

Fundamentals of Marketing and Claims

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Outline

- Green washing watchdogs
 - Green-e Energy
- Compliance v. voluntary market
- Definition of a REC
- Double claiming/double counting
 - Three kinds of risks
 - Legitimate claims
- Sterling Planet: providing market examples

Green washing watchdogs

- Federal Trade Commission
 - Green Guides
- National Association of Attorneys General
 - Environmental Marketing Guidelines for Electricity
- Green-e Energy
- Green-e Marketplace
- Media

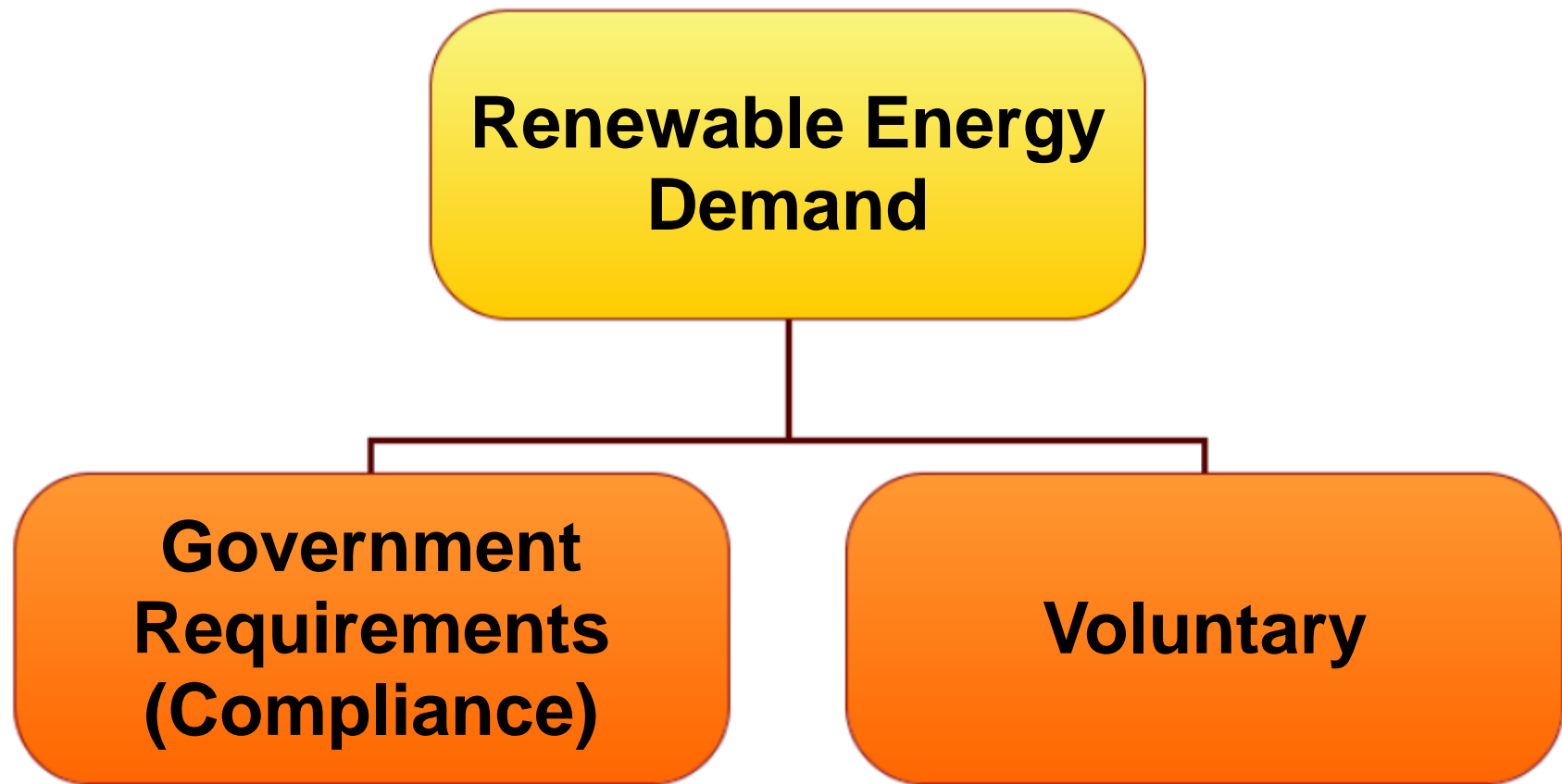


Energy

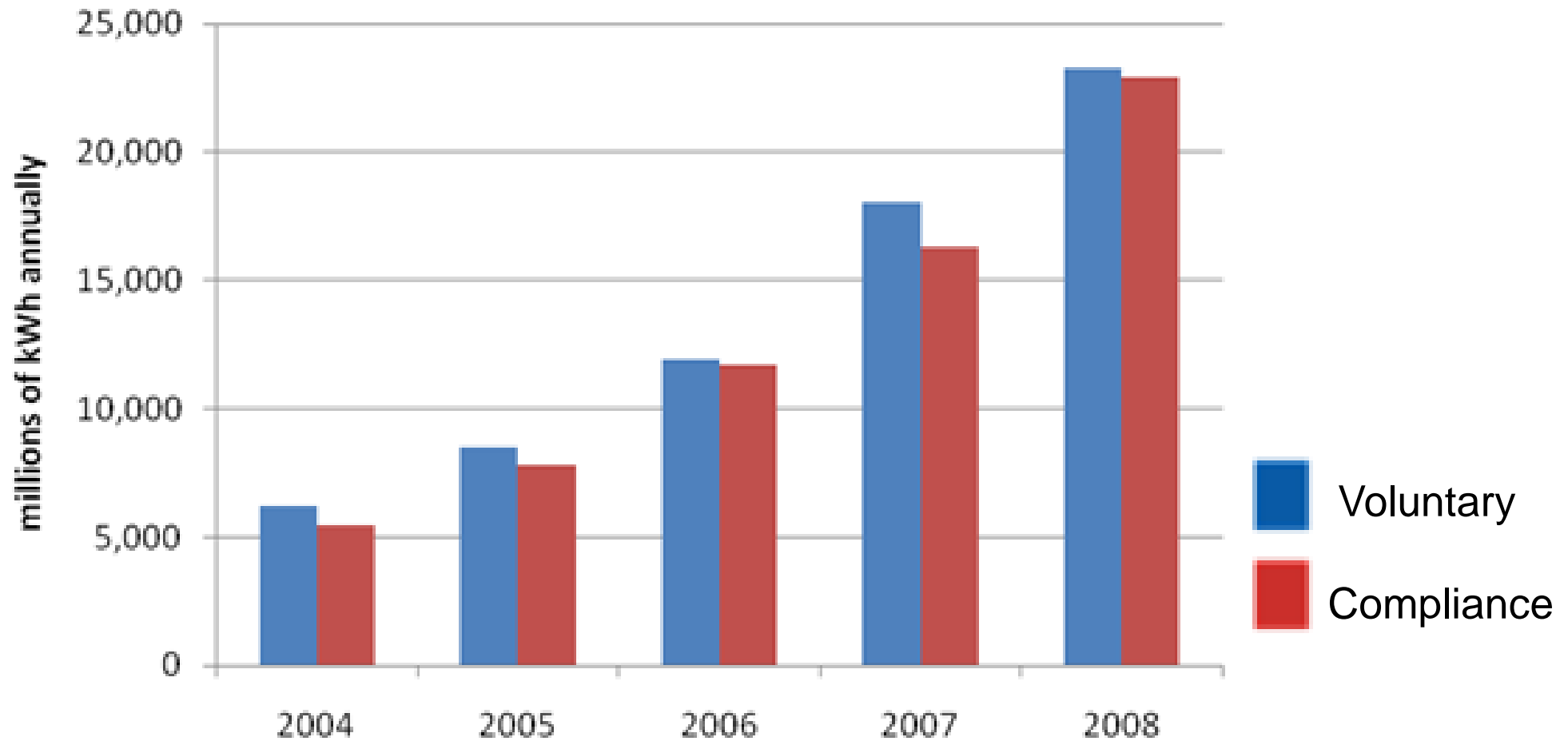
Established 1997

