



Summer 2003 Issue

Green-e News

A newsletter for the renewable energy community brought to you by the Green-e Renewable Energy Certification Program of the Center for Resource Solutions.
888-63-GREEN • www.green-e.org

This Green-e News 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 News, please contact Keri Bolding at kbolding@resource-solutions.org.

Green-e at a Glance

Certification is available for wholesale, retail, resale, and commercial electricity products, tradable renewable certificates (TRC's) and utility green pricing programs. Certified/accredited products are available in all 50 states.

- **53** certified renewable energy products
- **93** participating marketers
- Nationwide, **110,000 households** and **10,000 businesses** purchase Green-e certified energy products.

National News

New Product Certifications Continue to Grow

The Center for Resource Solutions (CRS) announced the certification of five renewable energy products. We welcomed them to the Green-e Program this summer.

- **Agway Energy Services** is offering *Sterling Green* to New York residential customers in the Niagara Mohawk and NYSEG service territories. This product is 40% new wind, 30% eligible hydro, and 30% biomass, available at 50% and 100% participation levels. www.agwayenergy.com/sterling.html
- **Green Mountain Energy Company** is offering *Green Mountain Energy* to New York residential customers in the Niagara Mohawk service territory. This product is 50% new wind, 50% eligible hydro. www.greenmountain.com
- **Constellation New Energy** is offering 100% renewable blend to commercial customers in New England. We are excited to welcome Constellation New Energy as the first renewable electricity provider offering a green-e certified product exclusively to commercial customers in New England. www.newenergy.com

- **Con Edison Solutions** is expanding its services to serve commercial customers in the New York City region with 100% New Wind blocks.
www.conedsolutions.com/residential/greenpowermain.asp
- **The City of Palo Alto Utility** is offering a Green-e certified Green Pricing product, *Palo Alto Green*, to its municipal customers. This product is 97.5% new wind and 2.5% solar. www.cpau.com/programs/green/. This certification represents an innovative partnership between a municipal utility: the City of Palo Alto Utilities, and a retail supplier: 3 Phases Energy, which provides Green-e certified TRCs and marketing services to the *Palo Alto Green* green pricing program. It is the first time such a partnership has received retail Green-e certification.

Contact **Carrie Harvilla**, at carrie@resource-solutions.org, or visit the Green-e website at www.green-e.org.

Annual Verification Report

CRS is drafting the 2002 Annual Verification Report. It will include verification figures for all renewable energy products that Green-e certifies in competitive, regulated, and national TRC markets and accredited utility green pricing programs. Initial data indicates that 2002 saw significant increase in the demand for green power. Look for this publication in your email during Fall 2003.

Marketing Group Welcomes New Members

The Center for Resource Solutions recently announced the reopening of its forum for renewable energy marketing and communications professionals, the Marketers' Marketers Group (MMG). The group began in September 2001. The MMG brings together professionals from green power providers and utilities that offer green options in the U.S. and Canada.

Participants exchange information on new ideas and best practices for marketing green power products through quarterly conference calls, on-line communication, and MMG website. Discussion topics, which are led by industry professionals, have included: effective direct mail and national outreach campaigns, green power marketing barriers and how to overcome them, and effective language to describe renewables.

Top marketing and program staff of green power providers who want to exchange input, ask questions and voice concerns on contemporary marketing issues relative to green power, should visit the website www.resource-solutions.org/MMG.htm or contact **Këri Bolding**, at kbolding@resource-solutions.org. A registration form is available at www.resource-solutions.org/MMGwhoisamember.htm.

The next meeting is scheduled for November 5, 2003

Over 50 Nominations for 8th National Green Power Marketing Conference Green Power Awards

The Green Power Awards selection committee received over 50 nominations for the 3rd Annual Green Power Leadership Awards. These awards highlight green power marketers, suppliers and individuals who are helping to build the renewable energy market. The selection committee will announce the winners on November 4th in a joint ceremony with

CRS, EPA and DOE at the 8th National Green Power Marketing conference (GP8) in Chicago.

- CRS will select Green Power Leadership Awards for innovative marketing of renewable energy, cutting-edge outreach, risk-taking in the green power market and outstanding contribution by an individual.
- EPA and DOE will select Green Power Purchasing Awards for on-site generation, green power or renewable energy certificate purchasing, and Green Power Partner of the Year.

Contact **Këri Bolding**, at kbolding@resource-solutions.org.

Recent Green-e Meeting Summaries

Mid-Atlantic Advisory Committee Meeting - Philadelphia, PA June 17th 2003

On June 17, 2003, the Mid-Atlantic Advisory Committee (MAAC) met in Philadelphia, PA. The agenda included the planned expansion of PJM West, a discussion on how the PJM expansion will affect Green-e regional boundaries, and an update on the progress of the PJM Generator Attribute Tracking System (GATS).

Kenneth A. Schuyler of PJM Interconnection explained that the planned expansion of PJM West will integrate Commonwealth Edison (ComEd), Dayton Power & Light (DPL), American Electric Power (AEP) and Allegheny Power (AP) into the PJM control area. Illinois Power, which originally intended to join PJM West, is now planning to join the Mid West ISO (MISO).

CRS's Anne Marie McShea presented the Green-e proposed policy recommendation for adapting the Mid-Atlantic Green-e regional power pool boundaries to the PJM expansion. After much discussion, the MAAC voted to accept the recommendation, which supports expanding the Mid-Atlantic regional power pool boundaries by relying on state boundaries in competitive states where PJM expands. This would maintain the current policy on the use of power pool boundaries and eligible resources within state boundaries to determine eligible resources for the Mid Atlantic region. Final request for comments will be circulated the week of September 15th with comments due to amcshea@resource-solutions.org by October 15th.

