



Winter 2004 Issue

# Green-e News

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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](http://www.green-e.org)

The Green-e News highlights timely Green-e Program topics for competitive and regulated electricity markets, and tradable renewable certificate markets including regional news, outreach efforts, policy changes and verification updates.

*If you know someone that would like to receive the Green-e News, please contact Kassie Rohrbach at [kassie@resource-solutions.org](mailto:kassie@resource-solutions.org)*

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## Green-e at a Glance

Green-e Certification is available for wholesale, retail, resale and commercial electricity products, tradable renewable certificates (TRCs) and utility green pricing programs in the U.S. Certified/accredited products are available in all 50 states.

- **60** certified renewable energy products
- **98** participating marketers
- Nationwide, **147,000** households and businesses purchase Green-e certified energy products.

## Headlines

- *Green-e Verified Supply Doubles in 2002*
- *Green-e Certified Renewable Energy Now Available to 7 Million in New York and Massachusetts*
- *Highlights from the 8<sup>th</sup> National Green Power Marketing Conference*
- *Marketers' Marketers Group Off and Running*

### Also in this edition:

- *Announcements: New Product Certifications, Northwest Standard Approved, etc*
  - *Recent and Upcoming CRS and Green-e Meetings*
  - *Recent and Upcoming Green Power Outreach Events*
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## *Green-e Verified Renewable Supply Doubles in 2002*

Green-e completed the 5<sup>th</sup> Annual Verification Report for Reporting Year 2002. Green-e competitive, TRC, and green pricing program sales totaled over two million MWh in 2002. Report highlights include:

- 1,926,000 MWh (96%) of total sales came from eligible renewable resources, which represent a 97% increase in verified renewable supply over 2001. Of this supply 1,214,000 MWh (63%) came from qualifying “new” renewable resources.
- Total renewables supplied was roughly equivalent to the annual electricity output of 733 utility scale 1 MW wind turbines.
- Green-e certified products sold in 2002 resulted in a pollution benefit of 1,181,000 tons of avoided carbon dioxide (CO<sub>2</sub>). Removing this much CO<sub>2</sub> is equivalent to removing over 200,000 cars from the road or planting over 300,000 acres of trees. For comparison, the equivalent amount of non-renewable electricity generated in 2002 released 3,268 tons of sulfur dioxide (SO<sub>2</sub>) and 2,239 tons of nitrogen oxides (NO<sub>x</sub>).
- One in three green power customers chose Green-e certified energy. Over 147,000 households and businesses purchased Green-e certified renewable electricity products, representing a 58% market share of U.S. green power retail sales.
- Green-e verified 32 separate renewable electricity-based products offered by 62 marketers and utilities.

For more information go to: [www.green-e.org/media\\_ed/verifi2002.html](http://www.green-e.org/media_ed/verifi2002.html) or contact **Jennifer Martin**, Verification Manager at [jmartin@resource-solutions.org](mailto:jmartin@resource-solutions.org) or (415) 561-2100.

### ***Green-e Certified Renewable Energy Now Available to 7 Million in New York and Massachusetts***

With the launch of utility “check-off” programs in New York and Massachusetts, over 7 million customers now have the choice to sign up for Green-e certified renewable energy on their monthly electricity bill. The expansion in consumer access to renewable energy products stems from partnerships between utilities and green power marketers that allow green power marketers to sell their products directly through the default utility supplier or a competitive supplier. These partnerships provide consumers a simple way to choose green power as an alternative to conventional electricity supply. The number of New England customers with a renewable energy option is expected to grow in 2004 when Narragansett Electric rolls out its GreenUp Program to 400,000 customers in Rhode Island. This option will also be available in Connecticut later in 2004.

For information on green power products in Massachusetts go to: [www.green-e.org/media\\_ed/GreenUP.html](http://www.green-e.org/media_ed/GreenUP.html)

For information on green power products in New York go to: [www.green-e.org/your\\_e\\_choices/new\\_york.html](http://www.green-e.org/your_e_choices/new_york.html)

### ***Highlights from the 8<sup>th</sup> National Green Power Marketing Conference***

CRS co-sponsored the 8th National Green Power Marketing Conference held in Chicago, IL, November 3-5, 2003. The theme of the conference was *Appeal, Awareness, and Access*. In addition to being panelists, CRS presented the Annual Green Power Leadership Awards to suppliers and market builders. EPA and DOE presented awards to leading green power purchasers.

- The 2003 CRS Green Power Leadership Award Recipients were: Austin Energy, Green Mountain Energy Company, Sarah Wright of the Utah Clean Energy Alliance, Think Energy, TVA’s Green Power Switch Program, Mike Freeman of Exelon, and Rachel Shimshak of the Renewable Northwest Project.

