



Spring 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, new certified products, 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 available for Wholesale, Retail, Resale, and Commercial Electricity Products, Tradable Renewable Certificates and Utility Green Pricing Programs
- **41** certified renewable energy products
- **89** participating marketers
- Certified/accredited products available in all 50 states

National News

New Product Certifications

The Center for Resource Solutions (CRS) announced the certification of six renewable energy products offered by new marketers to the Green-e Program.

- **People's Power & Light** is offering *New England Wind*. This Tradable Renewable Certificate (TRC) product is sourced from 100% wind generated in New England and is available for New England customers. www.ripower.org
- **AMP-OHIO** is offering wholesale electricity through its *AMP-OHIO Green Power* product. It consists of 42% biomass and 58% small hydro and is available wholesale in Ohio. www.amp-ohio.org
- **Evolution Markets** is offering *Renewable Energy Credits*, commercial and wholesale TRCs. The contents of the product may include any or all eligible renewable resources, depending on customer needs. www.evolutionmarkets.com
- **Big Green Energy**, part of Biomass Gas & Electric, is offering a commercial TRC product, *GeoVerde Energy*. It comes from 100% biomass resources to be determined and is available to commercial customers nationwide. www.biggreenenergy.com
- **Mainstay Energy** is offering *Fossil Free*, a commercial, wholesale and retail TRC product. *Fossil Free* is sourced from 100% small-scale renewables from nationwide locations. www.mainstayenergy.com
- **WindCurrent** is offering *Chesapeake WindCurrent*. This TRC product is made up of 100% wind generated in the Mid Atlantic and is available for Mid Atlantic customers. Website under development

For more information, contact **Gabe Petlin**, at gpelin@resource-solutions.org, or **check our website** at www.green-e.org/lipp/certified_products.htm.

Spotlight on Wholesale Providers

More and more suppliers are seeking Green-e certification of wholesale renewable energy and tradable renewable certificate products. This is a positive sign for the growth of green power marketers and for the quality of the wholesale supply. When a retailer offering a Green-e certified product sources from Green-e certified wholesale supply they receive a discount on their certification fee and may receive some administrative assistance with completing the annual Green-e product verification. In addition all retailers benefit from the independent quality assurance of Green -e.

Currently, there are 10 suppliers offering a Green-e certified wholesale product. With the exception of AMP-OHIO, all offer TRC products. These products reflect a diversity of market applications from the wholesale electricity market of Ohio to the national TRC market. Aquila is a large utility that sells Green-e certified TRCs from wind generation facilities in Kansas to other regional utilities for their green pricing programs. Certification does not carry through to the retail product and these utilities would have to apply for Green-e certification of their retail green pricing program. Bonneville Environmental Foundation, 3Phases Energy, and Sterling Planet all sell certified wholesale TRCs to both Green-e and non-Green-e certified utility green pricing programs. Evolution Markets acts as national wholesale broker sourcing and packaging certified wholesale TRCs for other retailers. Community Energy, Inc. (CEI) has significantly expanded the market for its New Wind Energy product by offering certified wholesale TRCs to a number of utility retail partners within the same power pool in competitive markets. For instance, CEI sells wholesale TRCs from New York wind farms to Con Edison Solutions for their certified renewable electricity product, GREEN Power. Community Energy also serves as a certified wholesale TRC provider to Pepco Energy Solutions and other Mid Atlantic electricity suppliers who are able to offer their customers premium green power products that include New Wind Energy. EAD Environmental and Mainstay Energy are playing a similar role in the national and regional TRC wholesale market. These examples are just a few of the ways marketers use Green-e certification of wholesale TRCs to reach new customers and markets. With Green-e certification for wholesale products, Green-e certified energy is now easier to sell. For more information, contact **Gabe Petlin**, at gpetlin@resource-solutions.org

