



Fundamentals of Buying Green Power

U.S. EPA's Green Power Partnership

Allison Dennis, U.S. EPA



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Today's Agenda

- Introduction
 - Allison Dennis, EPA's Green Power Partnership
- Purchasing Utility Green Power Products
 - Meredith Grant, Neenah Paper
- Purchasing RECs
 - Mary Ellen Mika, Steelcase USA
- Purchasing Utility Green Power Products
 - David Ozment, Wal-Mart Stores, Inc.
- Question & Answers



What is Green Power?

- Green power is an “environmentally-differentiated” electricity product from:
 - solar
 - wind
 - geothermal
 - biomass
 - biogas
 - small hydro



Green Power Benefits

- Environmental
 - Reduce greenhouse gases (GHGs)
 - Reduce criteria pollutants*
 - Water conservation
- Energy Price Stability/Reliability
 - Reduced demand for natural gas lowers prices
 - Electricity price stability
 - On-site systems can reduce T&D requirements
- Economic Development
 - Job creation
 - Landowner lease payments (\$2000-\$5000/wind turbine)
 - Tax revenues (often in rural areas that need them)



Buying Green Power – Product Options

- Renewable Energy Certificates (REC)
 - Buy only the environmental “attributes” associated with the electricity generated (1 REC = 1 MWh)
- Green Power Electricity Products
 - Buy electricity from utility green pricing programs or green power retail marketers that is all, or partially, generated from renewable sources
- On-site Generation
 - Install renewable energy system on-site (e.g. solar panels, wind turbines)



Partnership Offerings & Benefits

- Credible Benchmarks
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables
- Planning & Implementation Resources
 - Green power locator www.epa.gov/greenpowerpubs/gplocator.htm
 - Purchasing guidance
 - Marketing and communications support
 - Environmental impact information www.epa.gov/greenpower/pubs/calculator.htm
- Recognition
 - Top Partner lists
 - Green Power Leadership Awards
 - Promotional opportunities
 - Use of the Partnership logo



Want to Know More?

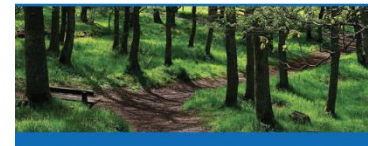
- Basic Information

- An overview of Green Power Partnership is available on EPA's Web site www.epa.gov/greenpower
- *Updated* Guide to Purchasing Green Power



Guide to Purchasing Green Power

Renewable Electricity, Renewable Energy Certificates and On-Site Renewable Generation



- More Questions?

- Allison Dennis, 202-343-9526, dennis.allison@epa.gov

