

advancing **clean energy**

2009 **annual report**



CRS

center for
resource
solutions

contents

- letter from the executive director 3
- letter from the board chair 6
- clean energy and climate policy 8
- consumer protection programs 9
 - green-e climate
 - green-e energy
 - green-e marketplace
- clean energy initiatives 11
 - china sustainable energy program
 - environmental tracking network of north america (ETNNA)
 - renewable energy markets 2009
- environmental statement. 13
- financials 14
- staff, board of directors, and funders 15

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letter from the executive director

Looking back over events of the past year, 2009 seemed to be a time when hope and great expectations met with reality. Despite the momentum of a new administration in Washington, D.C., finding effective responses to a stagnant economy and crafting lasting agreements for climate change policy proved to be long-term challenges without easy resolution.

Although great effort went into the drafting of a comprehensive climate change bill in Congress, the debate over the many compromises embodied in the American Clean Energy Solutions Act (ACES) eroded its momentum after passage in the House of Representatives. As legislative action turned to the U.S. Senate, the prospective legislative response could move in very different directions. Where cap and trade was the key phrase of 2009, the new year began with greater uncertainty about the preferred way to contain and reduce greenhouse gas emissions.

Also, the inability to reach a strong agreement or solid international commitments as part of the Copenhagen meetings in December quelled some enthusiasm for dealing with climate change on a global scale.

Many in the environmental movement and the grantmaking community devoted great amounts of time and financial resources to these two efforts last year, and it is clear that the lack of solid gains on these fronts left many questions about where to go next.

All of these things have had a direct impact on CRS's bottom line. Though we concluded 2009 with several success stories to tell, we entered the new year with somewhat diminished financial expectations and a recognition of the need to redefine our programs and organizational structure to meet the challenges we face. I encourage readers to review the program updates in this report for more details.

The successes of these programs has everything to do with the high quality and dedication of CRS staff members, contractors, volunteers and interns. One of the great compliments that I receive as executive director is that many people recognize that CRS is able to achieve so much with relatively few people and limited resources.

Among the great success stories is the continued growth and viability of the voluntary markets for renewable energy that rely on our Green-e Energy



CRS Executive Director Arthur O'Donnell

Among the great success stories is the continued growth and viability of the voluntary markets for renewable energy that rely on our Green-e Energy certification program for their credibility.

certification program for their credibility. Volumes of certified sales during the year continued to exhibit healthy growth, especially among certain utility green pricing programs and commercial sales.

Green-e Marketplace added a dozen new participants and expanded the on-product usage of the Green-e logo to well over 300 consumer-facing products. To build on this success, Green-e Marketplace began its transition from simply a logo-licensing program to a community of common interests and a platform of education. Our plan is that Marketplace will continue to foster this sense of community and evolve into a service program with strong benefits for its clients.

The introduction of Green-e Climate in early 2008 illustrated the hope that voluntary carbon offset markets would grow rapidly to meet prospective federal and international policies, and our expectation that the Green-e brand would provide the same kind of consumer assurance for retail offsets that it has for renewable energy. Despite a dip of over ten percent in the worldwide voluntary market for offsets, Green-e Climate grew by nearly 30 percent in 2009, and has solidified its presence and reputation in the market and broadened its focus to international markets.

CRS's efforts to influence positive policy changes to advance sustainable energy and address climate change took a great leap forward during the year, when we hired a policy director with expertise in climate economics. Chris Busch immediately took a leading role on several of the collaborative committees working on the Western Climate Initiative. Additionally, CRS was able to win Energy Foundation support for our unique efforts to provide supportive analysis for the California Air Resources Board as it moves forward with implementation of AB32 in the face of growing criticism of its prospective impacts on the challenged California economy. This "economic defense" positioning, combined with spirited advocacy for voluntary renewable energy markets and sensible complementary policies

to support clean energy and energy efficiency are establishing a new and positive course for CRS's policy efforts going forward.