CRS thanks the following organizers and sponsors for making the Green Power Marketing Conference a success. Organizers: EPA, DOE, NREL and EPRI. Sponsors: City of Chicago, ComEd, Green Mountain Energy, Sterling Planet, and the Illinois Clean Energy Community Foundation.

For more information see [www.resource-solutions.org](http://www.resource-solutions.org) or contact **Këri Bolding**, at [kbolding@resource-solutions.org](mailto:kbolding@resource-solutions.org)

### ***Marketers' Marketers Group Off and Running***

The Marketers' Marketers Group (MMG) re-launched in September 2003 with new benefits for members and website features including a "members-only" area of it's website with examples of great marketing materials, PowerPoint presentations, marketing publications, key contacts and more. The MMG brings together professionals from green power providers and utility green pricing programs in the U.S. and Canada. MMG discussion has focused on effective direct mail campaign tactics, consumer purchasing trends, successful marketing messages to communicate green power and selling green power to federal customers. The group celebrates over 50 members.

Green Power marketing and program staff interested in joining the MMG should visit the website [www.resource-solutions.org/MMG.htm](http://www.resource-solutions.org/MMG.htm) or contact **Këri Bolding**, at [kbolding@resource-solutions.org](mailto:kbolding@resource-solutions.org).

## **Announcements**

### ***New Product Certifications***

The Center for Resource Solutions (CRS) welcomed the following suppliers and new products to the Green-e Program in Fall 2003:

#### **Competitive Electricity Certifications**

- **Constellation New Energy** offers a renewable blend to commercial customers in New York, Maine, Rhode Island and Massachusetts. [www.newenergy.com](http://www.newenergy.com)
- **EnviroGen's Think Green!** consists of biomass and small hydro and is available to residential customers in the Niagara Mohawk service territory. Please note that as of January 1, 2004, Think Green! is no longer Green-e certified. [www.envirogen.net](http://www.envirogen.net)

Massachusetts Electric GreenUp Program is offering the following products in the Massachusetts and Nantucket Electric Service Territories:

- **Community Energy's New Wind Energy & Water** consists of wind, small hydro and system power. [www.communityenergy.biz](http://www.communityenergy.biz)
- **Mass Energy's New England GreenStart** consists of biomass, solar, wind and small hydro. [www.massenergy.com](http://www.massenergy.com)
- **Sterling Planet's Sterling Premium Plus** consists of biomass, wind, and small hydro. [www.sterlingplanet.com](http://www.sterlingplanet.com)
- **Conservation Services Group's GreenerWatts New England** consists of biomass, solar, wind and small hydro. [www.greenerwattsnewengland.com](http://www.greenerwattsnewengland.com)

#### **TRC Product Certifications**

The following companies offer 100% Renewable TRC products of various blends to wholesale and commercial customers:

- **EAD Environmental** announced three new certified products: *East Coast Opportunities* consists of Mid-Atlantic renewable resources, *New England Renewable Energy* consists of New England renewable resources and *Maine Living Green* consists of New England and nationwide biomass and wind resources.  
[www.enviroactiondesk.com](http://www.enviroactiondesk.com)
- **VisionQuest Windelectric's Green Energy Tags** is the first Canadian tradable renewable certificate product to become Green-e certified. We are excited to welcome VisionQuest Windelectric to the Green-e Program.  
[www.greenenergy.com](http://www.greenenergy.com)
- **Pacific Renewables** [www.pacificrenewables.com](http://www.pacificrenewables.com)
- **Green Mountain Energy** [www.greenmountain.com](http://www.greenmountain.com)
- **PPM Energy** [www.ppmenergy.com](http://www.ppmenergy.com)

Contact **Carrie Harvilla** at [carrie@resource-solutions.org](mailto:carrie@resource-solutions.org) or visit the Green-e website at [www.green-e.org](http://www.green-e.org)

### ***Green Pricing Board Updates***

#### *Pacific Northwest Standard Approved*

The national Green Pricing Accreditation Board approved Green-e criteria for four Pacific Northwest states – Idaho, Montana, Oregon and Washington. Utility green pricing programs and competitive marketers of renewable electricity in the Pacific Northwest can now apply for Green-e certification.

#### *Revisions to Georgia*

The national Green Pricing Accreditation Board approved Georgia Green-e stakeholder criteria revisions to expand the portfolio of eligible renewable resources. For example, hydropower certified by the Low Impact Hydropower Institute is now eligible.

For more information contact **Dan Lieberman** at [dan@resource-solutions.org](mailto:dan@resource-solutions.org) or (415) 561-2100.

