



November 2002

The Green-e Monthly

A monthly newsletter for the renewable energy community brought to you by the Green-e Renewable Energy Certification Program of the Center for Resource Solutions.

This Green-e Monthly highlights timely Program topics including regional news, outreach efforts, policy changes, and verification updates. Scroll to the end for a list of upcoming Green-e meetings.

If you know someone that would like to receive the Green-e Monthly, please contact Keri Bolding at kbolding@resource-solutions.org.

Green-e at a Glance:

- Certification available for Wholesale/Retail, Resale, Commercial Electricity Products and Tradable Renewable Certificates
- 26 certified renewable energy products
- 16 participating marketers
- Certified products available in all 50 states

National News

EPA Green Power Partnership (GPP) and Green-e Propose Changes to Recognition Standards

Two memos regarding proposed changes to the two green power programs were sent out to stakeholders and interested parties in early November. The first memo proposed changes to the Green-e secondary logo use standards -- that is, the amount of Green-e certified energy product an end-use customer must purchase before they can use the Green-e logo in their own right. Green-e is proposing to adopt the same minimum green power purchase thresholds used by the Environmental Protection Agency - Green Power Partnership, which vary according to size of annual electricity load ranging from 2% for the largest purchasers to 15% for smaller purchasers. The second memo was from the EPA Green Power Partnership requesting input regarding a proposed increase in the new renewables requirement for green power purchaser recognition (to 50% from today's required 5%). These memos are being circulated together because they address different aspects of a central question facing the green power community: what are reasonable quantities of new and existing renewable resources that should be purchased in order to qualify for recognition?

The Green Power Partnership and Green-e have worked nationally to boost the development of green power markets: EPA by launching a recognition program targeted at the largest industrial/commercial customers; Green-e by developing green power product certification standards using regional stakeholder processes throughout the country. EPA has adopted Green-e standards for determining eligible renewable resources for the Green Power Partnership. Green-e shares with the Green Power Partnership the vision of standardizing green power procurement as part of best practice environmental management. Synchronizing standards will be a step towards achieving that vision and will provide a meaningful benchmark to help drive large customer purchases of renewable resources. To comment on these proposed changes please contact: **Gabe Petlin, Green-e**, at gpetlin@resource-solutions.org, or **Kurt Johnson, EPA GPP**, at Johnson.Kurt@epamail.epa.gov. **The comment period has been extended to December 31, 2002.**

7th National Green Power Marketing Conference, Green Power Leadership Awards Recipients Announced

The Seventh National Green Power Marketing Conference was held in Washington D.C. on September 30 - October 2, organized by **U.S. Department of Energy (DOE)**, the **U.S. Environmental Protection Agency (EPA)**, **EPRI**, **Alliance of Energy Suppliers (AES)**, and the **Center for Resource Solutions (CRS)**. The conference was a huge success with over 350 registered participants. Conference speakers reviewed the past year's highlights and experiences in green power marketing, analyzed utility green pricing programs, presented insights into how to increase consumer demand for green power, examined Tradable Renewable Certificate (TRC) marketing and tracking mechanisms, and described the best ways to market and sell green power. Green Power Leadership Awards were presented by CRS to highlight contributions made by individuals and companies that are significantly advancing the development of renewable electricity sources through innovative and creative strategies and marketing. The CRS award winners are:

Green Power Beacon Award

- Sacramento Municipal Utility District
- Green Mountain Energy Company

Rudd Mayer Green Power Pilot Award

- Peter West and Diane Zipper, Renewable Northwest Project
- Austin Energy
- Los Angeles Department of Water and Power (Honorable Mention)

Green Power Public Interest Award

- Oregon Public Utility Commission and Portfolio Advisory Committee

Green Power Pioneer Award

- Tom Rawls, Green Mountain Energy Company

For more information on the CRS award categories, see: <http://www.resource-solutions.org/Awards2002/2002Awardspage.htm> or contact **Këri Bolding** at kbolding@resource-solutions.org. **EPA and DOE** also presented awards to leading green power purchasers. For a full list of award winners, see: <http://www.eren.doe.gov/greenpower/conference/gpawards02.html>. For more information on EPA/DOE awards, contact **Kurt Johnson** at Johnson.Kurt@epamail.epa.gov.

Joint Marketer's Marketers Group (MMG) / Green Power Working Group (GPWG) Meeting

The joint MMG/GPWG meeting was held in Washington, D.C. on October 2nd following the close of the GP7 conference. The meeting began with a joint luncheon where the Marketer's Marketers Group (a group of communications and marketing professionals of green power providers and utilities with green pricing programs), and the Green Power Working Group (an ad hoc group composed of non-profit organizations and government agencies focused on building demand for green power), heard a presentation about existing standards currently in use and information on the Green Power Partnership efforts. The two groups then engaged in a discussion about the crosscutting marketing and recognition issues raised by multiple standards for and definitions of green power.

