

# Marketing Costs and Transparency



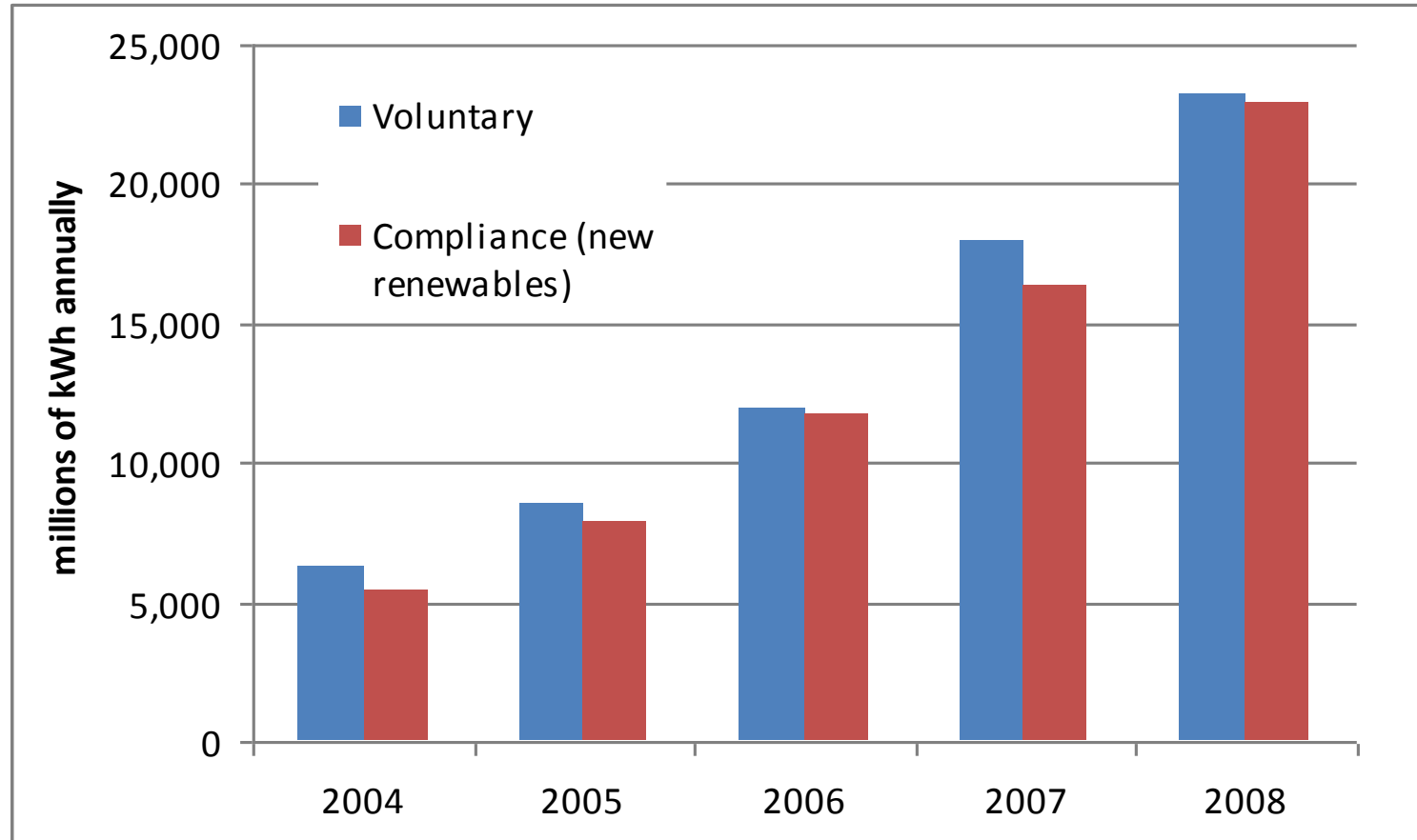
**Renewable Energy  
Markets 2009:**

**Barry Friedman**

**9/14/09**