Finally, I am especially pleased to recognize the addition of four new members of our board of directors during 2009. As we honor the service and dedication of previous members who have now moved on—including Rick Sellers, Nancy Floyd and Doug DeNio—the recruitment of Rick Counihan, Nate Hansen, Elena Schmid and Blair Swezey to the board in December (complementing the addition of Peter Mostow in late 2008) is another positive sign that CRS is positioning itself to meet the future head on.



Arthur O'Donnell
Executive Director

letter from the board chair

CRS continues to support the growth of renewable energy, carbon offsets and energy efficiency, both through our policy efforts and our market-strengthening Green-e programs. For the past decade, CRS has proven its worth by supporting incremental growth, and this remains the constant thread in our work.

The current media focus on climate change characterizes the issue as a win/lose battle between environmentalists and skeptics, and that framing is dominating the politics surrounding climate change legislation. At CRS, we take great pride in our role in growing the voluntary market for renewable energy over the past ten years.

Although only around three percent of energy used in the U.S. is generated from renewable sources, that small percentage has been essential to developing the resources—technology, financing, and public acceptance—that we need to be able to transform our energy economy in the coming decades. CRS recognizes that one of the most important aspects of our work remains educating the public—businesses and consumers—that renewable energy is a viable and affordable resource that can provide multiple benefits in addition to addressing climate change including national security, economic prosperity, and positive health benefits.

In 2009, CRS has also worked to strengthen itself for the years to come. After being successfully guided for its first decade by a committed group of founding board members, CRS is moving towards a board model which brings new people with new energy, perspectives and ideas into its leadership on an annual basis. As the board refreshes itself, we turn our focus to shoring up our internal governance, diversifying our fundraising efforts, and above all providing leadership to CRS's excellent staff to ensure the long-term success of the organization and its programs.

In December, CRS welcomed four new board members: Rick Counihan, Nathan Hanson, Elena Schmid and Blair Swezey. We are honored to have their wisdom and leadership.

Rick Counihan is with EnerNOC, Inc., which helps commercial, institutional and industrial organizations use energy more intelligently, pay less for it, and generate cash flow that benefits the bottom line. Rick has 25 years of experience in the energy and utility fields. He has a Bachelor's degree



CRS Board Chair Karl Rábago speaking at Renewable Energy Markets 2009.

CRS recognizes that one of the most important aspects of our work remains educating the public—businesses and consumers—that renewable energy is a viable and affordable resource that can provide multiple benefits.

in Economics from Pomona College and a Masters in Public Policy from Harvard University.

Nate Hanson is with NextEra Energy Resources, a leader in producing electricity from clean and renewable sources and is among the nation's most disciplined competitive power generators. Nate oversees renewable energy product offerings as well as emissions product trading, and has over two decades of experience in the energy and utility fields.

Elena Schmid is an independent consultant who provides technical assistance to renewable energy firms and other organizations which support increasing the supply of renewable energy. Elena previously held leadership positions with the California Independent System Operator, Association of Bay Area Governments, the Office of Ratepayer Advocates at the California Public Utilities Commission, and the California Energy Commission. She also serves on the boards of the Trust for Conservation Innovation and the Children's Council of San Francisco.

Blair Swezey recently joined SunPower Corporation. Before joining SunPower, Blair was with Applied Materials from 2007 to 2008. Prior to that, he was a principal policy adviser at the National Renewable Energy Laboratory (NREL) in Golden, Colorado. At NREL, he advised utilities, power marketers, and state and federal policy makers on the formulation of renewable energy programs and policies. Blair holds a B.S. degree in political economy of natural resources from the University of California at Berkeley and completed graduate studies in economics at San Jose State University.

In 2009, CRS saw the departure of longstanding founding board member Rick Sellers. We thank Rick for his dedication and leadership during the first decade of CRS's history, along with all of our founding board alumni emeritus.

CRS also deeply appreciates the many dedicated volunteers who serve on the Green-e Governance Board,

which ensures that the Program's standards and policies are appropriate and necessary to meet its stated goals and objectives, and that certification and verification are handled in a credible and effective manner. These individuals represent the foundation of the Green-e programs' success as they ensure we maintain the highest quality standards and transparency across the spectrum of our work.