Consumer protection program for
renewable energy products



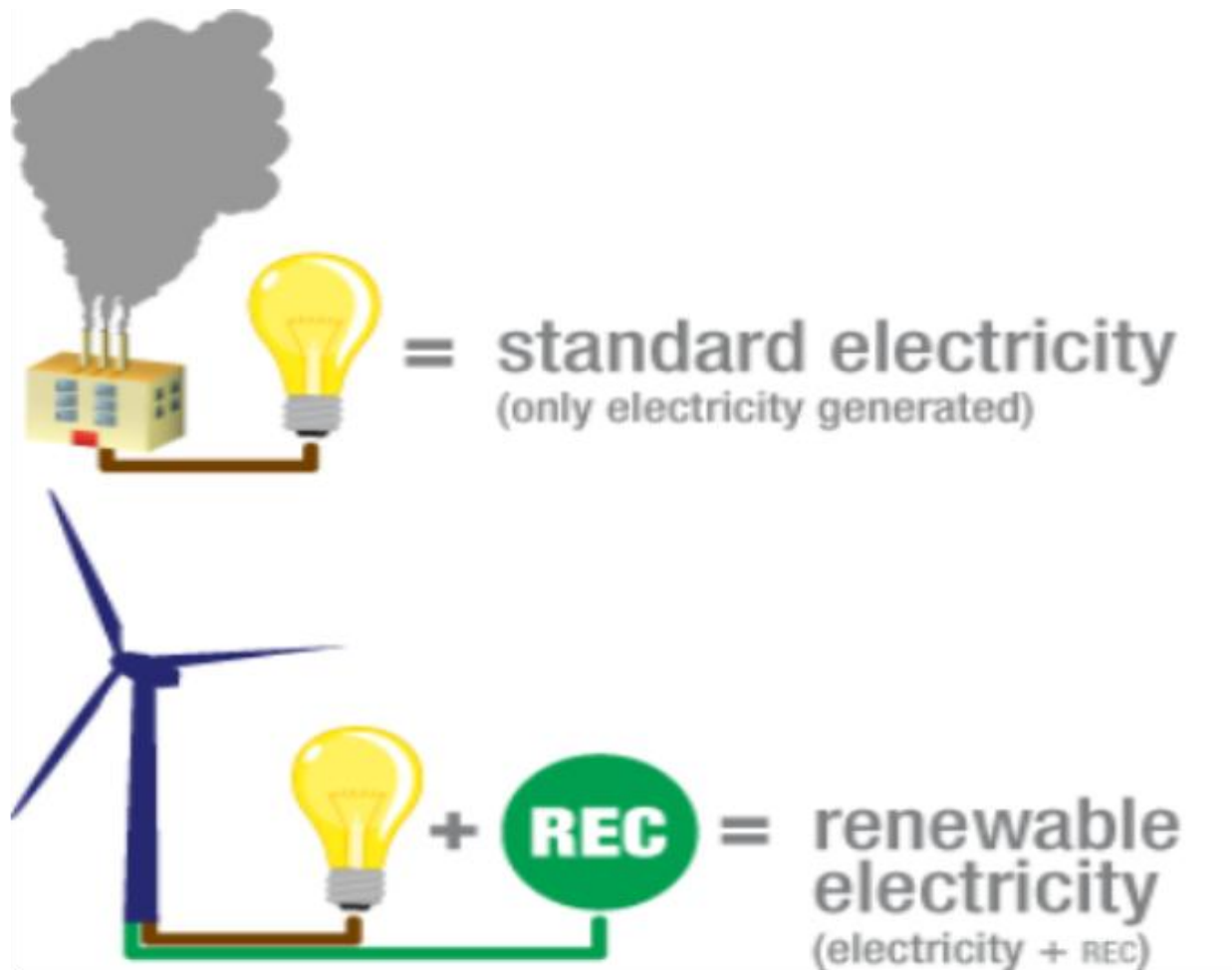


Compliance v. Voluntary

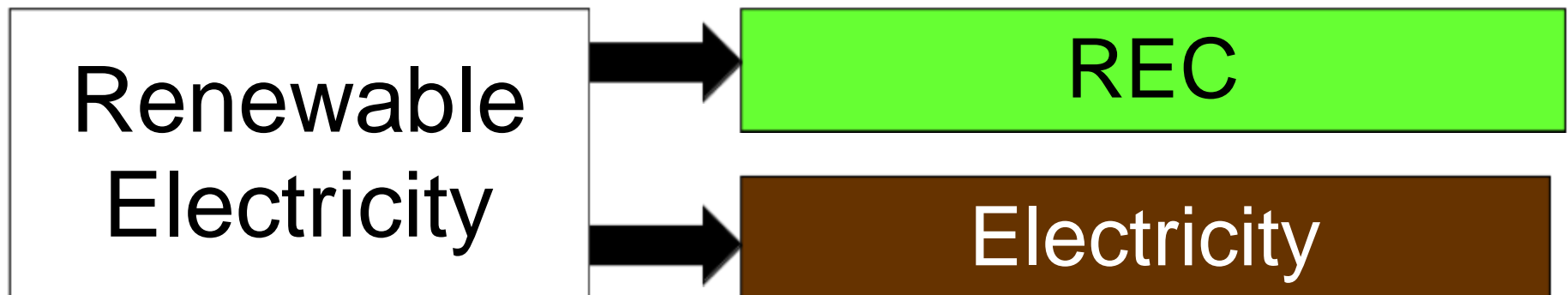


Source: NREL, An Examination of the Regional Supply and Demand Balance for Renewable Electricity in the United States through 2015. (Post 1997 facilities)

What is a REC?



