



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 (CRS).

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 national and regional Green-e meetings.

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

Policy News

Green-e TRCs Update

After a lot of hard work by over 100 stakeholders, the TRC criteria setting process is coming to a close. The Green-e and Green Pricing Accreditation boards met on February 11 to discuss the remaining issues on TRCs certification criteria (including verification protocol, solar hot water tags, and biomass emissions). We expect to announce the final criteria by the end of February.

CRS staff is now developing administrative materials for the TRC certification, such as application forms, a contract with certified marketers, web-based materials, and a generator registry. We expect to have these materials available electronically when the criteria document is released. At that time, TRCs marketers will be able to apply for Green-e certification.

- We'd like to thank all those that have worked with the Green-e staff to establish these important criteria, which will help to grow the Green Power Market. For more information, please contact Gabe Petlin at gpetlin@resource-solutions.org

Regional News

Mid Atlantic Procurement Workshop

The Mid Atlantic Renewable Energy Coalition (MAREC) will launch a major multimedia campaign this month to promote the purchase of green power. The campaign which uses the banner "Clean Your Air" will run in television, radio and print media throughout the Philadelphia and Pittsburgh markets. A supplementary website has been developed to provide more detailed information on the "problem, solution and benefits" of green power as well as a listing of available green power products by state. If you are interested in finding more about this campaign, go to www.cleanyourair.org or contact Peter Adels at Penn Future meadowsadels@pennfuture.org.

Green-e is conducting large user outreach and providing technical assistance in conjunction with the MAREC media campaign. As part of this effort a Mid Atlantic Green Power Procurement Workshop will be held for businesses, institutions and governmental agencies interested in examining procurement options in the Mid Atlantic market.

- The workshop, which will be held in Philadelphia in June 2002, will feature panels of Green Power purchasers, marketers and suppliers as well as break out sessions on competitive bidding.
- For more information please contact Anne Marie McShea at (215) 569-8807 or send an email to amcshea@resource-solutions.org.

Westport, Connecticut Chooses Green-e!

In January, the Westport Board of Selectmen voted to join the not-for-profit Connecticut Energy Cooperative and sign up the Westport Town Hall and most of the town's Recreation buildings for the Co-op's EcoWatt™ green power offering. EcoWatt™ is 100% renewable electricity that comes from wind, water and recovered methane gas from landfills. In taking this historic action, Westport becomes the first Municipality in the northeast to sign up for Green-e certified electricity. Westport joins a growing number of organizations and households in Connecticut supporting renewable power. Last December, Wesleyan University signed up the Freeman Athletic Center, while Connecticut College became the first college to enroll in September 2001.

- For more information, please contact Bob Maddox of Connecticut Energy Co-Op at rmaddox@ctco-op.com, or Keri Bolding at kbolding@resource-solutions.org

Outreach Spotlight

Marketer's Marketers Group

The Marketer's Marketers Group (MMG) completed another successful conference call on Wednesday, January 23rd, with over 40 discussion participants. The call focused on how utilities and electric service providers (ESPs) can partner with NGO's for effective and low cost green power outreach, and to how to facilitate steps toward collaborative relationships. The guest speaker, Gil Melear-Hough, of the Southern Alliance for Clean Energy (SACE), reviewed their successful work in Tennessee Valley Authority on the Green Power Switch Campaign, and offered expertise on developing outreach campaigns that deliver results.

The utilities and ESP members of the Marketer's Marketers Group were joined on the call by the Green Power Working Group, a forum for representatives of non-profit organizations and government agencies working with targeted audiences to promote green power. Representatives from the South North Institute for Sustainable Development (SNISD) in Beijing, China, also joined the call to learn more about renewable energy marketing in the United States.

- Conference call notes will be featured in the MMG section on the new CRS website to be launched in early spring. For more information, please contact Keri Bolding at kbolding@resource-solutions.org

Mark Your Calendar

Upcoming Meetings

- New York Green -e stakeholders conference call, late February (TBA)
- Northeast Biomass Subcommittee conference call, late February (TBA)
- Northeast Hydro Subcommittee conference call, late February (TBA)