This annual report highlights each of CRS's programs, which together continue to advance policy and market solutions to promote sustainable energy. We invite you to take a look, and to get involved—all of the Green-e programs offer consumers and businesses opportunities to address climate change through our everyday actions—by purchasing Green-e Certified renewable energy, products made with renewable energy, or certified carbon offsets. You can also choose to support CRS with charitable donations, which provide much needed resources for all of our work. We look forward to partnering with you in the year ahead.



Karl Rábago
Board Chair

clean energy and climate policy

CRS continues to build on our legacy as a thought leader in understanding the implications of policy to the future of the voluntary market for renewable energy.

Some of our most effective policy efforts involve forming coalitions of support for policy proposals in California and with regional actions like the Western Climate Initiative (WCI). CRS also maintains its leadership in support of voluntary renewable energy and providing understanding of how these crucial markets work. In 2009 CRS actively engaged in a broad array of policy design questions that arose during the development of the WCI and under California's landmark global warming law, Assembly Bill 32 (AB 32), including proceedings to establish a cap-and-trade program and a 33% renewable electricity standard.

Policy Director Chris Busch served as a member of the Economic and Technology Advancement Advisory Committee, chaired by former Cal EPA Secretary Alan Lloyd. The Committee is one of two advisory bodies that AB 32 explicitly says should be established. Chris contributed to the Committee's December 2009 report "Advanced Technology to Meet California's Climate goals: Opportunities, Barriers, and Policy Solutions."

In 2009, CRS raised its profile a trusted independent source of insight into the economics of climate and clean

energy policy. Understanding the economic impacts of managing greenhouse gas emissions has always been important to debates about the best way to tackle the challenge. The economic downturn intensified interest in these questions. CRS sought to shed some light on the topic with the December 2009 report, "Climate Policy and Economic Growth in California: A Comparative Analysis of Different Economic Impact Projections."

The report examines the multiple competing economic studies that have been conducted on the economic effects of AB 32. Much of the focus has been on where the modeling results differ. CRS's report demonstrates that the results across the different efforts are much more similar than different. The differences are very small when compared to the overall size of the California economy, and all the models predict strong economic growth with or without AB 32.

The report received substantial press coverage and attention from policymakers. California Air Resources Board (CARB) Chairman Mary Nichols cited the report in her public statements, and CARB largely adopted the framing we developed in presenting their own economic analysis. CRS also released an issue brief comparing a new round of results from the different modeling teams.

To learn more about CRS's policy program and to download the reports mentioned here, see www.resource-solutions.org/policy.

consumer protection programs

green-e energy

Green-e Energy™ promotes the use of renewable energy by individuals and organizations nationwide. Green-e Energy provides them with assurance that the renewable energy they purchase meets stringent environmental and consumer-protection standards. When you buy 100% renewable energy that is Green-e Energy Certified, it means your energy use effectively creates little or no greenhouse gases; you are helping increase the production of renewable energy in the U.S. and Canada because your renewable energy meets Green-e Energy standards for new renewables; only you can claim the environmental benefits of your renewable energy purchase; and each megawatt hour of renewable electricity purchased reduces the need for conventional electricity, which produces carbon dioxide, a leading contributor to climate change.

Green-e Energy's quality environmental and consumer standards are created by a Governance Board of 12 industry experts including representatives of nonprofits, government agencies, and renewable energy producers.

Total certified retail Green-e Energy Certified renewable energy sales in 2009 exceeded 18 million MWh, a 43 percent increase over the previous year. Nationally, 59 percent of voluntary renewable energy retail transactions were Green-e Energy Certified.

green-e climate

Green-e Climate™ promotes the use of carbon offset products by individuals and companies to reduce their greenhouse gas footprints. Green-e Climate provides individuals and businesses with assurance that the carbon offsets they purchase meet stringent environmental and consumer protection standards. Since offsets are intangible, consumers need assurances that their product has created the emissions reduction promised. When you buy carbon offsets certified by Green-e Climate, it means your offset purchase is aiding the development of new projects built for the purpose of reducing greenhouse gas emissions; your offset purchase is independently certified by CRS to meet a stringent standard for quality; and your offsets are not double-counted or double-sold. Green-e Climate is the only offset certification program that covers the entire chain of custody from generation to the point of sale.