What is a REC?

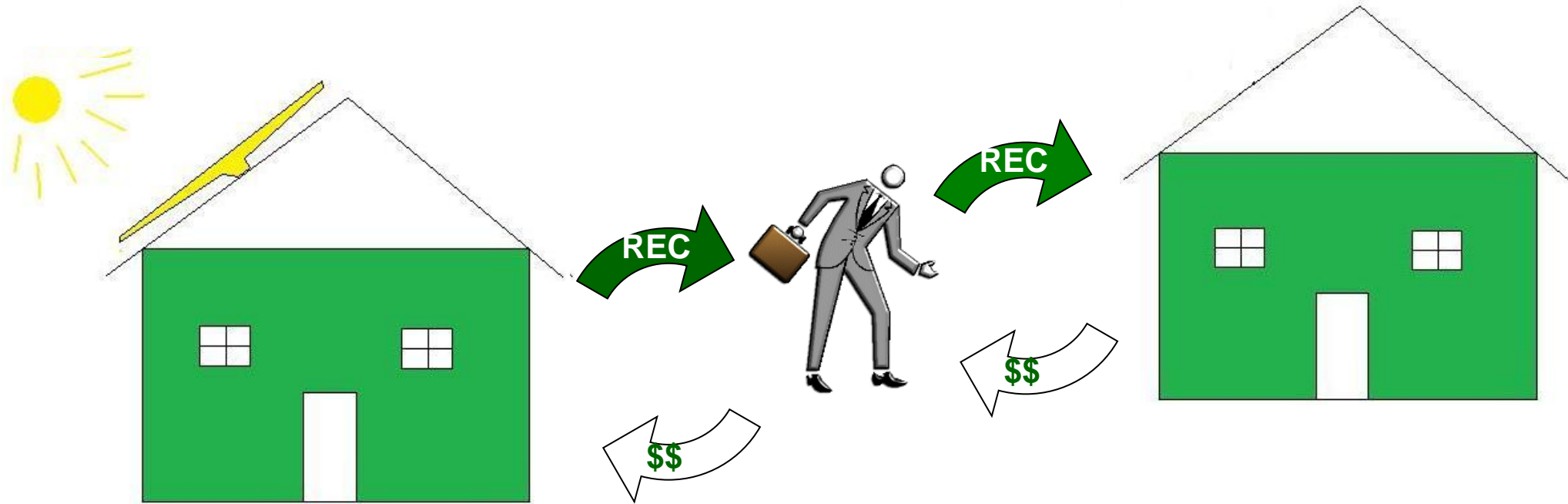


What is a claim?

I am so GREEN I have solar panels on my roof and I am 100% solar powered.