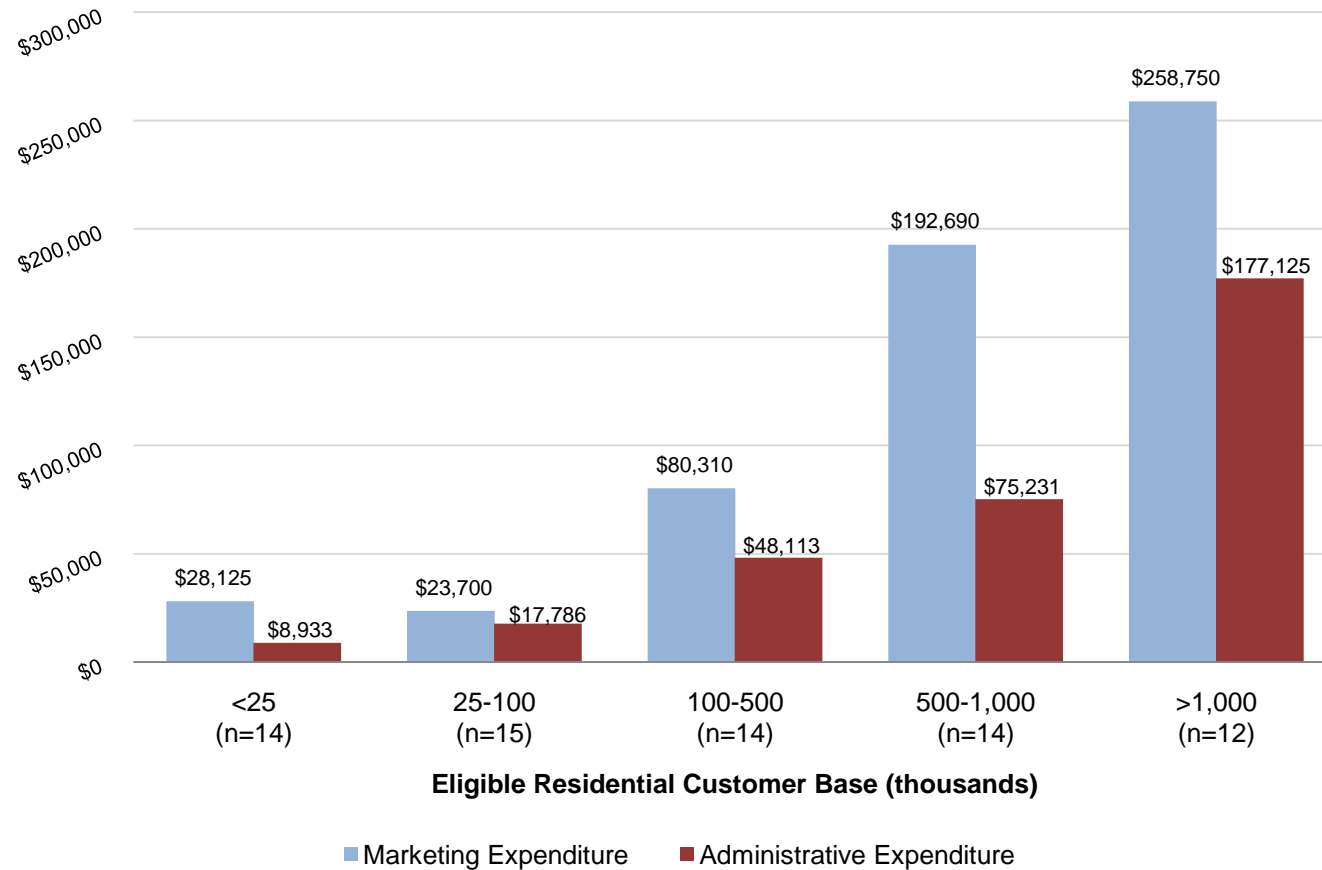
**Atlanta, Georgia**

# Voluntary vs. Compliance RE Markets

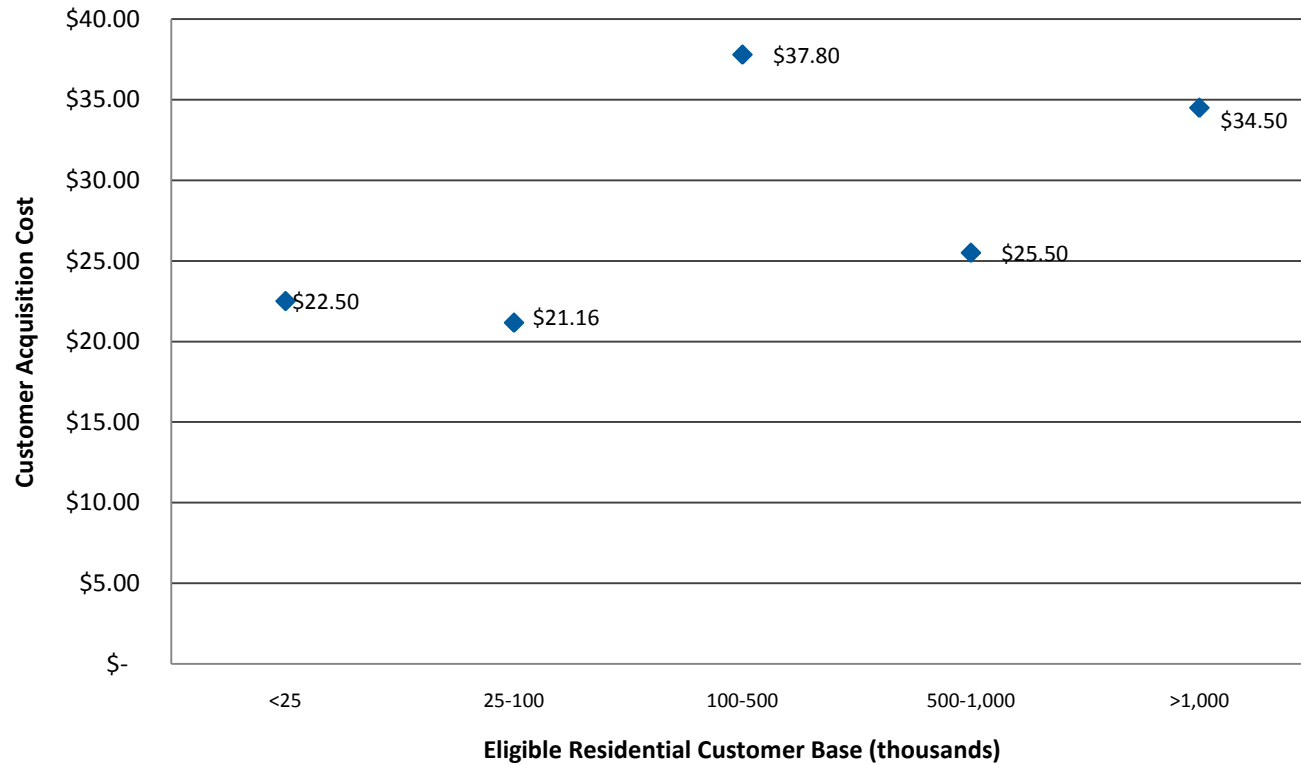


