Basics of Buying Green Power

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Community Energy, Inc.

October 20, 2010
Renewable Energy Markets Conference
Agenda

• Introductions
• Renewable Energy Certificates (RECs)
• Making a Green Power Purchase
• Marketing Claims/Recognition
Who is Community Energy?

Developer + Marketer

Community Energy’s Smith College Solar Project - Northampton, MA

Developer + Marketer
Green Power Programs
What is a REC?

Renewable Energy Certificate

- REC
- Electricity

= Green Attributes
Why are RECs Important?

→ They Make Renewable Energy Projects Financially Viable

<table>
<thead>
<tr>
<th>Cost to Build Wind Energy</th>
<th>~$60/MWh</th>
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<tbody>
<tr>
<td>Price of Energy</td>
<td>~$48/MWh</td>
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<tr>
<td>Energy Economics</td>
<td>(~$12/MWh)</td>
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<tr>
<td>REC Price</td>
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How Do RECs Work?
Why Buy Green Power?

• Sustainability Goals
• Leadership
• Go Beyond Government Standards
• Regional Benefits
  • Economic
  • Environmental
• Communications and Marketing Value
  • Employee Engagement
  • Customer Outreach
Purchase Considerations
Purchase Considerations
Product Certification/Standards

NEW

PENNSYLVANIA PUC
PUBLIC UTILITY COMMISSION

Green-e Energy
Marketing Claims
Marketing Claims

FTC Green Guides:

• RECs are new addition
• Specify the source
• Specify the amount used
• Green-e guidelines are substantiated
Environmental Benefits

XXX MWh of emission-free energy is equivalent to preventing the release of more than XXX pounds of CO2 into the atmosphere.

Comparable to:

Taking XXX Cars off the Road Each Year

OR

Growing XXX Acres Each Year*

* Calculations based on the EPA Greenhouse Gas Equivalencies Calculator
http://www.epa.gov/cleanenergy/energy-resources/calculator.html
Recognition
Thank You!

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