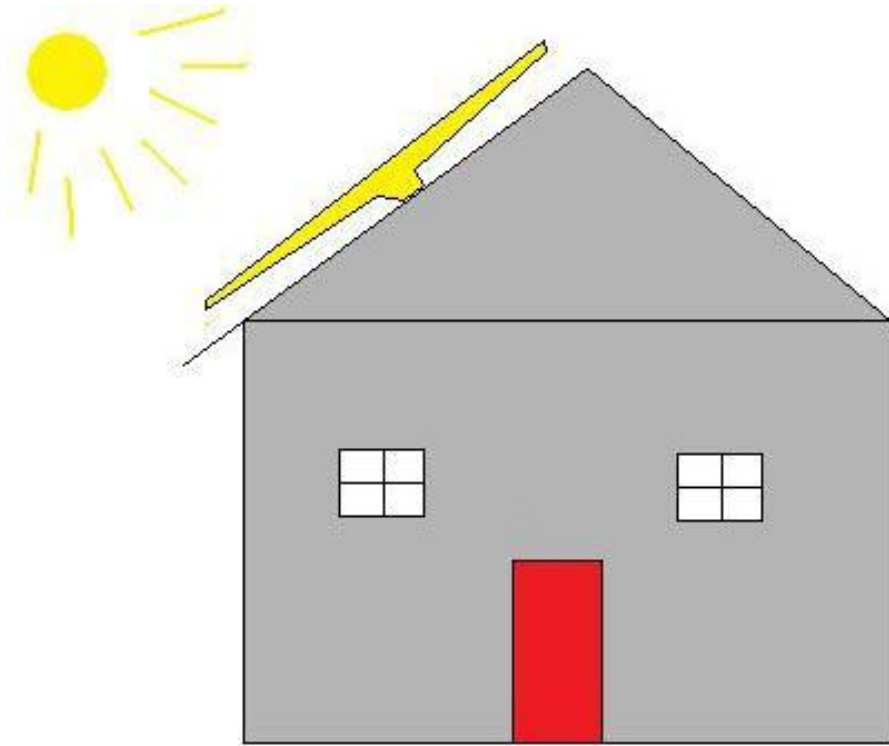
Double claiming and double counting



Double claiming and double counting

- Generator v. purchaser
- Host v. owner
- RPS v. voluntary

Claims for system hosts

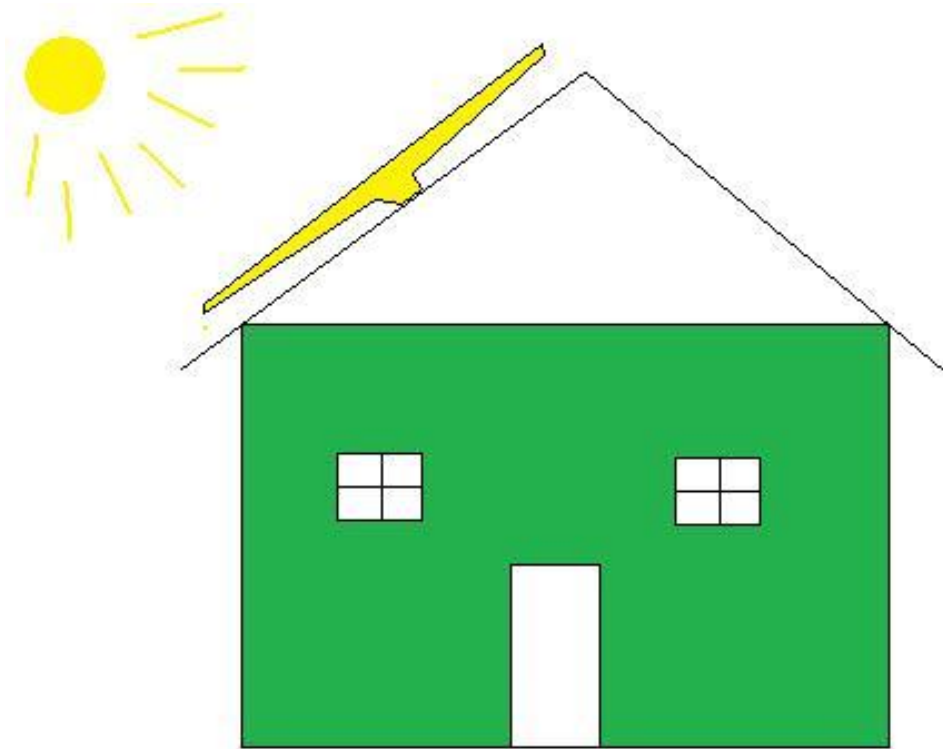


energy system
capacity.
energy
generation



- I generate 100% renewable
(technically accurate, but....)

Claims for generators not selling RECs




Claims for buyers of RECs

- 
- **This product was made with 100% wind power!**
- 
- **Check out our annual report for more information.**
- **100%**

More claims for buyers of RECs

The image shows a screenshot of the AISO.net website. The header includes the AISO.net logo with a green leaf icon, and navigation links for Customer Login and Support. Below the header is a navigation menu with links for HOME, COMPANY, NEWS, TECHNOLOGY, SERVICES, GENERAL HOSTING, and BUSINESS SOLUTIONS. The main content area features a large image of solar panels with overlaid text: "Solar panels, not energy credits, power our green data center and headquarters." A list of navigation buttons is visible at the bottom: OUR MISSION, COMMITMENT, SOLAR NETWORK, LOCATION, CUSTOMERS, and TECHNOLOGY. Overlaid on the screenshot are three bullet points: "• Be specific in your claims.", "• Give customers a way to get more information – website, email, phone.", and "• Back up statements. Be able to substantiate your claim."