Data sources: LBNL, NREL 2009.

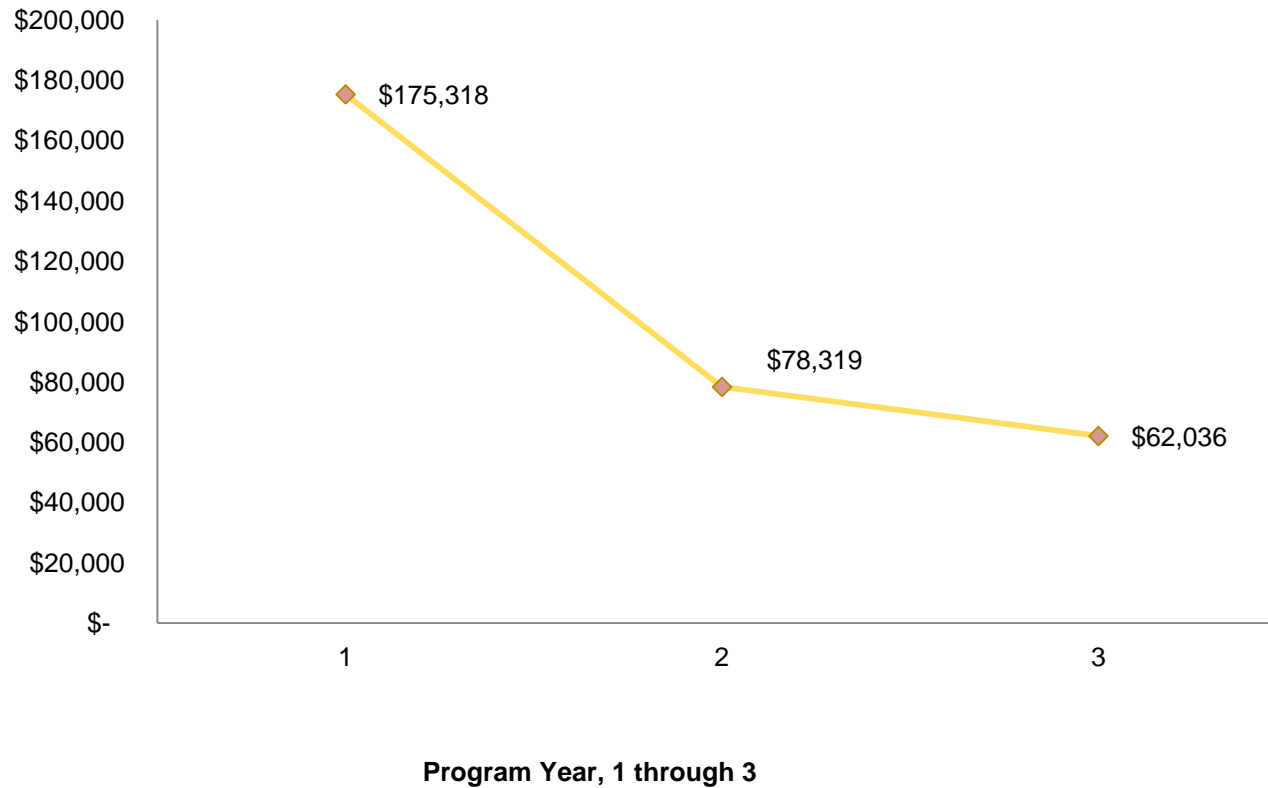
# Green Pricing Marketing and Administration Expenditures, by Utility Size