### ***"Green Power is Good for Business" Brochure Now Available***

In October 2003, Green-e completed its latest business brochure. The new brochure makes a concise and compelling case to businesses, NGOs, universities and government organizations that green power is indeed "Good for Business."

To request a supply of brochures contact **Kassie Rohrbach** at [kassie@resource-solutions.org](mailto:kassie@resource-solutions.org)

## **Recent CRS and Green-e Meetings**

### ***Marketers' Marketers Group (conference call)***

January 14, 2004; 10am PST, 1pm EST.

Brian Keene of SmartPower presented the results of Smart Power's recent survey to test national messages about renewable energy.

Go to: [www.resource-solutions.org/MMG.htm](http://www.resource-solutions.org/MMG.htm)

### ***Midwest Stakeholders Advisory Committee Meeting (Chicago, IL)***

November 6, 2003

The Green-e Renewable Energy Certification Program held a Midwest Stakeholder meeting to begin developing a regional standard for competitive electricity and green pricing products in IL, MI, MO, IN, KY, and nearly thirty diverse stakeholders attended. A draft of the Midwest standard will be circulated to stakeholders for comments in February. If you are interested in becoming a stakeholder contact **Gabe Petlin** at [gpetlin@resource-solutions.org](mailto:gpetlin@resource-solutions.org) or (415) 561-2100.

### ***Marketers' Marketers Group (Chicago, IL)***

November 5, 2003

Steve French of the Natural Marketing Institute presented on consumer purchasing trends at the annual MMG in-person meeting. After the MMG meeting, the Federal Energy Management Program (**FEMP**) held a meeting on Federal purchasing of green power.

Go to: [www.resource-solutions.org/MMG.htm](http://www.resource-solutions.org/MMG.htm)

### ***Ohio Green-e Advisory Committee Meeting (conference call)***

October 23, 2003

The Ohio Advisory Committee discussed the creation of statewide green pricing criteria. Green-e will distribute a draft criteria to the group for comment. Stakeholders also discussed inclusion of Ohio in the regional Midwest standard; the group will follow the Midwest standard development and make a recommendation later. If you are interested in becoming an Ohio stakeholder, contact **Dan Lieberman** at [dan@resource-solutions.org](mailto:dan@resource-solutions.org) or (415) 561-2100.

## **Upcoming Green-e Meetings**

### ***Marketers' Marketers Group (conference call)***

February 11<sup>th</sup>, 10am PST, 1pm EST.

Topic: In Bound/ Out-Bound Call Centers: Do They Work for Green Power? How Are They Affected by "Do Not Call" Legislation?

Go to: [www.resource-solutions.org/MMG.htm](http://www.resource-solutions.org/MMG.htm)

## **Upcoming Green Power Outreach Events**

Green-e staff will be speaking and exhibiting at the following events:

### ***Marketing Green Power (Denver, CO) February 2 - 3, 2004***

Go to: [www.pmaconference.com/images/greenpower2.gif](http://www.pmaconference.com/images/greenpower2.gif)

### ***Northeast Climate Conference (Boston, MA) February 20-22, 2004***

Go to: [www.climatecampaign.org](http://www.climatecampaign.org)

### ***POWER-GEN Renewable Energy (Las Vegas, NV) March 1 - 3, 2004***

Go to: [www.power-gengreen.com](http://www.power-gengreen.com)

### ***24<sup>th</sup> Annual Utility Energy Forum (Tahoe City, CA) May 5 - 7, 2004***

Go to: [www.utilityforum.com](http://www.utilityforum.com)

## **Recent Green Power Outreach Events**

### ***8<sup>th</sup> National Green Power Marketing Conference (Chicago, IL)***

November 3 - 5, 2003

CRS was a conference organizer, speaker and exhibitor (see article above for highlights).

Go to: [www.eeredev.nrel.gov/greenpower/conferenceT](http://www.eeredev.nrel.gov/greenpower/conferenceT)

***American Public Power Association Fall Education Institute (Seattle, WA)***

October 21, 2003

CRS presented on "Marketing Renewable Energy: Opportunities and Issues," to public power representatives.

***Go Green! Business Procurement Conference (Portland, OR)***

October 16, 2003

CRS presented on "The Benefits of Purchasing Certified Renewable Energy for Your Business."

***Southeast Green Power Summit (Atlanta, GA)***

December 3 - 4, 2003

CRS moderated a panel discussion on Green Tags.

***Soundwaters Business & the Environment Lecture Series: Green Energy Credit Trading (Stamford, CT)*** January 14<sup>th</sup> at 12pm EST

CRS presented on Green Energy Credit Trading.