Green-e Climate's quality environmental and consumer standards are overseen by governance board of industry experts, including representatives from environmental nonprofits, consumer advocates, and offset purchasers.



At the end of 2009 there were 10 offset providers participating in Green-e Climate, with a total of 16 certified offset products and 23 projects supplying certified offsets in 2009. Despite a slump in the overall market, Green-e Climate Certified transactions were up nearly 30 percent over 2008 sales.

green-e marketplace

Organizations that use certified renewable energy for their U.S. headquarters, operations, and product manufacturing can participate in Green-e Marketplace,™ a program that enables organizations to demonstrate their environmental commitment through the use of the nationally recognized Green-e logo. Participants in the program represent a wide diversity of industries, including health care, paper products, electronics manufacturing, storage, and professional sports teams. In 2009, the Green-e logo appeared on more than 300 products nationwide and over 80 percent of participating companies matched 100 percent of their electricity use with renewable energy. With major organizations such as the Philadelphia Phillies, Millipore, and Becton Dickinson joining the program, and Intel continuing to top the U.S. EPA's Green Power Partnership list of largest renewable energy purchasers, Green-e Marketplace participants increased their national environmental leadership in 2009.

green-e marketplace webinars

Green-e Marketplace held webinars for participants and the public throughout the year on topics related to renewable energy purchasing and sustainability for organizations.

REI's Kevin Hagen on
**HOW GREEN POWER
DELIVERS PROFITS**

2009 GREEN-E MARKETPLACE WEBINAR SERIES
WED. MARCH 18, 2009 1PM ET/10AM PT

Marketplace

SNAPSHOT OF THE CURRENT
CLIMATE AND RENEWABLE ENERGY
POLICY LANDSCAPE

WHAT RENEWABLE ENERGY PURCHASERS SHOULD KNOW

2009 Green-e Marketplace Webinar Series
THURSDAY JUNE 25, 2009 11AM PDT

CRS center for resource solutions
sponsored by Marketplace

OUTLOOK ON CONSUMER
PERCEPTIONS TOWARD RENEWABLE
ENERGY AND CLIMATE CHANGE

AN INSIDE LOOK AT A CHANGING MARKETPLACE

2009 Green-e Marketplace Webinar Series
NOVEMBER 4, 2009 11 AM PT/ 2 PM ET

CRS center for resource solutions
sponsored by Marketplace

LEVERAGING THE
GREEN-E LOGO

AN INTRODUCTION TO
GREEN-E MARKETPLACE

2009 Green-e Marketplace Webinar Series
DECEMBER 9, 2009 10:30 AM PT/ 1:30 PM ET

clean energy initiatives



china sustainable energy program

CRS has worked for a decade on renewable and clean energy policies under the China Sustainable Energy Program (CSEP), launched by the San Francisco–based Energy Foundation and continued by ClimateWorks. CSEP engages with key Chinese policymakers and research institutions to develop and implement clean energy projects in China. Since 1999, CRS and an international team of consultants pursued a diverse array of renewable energy programs and activities, ranging from conducting technical analysis to offering policy support that has been crucial to renewable power development.

More recently, CRS consultants have also been tracking the development of clean energy–based carbon offset projects certified under the global Clean Development Mechanism. Among the most important program areas in recent years include the continuing High Wind Penetration project and the associated assessment of the U.S. wind power integration experience. Other areas of program focus include solar photovoltaic analysis and the interactions between climate change policies, international agreements, and renewable energy markets. The CRS team was also heavily influential in China’s first national renewable energy law, which took effect in 2006 and saw important revisions in 2009.