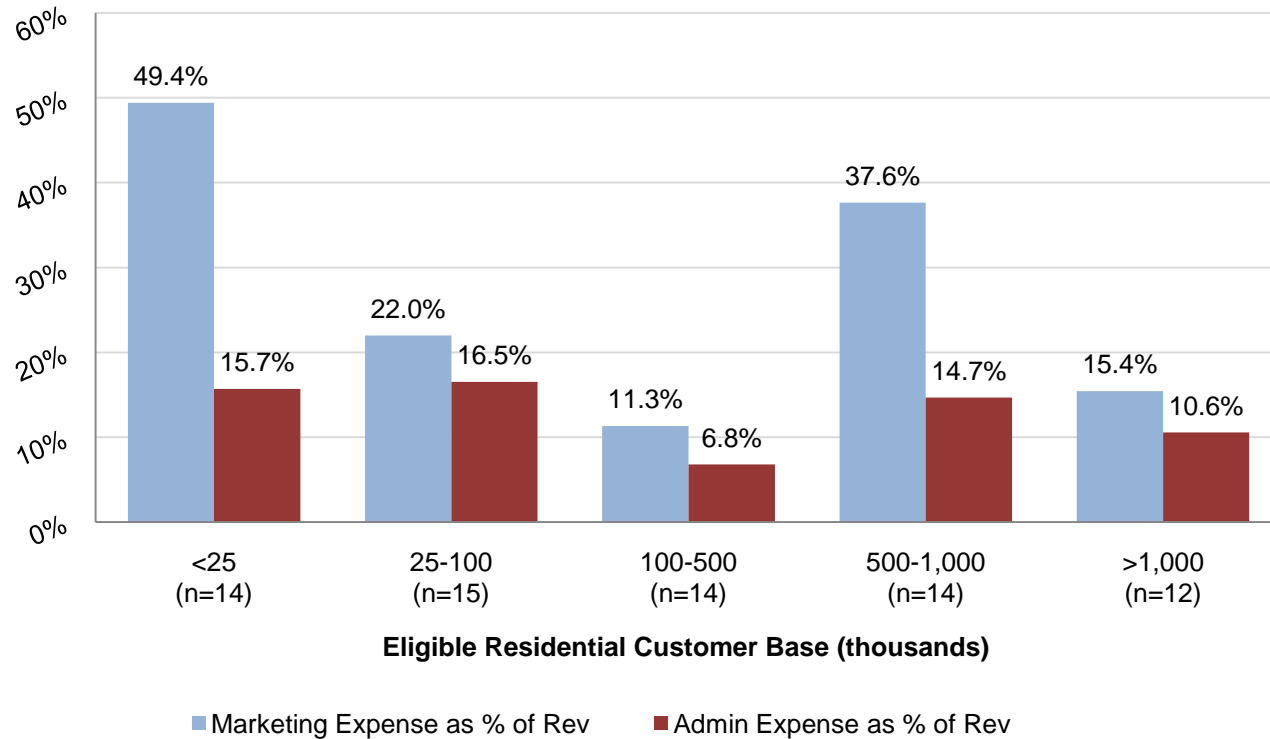
# Residential Customer Acquisition Costs



# Indicative First-Year Costs



# Marketing and Administration as % of Revenue





U.S. Department of Energy

**Energy Efficiency and Renewable Energy**

*Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable*



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### Utility Green Pricing >

Green pricing is an optional service or tariff offered by utilities to customers in regulated electricity markets.

### Green Power Marketing >

Green power marketing refers to selling green power in competitive retail and wholesale electricity markets.

### Renewable Energy Certificates >

Renewable energy certificates represent the environmental attributes of electricity produced from renewable energy sources sold separately from commodity electricity.

### State Policies >

A number of states have enacted policies requiring fuel mix disclosure or net metering, or mandating that electricity suppliers provide green power options.

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As of December 2005

# Recent Related NREL Reports

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- *Green Pricing Program Marketing Expenditures: Finding the Right Balance (2009)*
- *Green Power Marketing in the U.S.: A Status Report (12<sup>th</sup> Edition; 2009)*
- *Examination of the Regional Supply and Demand Balance for Renewable Electricity in the United States through 2015 (2009)*
- *Feed-in Tariff Policy: Design, Implementation, and RPS Policy Interactions (2009)*
- *Renewable Energy Price-Stability Benefits in Utility Green Power Programs (2008)*

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