Meeting Summaries

New England Advisory Committee Meeting March 12th, 2003

The New England Advisory Committee (NEAC) met on March 12, 2003. A summary of the key outcomes is outlined below:

- NEAC supports proposal for New Renewables Requirement Glide Path. Presently, the requirement is 10% new. Going forward, an all requirements Green-e certified electricity product in New England is required to have at least 15% new renewables in 2004, 20% in 2005, and 25% in 2006.
- NEAC supports modifying the biomass and hydro language in New England standard to be consistent with recently adopted New York Green-e standard. With the exception of different timetables for ratcheting down NOx emissions caps for biomass, New York and New England now have a uniform Green-e standard.
- Green-e will work with NEGIS to clarify the designation of Green-e eligible renewable generators registered on the NEGIS. Registration with NEGIS does not equate certification, but is intended to help product marketers identify resources that are eligible to supply Green-e certified products.
- Green-e staff will dialogue with National Grid, MRET, interested marketers, and others regarding a proposed "Green Check-off Program" to be offered by Massachusetts Electric in later 2003. Green-e is interested in certifying eligible product offerings and seeks to insure compatibility with Green-e standards.
- MRET staff expressed interest in possibly holding a meeting to discuss outreach and education in support of green power supply offerings in Massachusetts

For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org or by phone: (415) 561-2100.

Tradable Renewable Certificate Marketer's Advisory Committee (TRC MAC) Meeting April 29th

The TRC MAC met in April to discuss and reach agreement regarding appropriate language for TRC marketing. The outcome of the meeting was the *TRC Marketing Recommendations*, which provides concrete examples of best practices in marketing language for TRC products. This document is available upon request. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org or by phone: (415) 561-2100.

Joint Green Power Board meeting - Boards adopt California Green Pricing Standard May 16th, 2003

The Green Power Board and Green Pricing Accreditation Boards met by phone on May 16th to discuss two important topics. With the end of direct access in California, we now are seeing interest in Green Pricing Accreditation for the state. The boards voted to approve an interim California Green Pricing Accreditation Criteria, based largely on the National Green Pricing Accreditation Criteria and the California Green-e Electricity Standard. Staff will convene a California Green Pricing stakeholder group to create a recommendation for the final California Green Pricing Accreditation Criteria by the end of 2003. The Boards voted to remove combustion of municipal solid waste as an eligible resource to maintain consistency with new California law. The Joint Boards also voted to grant Green-e logo use to CRS Accredited Green Pricing Programs. This new ruling will build consistency in brand identity across the nation for all three types of certified/accredited products. For more information, contact **Dan Lieberman** at dan@resource-solutions.org or by phone: (415) 561-2100.

Outreach

Highlighting Businesses purchasing Green-e certified products

The new *Trendsetters* section of Green-e website highlights leading businesses and organizations that are setting an example by purchasing Green-e certified products. The highlighted organizations have applied for the use of the Green-e logo in their marketing materials, and are taking extra steps to promote their renewable energy purchase. For example, Interface Fabric Group (IFG) has purchased certified TRCs to offset the total amount of electricity used in the manufacturing of their Terratex® brand carpet and will print the Green-e logo on the product's label. Feedback from businesses to Green-e is that their purchase of certified renewable energy has been invaluable in adding to their company image as cutting edge and environmentally-conscious, and also has provided measurable value through publicity generated and new consumer attention. See the new webpage at www.green-e.org/your_e_choices/switched.html. For more information, contact **Carrie Harvilla** at carrie@resource-solutions.org.

