

“GREENWASHING”

in the context of the

REC and Carbon Offset Market

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Community Energy

- Project Developer, Supplier and Marketer of RECs and Certified Carbon Offsets:
 - 115,000+ residences and businesses
 - 17 utility green power programs
 - Some of the largest green power purchasers in the nation
- Professional Marketing Services



COMMUNITY ENERGY 1
CELEBRATING 99
YEARS IN 2009
10 *wind*



Overview

- **GREENWASHING**
 - What?
 - Why?
 - How?
 - REC and Carbon Offset Market
- Examples
- Best Practices
- Role of Marketers

What is GREENWASH?

- The dissemination of misleading information by an organization to conceal its abuse of the environment in order to present a positive public image.

(Dictionary.com)



Is there such a thing as Clean Coal?

- Overstating claims
- Promoting a “green” action in isolation from the core activities of the business.




Resources:

- stopgreenwash.org
- greenwashingindex.com
- BSR: Understanding and Preventing Greenwash:

Greenwash:

a Business Guide July 2009

Why is GREENWASHING happening?

-  Demand for green products
 - less susceptible to flux in down economy
- Companies aren't familiar with the “eco-thing.”
- No regulation

RECs and Carbon Offsets:

- Intangible
- Complex
- Largely Misunderstood



Perception....



Misunderstood?

Carbon Offsets



RECs



Ron
Barrett
April 28,
2007

How GREENWASHING is a Hot Topic in the Market?

- Perceived Risk
- Production Variation:
 - RECs, Green Power, Local, National, Carbon
- Environmental Benefits
 - communicated summarily regardless of project resource
- Evolving Market
 - REC Definition
- Carbon Market Agenda



What If...?

- More money is spent on the promotion than the actual REC or Carbon Offset purchase?
- **Green** core values are lacking, and the purchase is a first step?
- Commitments are discontinued after promotion?
- Bad press results?
- Customer 's or marketer's other dilemmas.....



Align Communication with Purchase Drivers

- Reduce Carbon Footprint
 - Understand emission scopes.
 - Match RECs with Scope 2, including scope 3.
- Active in the Community
 - Match at least a portion of the supply with local generation
- Product Differentiation
 - Product Label should clearly define the activity being offset
 - i.e. Green-e Marketplace



- Take Immediate Action on Climate Change
 - Acknowledge immediate and long term plan
- Enhance Corporate Sustainability Goals
 - Communicate purchase within the larger context
- Lead Industry Segment
 - Incorporate why purchase is important/relevant to industry
- “Just the Right Thing to Do”
 - Educate, incorporate a call to action for



The Five B's



- Be conservative
- Be specific
- Be relevant
- Be educational
- Be transparent
 - 3rd party verified

Role of Marketers

- Shape Policy
- Form Alliances
 - Non-profits
 - Carbon marketers
 - Universities
- Promote Best Practices
 - Demonstrating consistency in the market
- Be humble



Thank You!

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