



June 2002 Issue

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).

Recent Events

Mid Atlantic Green Power Procurement Workshop

Over 100 purchasers, suppliers and service providers interested in green power procurement strategies attended the Mid Atlantic Green Power Procurement Workshop in Philadelphia on June 11th. Attendees had a chance to discuss effective procurement strategies from the public and private sector and some of the challenges that purchasers and suppliers face. Gary Kusin, CEO of Kinko's, provided an inspirational keynote address highlighting the purchase made by over 80 of the company's retail operations across the country. Numerous landmark announcements were made: members of the World Resources Institute's Green Power Market Development Group announced their first commitment to purchase green power; The EPA Green Power Partnership welcomed Maryland as the first Mid Atlantic state to enter the program, and the Sheraton Rittenhouse Hotel announced its purchase of Green-e certified Tradable Renewable Certificates from Community Energy. We would like to give a huge thank you to all the people who helped us coordinate and sponsor the workshop. We will be posting the presentations on the Green-e website and plan to follow up with more activities focused on promoting best practices in green power procurement. *If you have questions regarding the workshop, or recommendations related to best practices in procuring renewable energy, please contact Anne Marie McShea, amcshea@resource-solutions.org*

TRC Press Conference at the National Press Club, Washington, DC

We are pleased to share the success of our Green-e Tradable Renewable Certificates Press Conference. In the two weeks following the event on May 23rd, the Green-e Program received over 65 unique inquiries into Tradable Renewable Certificates (TRCs), and coverage in the media ranging from multi-line references in 4 national articles, to several larger features in industry/trade press.

The event featured presentations and comments from John Pemberton, Chief of Staff, Office of Air and Radiation, U.S. Environmental Protection Agency; Tom Sloan, Kansas State Representative; Christopher Flavin, President of World Watch Institute; Kathleen M. Loftus, Energy & Regulatory Affairs Manager for Shaw's Supermarket chain; Karl Rábago, Green Power Board Chair and Sustainability Alliances Leader for Cargill Dow; and Gabe Petlin, Green-e Program Manager. Speakers addressed the need to advance TRCs nationally to businesses and institutions as well as residential consumers, and they took questions from the press. Representatives from the US EPA Green Power Partnership were in attendance, along with many certified TRC marketers such as Aquila, Sterling Planet, Sun Power Electric, and Renewable Choice Energy. *Special thanks to Dan Lambert of Aquila and Jennifer Wyld of Sun Power Electric for their exceptional efforts and support.*

The Green-e Program will continue its work to build demand for TRCs and to support our certified marketers and suppliers. With each event, we hope to increase awareness and demand for TRCs and generate even more media attention and support. Your feedback and suggestions for future events is welcome and appreciated. Please contact Gabe Petlin (gpel@resource-solutions.org) for more information on events surrounding certified Tradable Renewable Certificates.

New Product Certification

Pepco Energy Services

We are pleased to announce that Pepco Energy Services has recently gained Green-e certification for two commercial electricity products. The state of Maryland selected Pepco Energy Services (PES), a subsidiary of Potomac Electric Power Company of Washington, D.C., to supply green electricity for 6% of its electricity needs. PES will supply a total of 1.6 billion kWh of conventional and green electricity over the two-year contract period, which begins in July 2002. The second certified product will service the U.S. Department of Energy's largest ever purchase of electricity generated from renewable energy. The purchase will power roughly 17 percent of the electricity needs at DOE headquarters facilities in Washington, D.C. and Germantown, Md. PES has commercial green electricity products available to government and business customers throughout the Mid Atlantic and can tailor commercial products to meet the needs of individual large customers.

Upcoming Events

Nominations for Green Power Leadership Awards now being accepted

There are only two weeks left until the nomination deadline for the 2002 Green Power Leadership Awards; nominations are due by 3:00pm MDT on July 12, 2002. Sponsored by EPA, DOE, and the Center for Resource Solutions, the Awards honor leading green power purchasers, marketers and suppliers. Awards will be given at a banquet on Monday evening September 30th in Washington, DC as part of the 7th National Green Power Marketing Conference, which is being held September 30 – October 2. The Green Power Leadership Awards are a recognition program of the Green Power Partnership, a new voluntary program working to standardize green power procurement as part of best practice environmental management. Awards nomination forms (in writeable PDF format) are available at <http://www.epa.gov/greenpower/gpleadership/gpleadership.htm>. For more information, contact Keri Bolding, kbolding@resource-solutions.org

Advisory Committee Updates

Mid Atlantic Advisory Committee

Members of the Mid Atlantic Advisory Committee (MAAC) met in Philadelphia on June 12, 2002. Green-e staff provided an overview of the new Green-e TRC Standard and TRC verification, and Brent Beerley updated the group on regional TRC tracking and the PJM GATS user group. The new renewables requirement for electricity products in the Mid Atlantic states for 2004 and 2005 were discussed and will soon be set. State green power updates were provided by representatives of Maryland, Pennsylvania and New Jersey. Lydia Grimm, executive director of the Low Impact Hydropower Institute (LIHI), provided a LIHI program overview. *If you are interested in joining the MAAC, please contact Anne Marie McShea, amcshea@resource-solutions.org*

Northeast Biomass Subcommittee

The Northeast Biomass subcommittee met in Albany on June 13, 2002 with the goal of developing a recommendation on the biomass standard for New York and the Northeast. The group aimed to develop a standard that was uniform with biomass requirements in New England and the Mid Atlantic. The subcommittee has completed a recommendation, which is to be presented to the complete New York Advisory Committee (NYAC). The NYAC will vote on the recommendation at their meeting in mid July, in an effort to complete the full New York Green-e Standard. *If you are interested in joining the NYAC, please contact Gabe Petlin, gpetlin@resource-solutions.org*

Power Marketers Advisory Committee

The national Power Marketers Advisory Committee (PMAC), comprised of marketers of Green-e certified products, met on June 12 in Philadelphia. The group discussed and nominated co-chairs; the co-chairs help in coordinating PMAC meetings and represent the PMAC at meetings of the Green Power Board. Committee members also discussed conducting a brief survey for green power marketers of their most and least effective marketing initiatives. Green-e staff will be working with certified and accredited marketers to create a survey that will be useful for PMAC members in showing successful marketing trends.

Upcoming Green-e Meetings

- Green-e New York Advisory Committee Meeting, July 18, Albany, NY