For the remainder of the meeting, the groups separated to discuss issues directly targeted to their members. The MMG addressed the concept of a national brand building campaign that would span competitive divisions and create a national awareness of green power. The GPWG continued the discussion of consistent and complementary standards as a major challenge for cooperation among programs. Both groups reported constructive results, and success in achieving individual and collective meeting goals. For more information, contact **Këri Bolding** at kbolding@resource-solutions.org. More information about the MMG is available at <http://www.resource-solutions.org/MMG.htm>.

October 30th Marketer's Marketers Group Conference Call Highlights

On Wednesday, October 30th, the Marketer's Marketers Group (MMG) hosted a conference call covering the topic "A National Green Power Market-Building Campaign: Comments and Strategies from Key Industry Members." This call served as a follow up to the in-person meeting of the group at the Seventh National Green Power Marketing Conference (GP7), in Washington DC, where the concept of coordinating a national effort to build demand for and awareness of green power was discussed at length.

The majority of the 52 utility and retail providers that form the MMG were joined on the conference call by representatives from government agencies, state funds, NGOs and environmental consulting firms. A marketing expert addressed the group, sharing feedback and guidance from experience in large-scale, collaborative ad-campaigns. The group then reviewed elements of other national market-building campaigns (i.e. "got milk?"[®] and "Pork. The Other White Meat"[®]), and discussed concerns, obstacles and financing strategies for implementing a similar campaign for the green power industry. Plans are underway for another conference call to develop potential timeline projections and action steps toward launching national green power market-building campaign. For more information, contact **Këri Bolding** at kbolding@resource-solutions.org.

Regional News

Green-e Mid Atlantic Advisory Committee Members and Renewable Energy Stakeholders:

Mid Atlantic Advisory Committee members will meet **December 4, 2002** for the next Green-e Mid Atlantic Advisory Committee (MAAC) Meeting to be held in **Arlington, VA** in cooperation with Arlington County, a U.S. EPA Green Power Partner. The primary objective of the meeting will be to review and receive input on Green-e Mid Atlantic Standards for delivered electricity and Tradable Renewable Certificates (TRCs) products with new stakeholders from PJM South and the VA/DC area. Green power products available in the VA/DC region and coordinated outreach campaigns will also be discussed. A teleconference call-in number will be available for those wishing to participate by phone. For more information, contact **Anne Marie McShea** at amcshea@resource-solutions.org or by phone: (215) 569-8807 or fax: (215) 569-9637.

New England Regional Advisory Committee Meeting Planned for January 2003

A Green-e **New England Regional Advisory Committee** meeting is planned for January 2003 as the Northeast states make progress towards bringing additional green power products online. Stakeholder meetings are integral to developing and updating regional standards and definitions of Green Power and seek to engage all interested parties in the discussion. Regional stakeholders meetings also foster coordinated outreach and education in support of renewable energy. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org.

Connecticut Energy Co-op Closes its Doors

After years of hard work and commitment to the green power market, the **Connecticut Energy Co-op** has had to close its doors and discontinue offering electricity products as of August 22, 2002. The Co-op has filed for Chapter 11 bankruptcy protection and was unable to fulfill Green-e verification requirements for products sold in 2001. This unfortunate situation has resulted in the decertification of the Co-op's Green-e certified product, **Ecowatt**, for sales during dating from 6/19/2001. We hope you will continue your support for renewable energy. If you were a Connecticut Co-op customer, please see the Connecticut Green-e page at: http://www.green-e.org/your_e_choices/ct.html for alternative certified product offerings. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org.

Green-e Outreach

Green-e Conducting Outreach to Expand Number of Certified Suppliers

In states around the country, Green-e is working to expand opportunities for suppliers of Green-e certified products and attract new suppliers interested in serving green power customers in the commercial and residential markets. Green-e is widely recognized by leading governmental and non-governmental organizations involved in setting standards for the procurement of green power including the U.S. Green Buildings LEEDS Program, U.S. General Service Administration (GSA), U.S. EPA Green Power Partnership program, The State of Maryland, The State of New Jersey, and many others. Marketers and suppliers that elect to certify their products may qualify for federal and state solicitations for green power products and simultaneously gain recognition as a preferred green power provider. Green-e certification is available for wholesale, commercial and retail products for both delivered electricity products and Tradable Renewable Certificates (TRCs), providing suppliers maximum flexibility in meeting their customer needs and serving new customers. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org.

Rhode Island Green Power Outreach and Education

Teaming up with XENERGY, Green-e has designed a comprehensive outreach and education program for customers and suppliers in Rhode Island to meet the goals of the Rhode Island Renewable Energy Collaborative (RIREC) to maximize the regional development of renewable resources and build a market for green power in Rhode Island.

