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2008 **Annual Report**

# 2008 Annual Report

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# Letter from the Executive Director

To say that this has been a year of transition for energy and the environment is a vast understatement. The inauguration of President Barack Obama brings with it a new sense of purpose and urgency to those of us who work to promote sustainable energy while trying to address the daunting challenges of climate change.

This has been a year of transition for CRS as well. In many ways, CRS is a different organization than it was one year ago.

Within this annual report you will glimpse the results of our efforts to transform into a mature nonprofit—one that honors its past achievements while looking to future opportunities to continue its legacy of success and excellence.

We have new executive leadership and key program staff, as well as a new home in the Thoreau Center for Sustainability in San Francisco's Presidio. CRS sports a new corporate logo, and we have upgraded our website to more accurately reflect who we are and what we do.

Even as we have embraced new program efforts, our board and staff have worked together to initiate long-term strategic planning to help focus our goals and strategies for the future.

As a result, CRS programs have more than kept pace with the demands of the evolving market for renewable energy.

Green-e Energy continues to experience strong growth, as evidenced by the astounding increase in market volumes for certified energy over the past year. At the end of 2008:

- Total renewable energy sales increased 45% from 2007
- 42% more renewable energy certificates (RECs) were sold
- Over 240,000 more residential customers purchased Green-e Energy Certified products
- Green pricing program sales increased by 80 %

The launch of Green-e Climate in February 2008 was another milestone in CRS's continuing efforts to create market solutions. Green-e Climate provides the same level of transparency, customer assurance, and rapid expansion opportunity for the greenhouse gas emission reduction (carbon offset) market that Green-e Energy brought to the



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renewable energy certificates market. Green-e Climate also demonstrates that renewable energy can have a valuable role in this market.

Green-e Marketplace brought in high-profile participation from national business leaders that support renewable energy, including Intel Corporation and the World Champion Philadelphia Phillies. Companies are beginning to recognize the value of green marketing and the risks of “greenwashing.” They increasingly recognize that the best way to assure their customers that they are making real commitments is through an independent certification program like Green-e Marketplace.

CRS’s policy work scored significant victories during the year. CRS played a strong role in formulating policy positions favorable to the clean energy development in the Western Climate Initiative, the California Public Utilities Commission, the California Energy Commission, and most recently before the California Air Resources Board as it moves forward with implementation of AB32.

In each case, CRS worked with broad coalitions of stakeholders to inform policy development and avoid outcomes that could have limited or eliminated the voluntary renewable energy market or its future growth.

These successes provide undeniable evidence that the voluntary market is working—evidence CRS and its allies have used to protect the market in California, in the Regional Greenhouse Gas Initiative, and evidence we hope will be taken into account as federal climate-change legislation is adopted. We firmly believe that the challenge is too important and the pace of change too fast to ignore the important contribution that voluntary action can make if the regulatory framework is properly crafted.

There are other program achievements during 2008: the successful launch of the

Environmental Tracking Network of North America (ETNNA), the great success from program and financial perspectives of the National Renewable Energy Marketing Conference in Denver, the significant contributions to the China Sustainable Energy Program, and the well-received report on solar power procurement options for electric utilities.

All great stories to tell...and our newly redesigned website and the *CRS NewSolutions* quarterly report provide modern, flexible platforms to share these successes with our community.

This isn’t to say we don’t face major challenges. Despite a new emphasis on green technologies, these are difficult times for all sectors of the economy. In particular, philanthropic giving has been hit hard, and the environmental sector is absorbing more than its share of the pain.

We recognize that the effort never ends, that CRS needs to be constantly looking ahead, forging new partnerships and identifying new opportunities and new funding sources, if we are to remain viable and grow to meet our potential.

If we work for mutually reinforcing policy and market solutions that promote sustainable energy, we have a clear opportunity to make a positive difference in how these policies are shaped. Together we can do more than enough to prevent the worst impacts of climate change.

CRS remains committed to achieving this vision, and we thank you for supporting our effort to do so.



Arthur O'Donnell

*Executive Director*

