*CSEP consultant Ole Langniss (Fitchner Consulting) with wind turbine blades in China.
Photo: Ryan Wisser, LBNL*



environmental tracking network of north america (ETNNA)

The Environmental Tracking Network of North America (ETNNA) began as a program of CRS in 2002 and was spun off as its own organization in 2008 with continued funding by the U.S. Department of Energy. Since its founding, ETNNA's main goal has been to bring existing and emerging certificate issuing and tracking systems in North America into a state of compatibility, where customers in one system can exchange certificates with those in other systems or energy programs outside their region. CRS continued to support ETNNA by publishing whitepapers and holding webinars throughout 2009.

The main topic CRS investigated is detailed in *The Intersection between Carbon, RECs, and Tracking: Accounting and Tracking the Carbon Attributes of Renewable Energy*. Both carbon offsets and renewable energy certificates (RECs) are used as ways to reduce greenhouse gas (GHG) emissions. As these marketplaces grow, it is important to examine how they overlap and avoid any double counting of carbon benefits or claims. REC tracking systems, GHG project registries, and GHG inventory systems were examined.

CRS assisted ETNNA with two public webinars in 2009: "Tracking System Changes to Serve a Federal RES" on June 9, 2009; and "The Intersection of Carbon, RECs and Tracking" on November 20, 2009. CRS also presented at an in-person ETNNA meeting at Renewable Energy Markets 2009 in Atlanta, Georgia on September 13, 2009.

2009 renewable energy markets conference

In partnership with the EPA Green Power Partners Program, the Department of Energy, and its National Renewable Energy Laboratory, CRS presents an annual conference for marketers and producers of renewable energy. In 2009, the name of the conference was updated from National Renewable Energy Marketing Conference to Renewable Energy Markets. The conference took place on September 13–16 in Atlanta, Georgia. It had over 300 attendees, including 84 speakers.

This was the first time the conference was held in the Southeast, and it fostered conference participation by regional environmental groups, utilities, energy users and sellers in this growing market.



2009 Green Power Leadership Award winners



CRS added several “Fundamentals” track panels and presentations to provide baseline education to new entrants to the field. On Thursday night, CRS, DOE, and EPA presented awards recognizing leadership in renewable energy.

CRS Market Development Awards

The CRS Market Development Award recognized individuals, companies, and other renewable energy industry leaders that have helped build the market for green power. The winners were:

Best Green Power Education Outreach Program:

Bonneville Environmental Foundation’s Solar 4R Schools Program

Best Promotional Campaign by a Green Power Purchaser:

PepsiCo (for SunChips)

Best Marketing Campaign by a Green Power Supplier: AmerenUE

Green Power Pioneer Award: Ed Holt

U.S. Environmental Protection Agency Purchaser Awards and Department of Energy Green Power Supplier Awards

The U.S. Environmental Protection Agency Purchaser Awards and Department of Energy Green Power Supplier Awards were also announced at the banquet. The Environmental Protection Agency presented five Green Power Partner of the Year Award winners, four On Site Generation Award winners, and ten Green Power Purchasing Award winners, all companies that demonstrated their support for renewable energy. The Department of Energy presented three Utility Green Power Program of the Year Awards and two Non-Utility Green Power Supplier of the Year Awards to companies who supplied outstanding voluntary renewable energy products to consumers.

ENVIRONMENTAL STATEMENT

CRS measured its 2008 greenhouse gas inventory and purchased 16 Green-e Energy Certified RECs for our electricity use and 60 metric tons of Green-e Climate Certified offsets to balance our natural gas use as well as business travel and employee commuting.