Green-e has begun efforts to:

- Educate residential customers in Rhode Island about the benefits of renewable energy, their options to install on-site renewable generation, and ability to purchase a variety of green power products;
- Develop educational materials including a Rhode Island renewable energy website, power point presentation, residential brochure, and outreach campaign;
- Launch a Rhode Island Green Power Interest Pledge form for customers to signal demand for renewable power offerings in the state; and
- Help foster a receptive environment for the introduction of renewable energy-based offerings in Rhode Island.

For more information on green power in Rhode Island, contact **Gabe Petlin** at gpetlin@resource-solutions.org.

Green-e at Recent and Upcoming Events

Society of Environmental Journalists Twelfth Annual Conference

Anne Marie McShea spoke on "Why Journalists Should Care About Renewable Energy," at this conference sponsored by the only U.S.- based membership organization of working journalists dedicated to improvements in environmental reporting.

When: Oct. 9-13th

Where: Baltimore, MD

For more information: <http://www.sej.org>

Labeling for a Sustainable and Just World

Sponsored by **Consumer's Choice Council**, a non-profit association of 66 environmental, consumer, and human rights organizations from 25 different countries. Speakers include the *Forest Stewardship Council*, *Marine Stewardship Council*, *Green-e*, *Social Accountability*, *World Bank*, *UNEP*, and the *International Federation of Organic Agricultural Movements*.

Anne Marie McShea was part of the Sustainable Energy Panel, co-presenting with **Lydia Grimm** of the Low Impact Hydro Institute (LIHI).

When: October 17-18, 2002

Where: Washington, DC

For more information: <http://www.consumerscouncil.org/>

Third Annual Green Power: Turn It On! Awards Luncheon and Mid Atlantic Renewable Energy Coalition (MAREC) Meeting

PennFuture in cooperation with the **U.S. Environmental Protection Agency's Green Power Partnership**, the **Center for Resource Solutions**, the **U.S. Department of Energy's Philadelphia Regional Office**, and the **Mid-Atlantic Renewable Energy Coalition's Clean Your Air campaign** presented awards to those people who are setting the pace for a cleaner and healthier Mid-Atlantic Region by purchasing clean energy, advancing policies that develop the renewable energy market, and taking the lead in creating new renewable energy supplies.

When: October 23, 2002

Where: Philadelphia, PA

For more information: <http://www.pennfuture.org/>

The Mid Atlantic Renewable Energy Coalition (MAREC)

MAREC is gearing up for year two of the **Clean Your Air** public education campaign to promote clean energy choices. Coalition members recently met to discuss details of the media campaign which is designed to include targeted paid public radio sponsorships, public service, a Clean Your Air website with green power product listings and additional forms of outreach. For more information, contact **Peter Adels** at adels@pennfuture.org or see <http://www.cleanyourair.org/>

Renewable Energy Credits and Their Uses in Energy Markets and Emission Reduction Trading Workshop

National Wind Coordinating Committee (NWCC) in partnership with **National Association of Regulatory Utility Commissioners (NARUC)**, **Green Mountain Energy Company**, **National Association of State Energy Officials**, **Utility Wind Interest Group**, **Emissions Marketing Association**, **Alliance of Energy Suppliers**, **Community Energy Inc.**, and **Center for Resource Solutions** sponsored a workshop to educate air, energy, and environmental regulators on the many uses of Renewable Energy Certificates (RECs) in energy markets. The workshop also explored the technical barriers and opportunities to translate RECs into Emission Reduction Credits. **Jan Hamrin** and **Gabe Petlin** spoke on panels on REC tracking and certification initiatives and the uses of RECs in energy markets.

When: November 7-8, 2002

Where: Chicago, IL

For more information: <http://www.nationalwind.org/>, or contact Kevin Bryan at kbryan@resolv.org

Texas Renewables '02 Conference

Texas Renewable Energy Industries Association (TREIA) sponsored their annual conference on the development of renewable energy in Texas. **Gabe Petlin** spoke on the development of the green power market.

When: November 13-15, 2002

Where: Austin, TX

For more information: <http://www.treia.org/>

Wind Energy: New Economic Opportunities

Dan Lieberman will be speaking at the annual **Windustry** Conference on Tradable Renewable Energy Certificates (TRCs) as an opportunity to facilitate wind development in Minnesota.

Where: Minneapolis Convention Center, Minneapolis, MN

When: November 21-22

For more information: <http://www.windustry.org/conference/default.htm>

Upcoming Green-e Meetings

- Green-e Power Marketer's Advisory Committee (PMAC) call, December 2nd, 2002.
*For more information contact **Gabe Petlin**, gpetlin@resource-solutions.org*
- Green-e Mid-Atlantic Advisory Committee Meeting in Arlington, VA on December 4th, 2002.
*For more information contact **Anne Marie McShea**, amcshea@resource-solutions.org*
- Next Marketer's Marketers Group conference call in early December 2002.
*For more information contact **Keri Bolding**, kbolding@resource-solutions.org*
- Green-e New England Advisory Committee Meeting, Boston, MA, January 2003.
*For more information contact **Gabe Petlin**, gpetlin@resource-solutions.org*