Green Power 20 Years Later: Lessons Learned and New Directions
Discussants

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- You!
Who were the first green pricing utilities, and when?
Top 10 Factors in Successful Green Pricing Programs (1996)

1) Quality: added value
2) Credibility: customers must believe
3) Simplicity: easy to understand and participate
4) Marketability: targeted marketing, repeated exposures
5) Specificity: what’s being developed
6) Visibility: closer to the customer
7) Tangibility: private value vs public benefit
8) Community: local focus builds awareness
9) Strategy: corporate strategy to retain customers
10) Tenacity: sustained commitment

WHAT WOULD YOU CHANGE NOW?
Questions for Discussion

- What’s changed over the last 20 years?
- What’s driving demand today?
- Are small customers still relevant?
- Are utility programs still relevant?
More Questions

- What are you doing now that’s new?
- What would you like to do now if you could?
- What are the obstacles we face today?
- What can be done to overcome them?