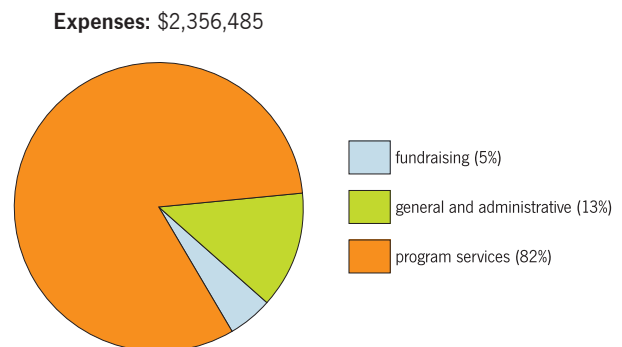
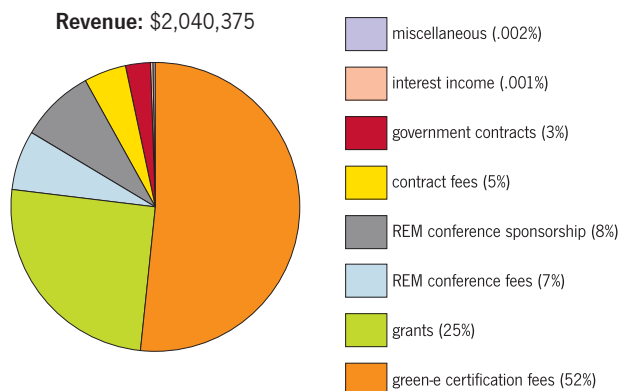
Photos of Renewable Energy Markets 2009 ©Michael Ray White, www.michaelraywhite.com

financials

CRS statement of activities

year ended December 31, 2009

	2009	2008
REVENUE AND SUPPORT		
Support		
Government contracts	\$58,500	\$66,500
Grants	512,000	620,000
Contributions	171,340	189,830
Total support	741,840	876,330
Revenue		
Certification fees	1,059,649	1,135,594
Conference fees	137,884	170,843
Contract fees	95,071	214,412
Interest income	2,548	1,778
Miscellaneous	3,383	
Total revenue	1,298,535	1,524,647
Total Revenue and Support	2,040,375	2,400,957
Expenses		
Program services	1,931,658	1,756,185
General and administrative	309,318	407,598
Fundraising	115,509	92,048
Total Expenses	2,356,485	2,255,831
Change in Net Assets	(316,110)	145,127
Net Assets, beginning of year	382,997	237,870
Net Assets, end of year	66,887	382,997



2009 staff, board of directors, and funders

staff

Troy Arnold
Dir. of Development and Strategic Initiatives

Chris Busch, Ph.D.
Policy Director

Orrin Cook
Green-e Marketplace Manager

Martin Dooley
IT & Operations Manager

Jennifer Giles
Director of Sustainable Energy Initiatives

Todd Jones
Green-e Climate Senior Analyst

Andreas Karelak
Green-e Energy Program Analyst

Alison Lambert
Administrative Assistant

Jennifer Martin
Deputy Director

Arthur J. O'Donnell
Executive Director

Alex Pennock
Green-e Energy Manager

Robin Quarrier
Green-e Analyst & Counsel

Justin Roth
Green-e Marketplace Analyst

Jeff Swenerton
Director of Communications

Rachael Terada
Project Manager

Jane Valentino
Green-e Climate Manager

Dee Young
Director of Accounting & Human Services

board of directors

Karl Rábago, Chair
Austin Energy

Carl Weinberg, Vice Chair
Weinberg Associates

Julie Blunden, Secretary & Treasurer
SunPower Corporation

Claudine Cmarada
Consultant

Mark Levine
Lawrence Berkeley National Laboratory

Peter D. Mostow
Wilson, Sonsini, Goodrich & Rosati, PC

Rick Sellers
Arxiel Ventures

incoming 2010 members

Rick Counihan
EnerNOC, Inc.

Nathan E. Hanson
NextEra Energy Power Marketing

Elena Schmid
Consultant

Blair Swezey
Applied Materials

funders

(in alphabetical order)

3Degrees
Community Energy
The Energy Foundation
Georgia Power
Neenah Paper
New York Community Trust
Nexant
Nextera Energy Resources
The Oak Foundation
The San Francisco Foundation
Sterling Planet
Sunpower
Sutherland
TVA
U.S Department of Energy
U.S. Environmental Protection Agency
Weaver and Tidwell
Xcel Energy



Center for Resource Solutions staff, December 2008



Center for Resource Solutions creates policy and market solutions to advance sustainable energy.