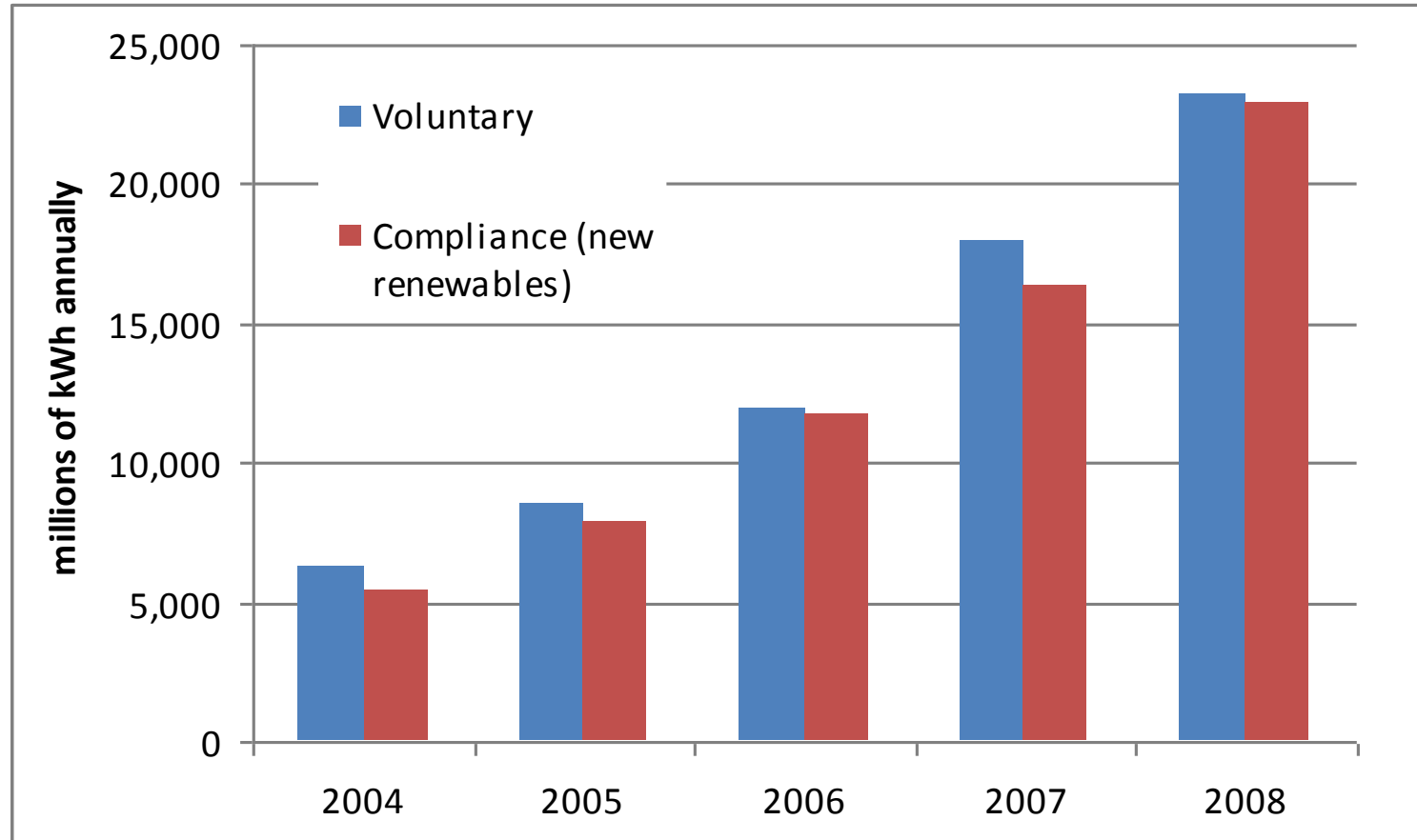
**Renewable Energy
Markets 2009:**

Barry Friedman

9/14/09

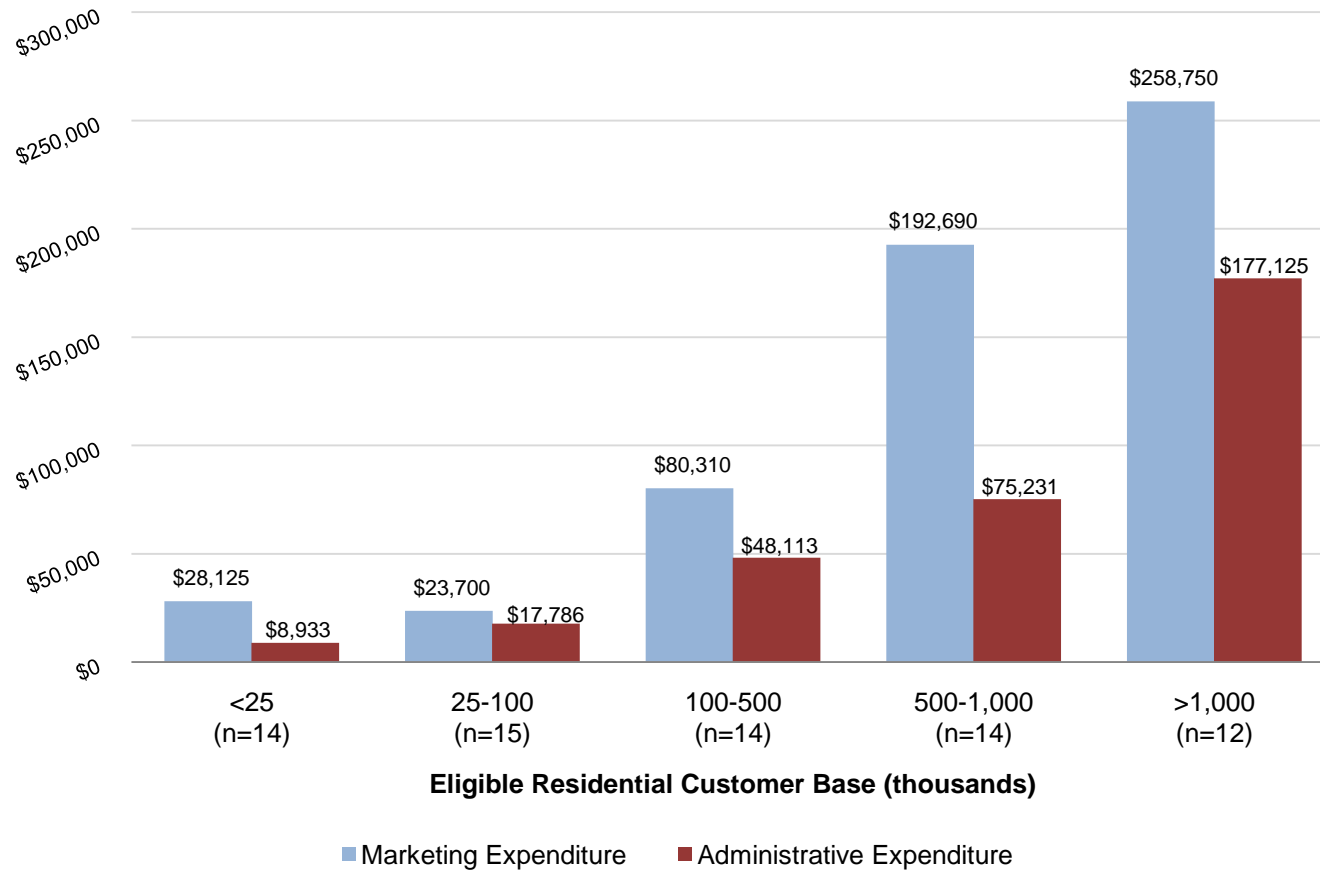
Atlanta, Georgia

Voluntary vs. Compliance RE Markets

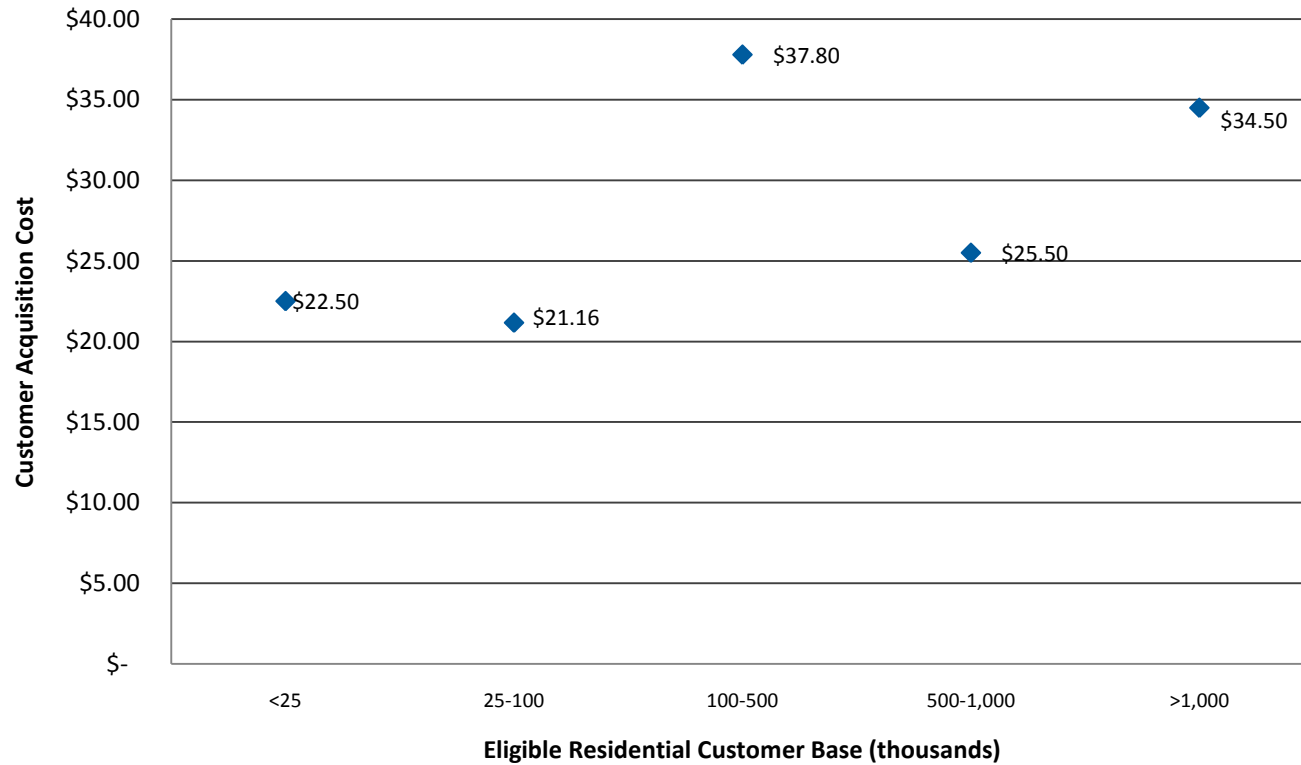


Data sources: LBNL, NREL 2009.

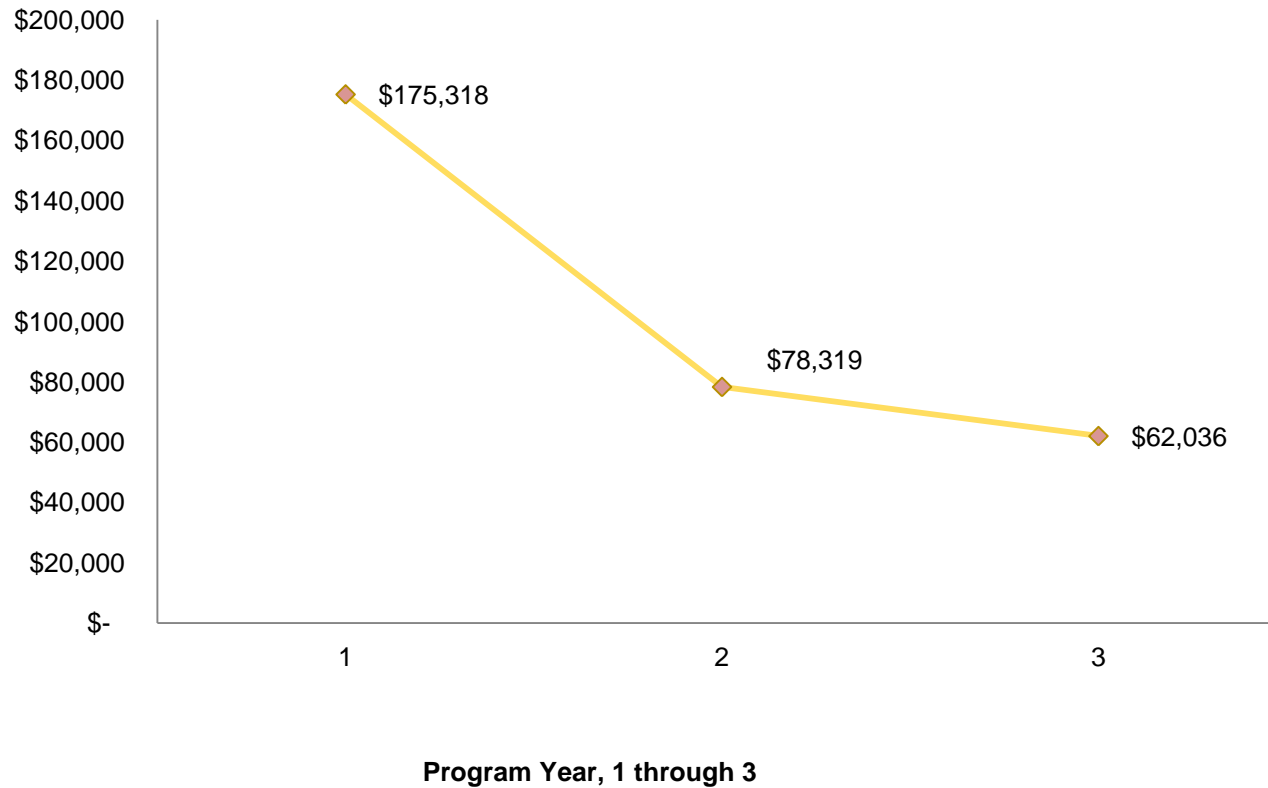
Green Pricing Marketing and Administration Expenditures, by Utility Size



Residential Customer Acquisition Costs



Indicative First-Year Costs



Marketing and Administration as % of Revenue





U.S. Department of Energy

Energy Efficiency and Renewable Energy

Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable



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Utility Green Pricing >

Green pricing is an optional service or tariff offered by utilities to customers in regulated electricity markets.

Green Power Marketing >

Green power marketing refers to selling green power in competitive retail and wholesale electricity markets.

Renewable Energy Certificates >

Renewable energy certificates represent the environmental attributes of electricity produced from renewable energy sources sold separately from commodity electricity.

State Policies >

A number of states have enacted policies requiring fuel mix disclosure or net metering, or mandating that electricity suppliers provide green power options.

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