

MEDIA AND PERCEPTION

What a Difference a Decade Makes

National Renewable Energy Marketing Conference
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Rocky Mountain News: Oct. 18, 2002

**SUCCESS SOARS WITH THE WIND:
2-YEAR-OLD BOULDER COMPANY
GIVES CONSUMERS A RENEWABLE
CHOICE**

Vanderbilt Hustler: March 5, 2004

**Green power makes the world better
for future generations**

Business Week: September 18, 2008

Green Power: Buyer Beware

Utilities are offering renewable options to customers for a fee—but most of the extra revenue is going to marketing

Other articles by same author for BW

- [The Dirty Truth About Clean Coal](#) 06/19/08
- [E-Waste: The Dirty Secret of Recycling Electronics](#) 10/15/08
- [The College Credit-Card Hustle](#) 07/17/08
- [Little Green Lies](#) 12/31/06
- [Click Fraud's Secret Problem](#) 12/01/06

Washington Times: November 9, 2000

Energy firm offsets pollution with trees

Christian Science Monitor: January 10, 2007

**Do carbon offsets live up to
their promise?**

Wall Street Journal *WSJ.com*. Oct. 20, 2008

**Selling Hot Air:
Are Bogus Carbon Offsets
Really That Bad?**

New York Times: January 8, 2008

FTC Asks if Carbon-Offset Money
Is Well Spent

Toronto Star: July 26, 2008

**Carbon offsets a con job to salve our
consciences**

Washington Post: October 6, 2008

**There's a Gold Mine
In Environmental Guilt
Carbon-Offset Sales Brisk Despite
Financial Crisis**

The GAO Report:

Carbon Offsets: The U.S. Voluntary Market is Growing, but Quality Assurance Poses Challenges for Market Participants

released to the public on 9/26/08

**U.S. carbon market offers limited transparency, credibility –
*E&E News 9/26/08***

"The report paints a picture of trading practices that are so complex and opaque that they're ripe for fraud," said Rep. Joe Barton (R-Texas), ranking member of the House Energy and Commerce Committee.

"Suspicious confirmed. GAO found the new carbon offset trading marketers offer consumers no real assurance that backing their beliefs with their money does a lick of good. In fact, the GAO suggests the opposite."

But did they find a smoking gun?

In fact, no.

- The report found a fast-growing voluntary market (66% increase in supply from 2004 to 2007) that is developing quality offsets independent of government oversight.
- The report **did not** recommend executive action.
- Many of the current issues in the market the report outlined in **additionality, permanence, double-counting, verification and monitoring, and transparency.**
- In short, the report outlines the market's **need for Green-e Climate—**independent oversight that requires strict standards for offset quality, measurement, and verification, and transparency for consumers about their purchases.
- It also suggests this is best done in the private sector, where it won't raise prices or stifle innovation.

One more perception issue: The GAO questioned RECs credibility as offsets

Credibility of Offset Projects (31 responses – who? Unknown)

Ag Methane	3.41
Fuel Switching	3.39
Landfill Methane	3.25
Coal Mine Methane	2.82
Industrial Gas	2.82
Non-REC renewable energy	2.67
Energy Efficiency	2.57
Afforestation	2.5
Reforestation	2.5
Avoided Deforestation	2.25
Ag Soil Carbon	1.86
Range soil carbon	1.81
RECs	1.26

We agree that RECs are not offsets, but one method of tracking renewable energy generation.

source GAO-08-1048

The Center for Resource Solutions

A nonprofit organization working nationally and internationally to fight climate change by building policies and consumer-protection mechanisms in renewable energy, greenhouse gas reductions, and energy efficiency.



Green-e Energy: Launched in 1997 to provide consumer protection for the green power markets in North America.

Green-e Marketplace: Launched in 2005 to verify green power claims made by companies purchasing renewable energy for their operations.

Green-e Climate: Launched in 2008 to provide consumer protection for the carbon offset market.

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