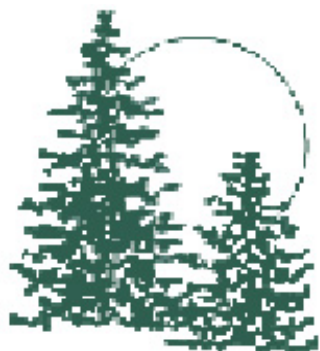


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Green Power 20 Years Later: Lessons Learned and New Directions



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Discussants

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 - ▶ SVP, Sterling Planet
- Wade Hughes
 - ▶ Greenergy and Carbon Offset program manager, Sacramento Municipal Utility District
- Ed Holt
 - ▶ Consultant, Ed Holt & Associates, Inc.
- You!



Perspective



- 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?