Rhode Island Consumer Green Power Outreach Campaign Update

The **Rhode Island Green Power Campaign** is now in full swing. During our recent attendance at Earth Week at the Roger Williams Park Zoo in Providence, Green-e staff spoke with 1200 Rhode Islanders about the benefits of renewable energy. We were pleased with the enthusiastic response - visitors signed over 200 green power pledge cards and many more picked up over 500 Rhode Island 'Why Choose Renewable Energy' brochures. Green power is being promoted in Rhode Island through a special website, www.green-e.org/RI; a toll free number, 888-63-GREEN; and through outreach events. In July 2003 Green-e will partner with Save The Bay to educate and urge its members to buy Green-e certified products that are now available in Rhode Island. Save the Bay will send out 6,000 RI brochures and cover letters to its members and friends to urge them to support renewable energy. Two suppliers, People's Power & Light (www.ripower.org) and SunPower Electric (www.sunpower.org), will contribute \$25.00 to Save the Bay for each customer who signs up for their renewable energy certificates. Green-e will follow up this mailing with an Exhibit and outreach at the Save the Bay Annual Swim (July 19th). Green-e will be attending a number of festivals and events throughout the state this summer to continue our efforts, if you see our exhibit please stop by and say hello. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org.



The Rhode Island Green Power Campaign banner is available for use on your organization's website. For more information, contact **Gabe Petlin** at gpetlin@resource-solutions.org.

Green-e Supplier Pack and Business Promotion Pack

Green-e has recently completed two promotional packages, available upon request. The **Green-e Supplier Pack** is designed for marketers of renewable electricity and Tradable Renewable Certificates to learn more about the Green-e Program and certification process. The pack includes an overview of certification categories and fees, as well as information on recognition of Green-e standards by federal and state agencies and non-governmental organizations. The **Business Promotion Pack** was created for businesses that are considering, or have already purchased, Green-e certified renewable energy. The contents explain the benefits of purchasing renewable energy, actions businesses can take to promote a renewable energy purchase, and an explanation of guidelines for businesses using the Green-e logo. For more information, contact **Carrie Harvilla** at carrie@resource-solutions.org.

Green-e Events and Speaking Opportunities

Past events

GHG Registries: The Building Blocks of Climate Policy (San Francisco, CA)

Green-e staff conducted outreach.

When: May 5-6, 2003

Where: Hyatt Regency, San Francisco, CA

For more information: http://climateregistry.org/files/GHGRegistryConference_Description.pdf

Green Power: Turn it On! Getting to 10% Conference (Harrisburg, PA)

Green-e exhibited for the second year at the premiere Pennsylvania Green Power event attended by over 200 participants and representatives.

When: May 8, 2003

Where: Crowne Plaza Hotel, Harrisburg, PA

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

AWEA WindPower 2003 (Austin, TX)

Green-e staff exhibited at the 2003 AWEA WindPower Conference and conducted outreach to over 3000 attendees interested in Green-e programs and services that support green power marketing.

When: May 18-21, 2003

Where: Austin Convention Center, Austin, TX

For more information: <http://www.awea.org/conference/>

California IFPL Conference

Gabe Petlin spoke on how congregations can purchase renewable energy.

When: May 3, 2003

Where: San Francisco, CA

NESEA Mid Atlantic Sustainability Conference (Trenton, NJ)

Anne Marie McShea spoke on a panel about Renewable Energy Policies that shape green power markets and made a presentation on Renewable Portfolio Standards (RPS).

When: June 4-7, 2003

Where: War Memorial and Masonic Temple, Trenton, NJ

For more information: <http://www.nesea.org/buildings/be/midatlantic2003/>

Rhode Island Sustainable Living Festival (Coventry, RI)

Green-e staff exhibited and held a workshop on “Renewable Energy Choices for the Ocean State” as part of the Rhode Island Green Power Campaign. When: June 7, 2003

Where: The Apeiron Institute for Environmental Living, Coventry, RI

For more information: <http://www.apeiron.org/programs/festival/>

Upcoming events

Save the Bay Swim (Newport, RI)

Green-e staff will conduct outreach as part of the Rhode Island Green Power Campaign

When: July 19, 2003

Where: Newport, RI

For more information <http://www.savebay.org/swim/index.asp>

Upcoming Green-e Meetings

- *No upcoming meetings at this time. Enjoy your summer!*