Ken Schuyler also gave an update on the progress of the GATS group, which plans to implement the tracking system by 2004. GATS is an important development for green power markets in the Mid-Atlantic as it will help bring liquidity to renewable generation markets and facilitate compliance and voluntary markets for green power.

Contact **Anne Marie Mcshea**, Green-e Mid Atlantic Regional Manager at amcshea@resource-solutions.org or (215) 340-0758.

Power Marketers Advisory Committee Meeting - Philadelphia, PA June 17th 2003

On June 17, 2003, the Power Marketers Advisory Committee (PMAC) met to discuss and provide input on new Green-e proposals for building demand for green power markets. Green-e will submit top proposals to potential state and foundation funders. The ideas included: Strategic Sourcing Initiative, National Account Customers Outreach, Affinity Marketing Campaigns, Coordinated Regional Campaigns, and a Go Green Power Bike Ride.

Contact **Gabe Petlin** at gpetlin@resource-solutions.org or (415) 561-2110.

Marketer Marketers Group (conference call-in)

On September 10th, Adele Bihn, one of the nation's leading experts in direct marketing, addressed the group on effective direct marketing campaigns for green power products. The call also featured brief discussion on new membership benefits, future call topics, and the in-person MMG meeting in Chicago on November 5th. New York members of the Environmental Business Association joined the call-in as special guests.

Information available at: <http://www.resource-solutions.org/MMG.htm> or email **Keri Bolding** at kbolding@resource-solutions.org

Green Power Outreach Events

Past events

Save the Bay Swim (Newport, RI)

Green-e distributed the Rhode Island "Why Choose Green-e Electricity Brochure" to Save the Bay members encouraging them to sign up for green energy. This outreach was a part of the Rhode Island Green Power Campaign. Save the Bay recently sent the same brochure to its 6,000 members to educate them on green power options. This effort was made possible by the generous support of the Rhode Island Renewable Energy Fund, People's Power and Light, and Sun Power Electric.

When: July 19, 2003

Where: Newport, RI

More information at <http://www.savebay.org/swim/index.asp>.

Rhode Island Folk Festival (Newport, RI)

Green-e, People's Power and Light and Rhode Island PIRG staff encouraged residential electricity customers to sign up for TRCs. This outreach was a part of the Rhode Island Green Power Campaign.

When: August 15-17, 2003

Where: Newport, RI

More information at <http://www.fosteringarts.org/rifolkfestival/>

ReCharge Energy Expo and Conference (Bear Mountain, NY)

The Pace University Energy Project with support from the New York State Energy Research & Development Authority hosted a two-day event for business and residential electricity customers to learn about and promote energy efficiency and renewable energy products. Anne Marie McShea moderated and presented on a panel The Power of Choice: Green Purchasing Options, and promoted the six Green-e certified electricity products available to over 14 million New York customers

When: September 12-13, 2003

Where: Bear Mountain, New York

More information: <http://www.rechargeexpo.org>

Upcoming events

Edison Electric Institute – National Accounts Workshop (New Orleans, LA)

Green-e will be exhibiting at the Edison Electric National Accounts to engage suppliers and national account customers in green power options. National account customers like Kinko's, Starbucks and BJ's Wholesale club are increasingly considering strategic sourcing options to procure green power for their retail outlets. Green-e is working to promote and educate these customers and their suppliers on green power purchasing and certification

When: September 21-24, 2003

Where: New Orleans, Louisiana

More information: <http://www.eei.org>

Upcoming Green-e Meetings

8th National Green Power Marketing Conference

Green-e staff will be speaking and exhibiting at the 8th National Green Power Marketing Conference this fall.

When: November 3-5, 2003

Where: Chicago, IL

Information available at: <http://eeredev.nrel.gov/greenpower/conference>.

Power Marketers Advisory Meeting (Chicago, IL)

When: November 3 or 4, 2003 (TBD)

Where: Chicago, IL

Contact **Gabe Petlin** at gpetlin@resource-solutions.org or (415) 561-2100.

Marketers' Marketers Group (Chicago, IL)

The MMG will have its annual face-to-face meeting in Chicago at the GP8 National Conference. A representative from RoperASW is tentatively scheduled to lead a group discussion on market research and consumer purchasing trends, and how to maximize the usefulness their GreenGauge report for green power marketers.

When: November 5, 2003

Where: Chicago, IL

Information available at: <http://www.resource-solutions.org/MMG.htm>

Illinois Green-e Stakeholder Meeting (Chicago, IL)

Stakeholders will begin discussion on Green-e criteria for Illinois.

When: November 5, 2003

Where: Chicago, IL

Contact **Gabe Petlin** at gpetlin@resource-solutions.org or (415) 561-2100.

Mid Atlantic Advisory Committee

When: Fall 2003

Where: TBD

Contact **Anne Marie McShea** at amcshea@resource-solutions.org or (215) 340-0758

Ohio Advisory Committee

When: Fall 2003

Where: TBD

Contact **Gabe Petlin** at gpetlin@resource-solutions.org or (415) 561-2100.

Michigan Stakeholder Meeting

When: Fall 2003

Where: TBD

Contact **Gabe Petlin** at gpetlin@resource-solutions.org or (415) 561-2100.