AISO.net 
WEB HOSTING | SIGNATURE HOSTING

Customer Login Support

Toll Free 800 781 9004
local 951 928 8190

HOME | COMPANY | NEWS | TECHNOLOGY | SERVICES | GENERAL HOSTING | BUSINESS SOLUTIONS

How did AISO.net become the world's most responsible green web hosting company?




Solar panels, not energy credits, power our green data center and headquarters.

OUR MISSION | COMMITMENT | SOLAR NETWORK | LOCATION | CUSTOMERS | TECHNOLOGY

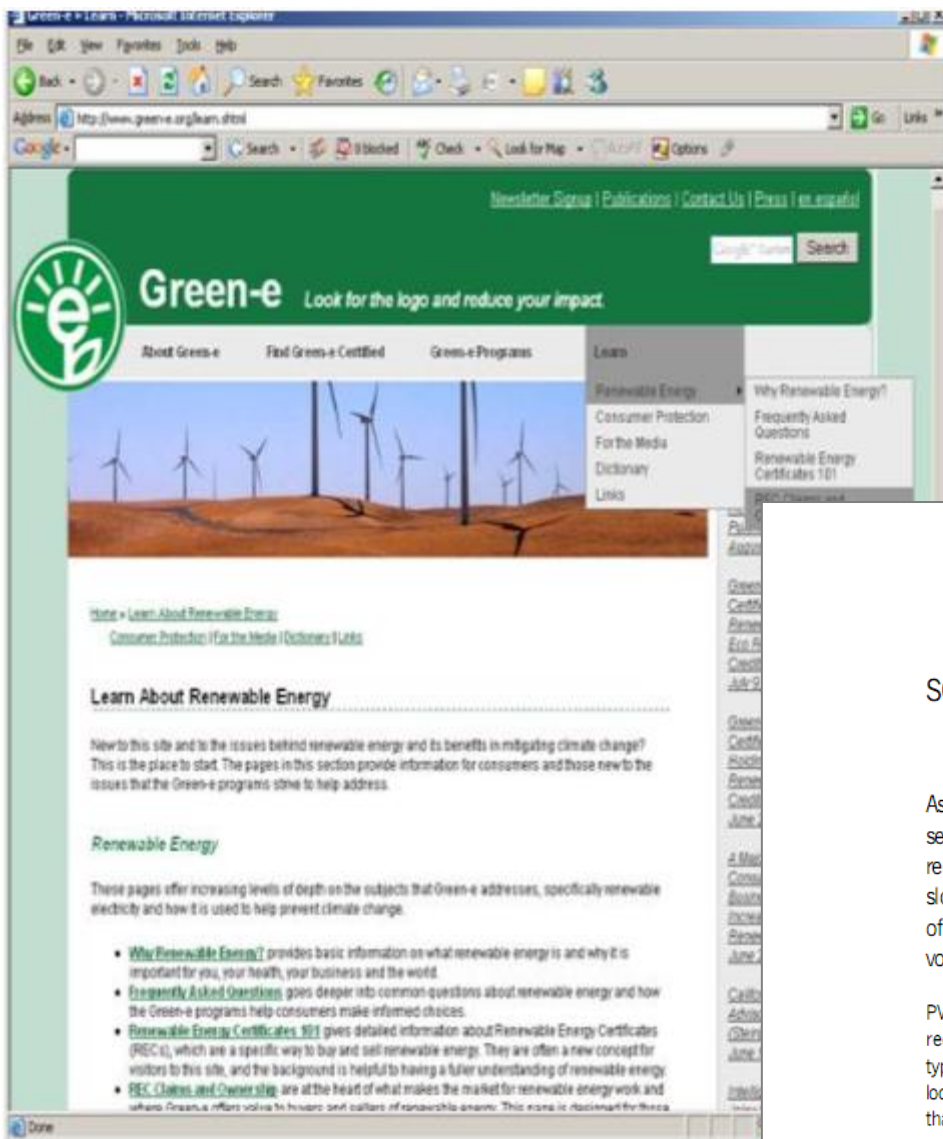
- Be specific in your claims.
- Give customers a way to get more information – website, email, phone.
- Back up statements. Be able to substantiate your claim.

Claims for buyers of RECs who re-sell

PaloAltoGreen: The **easy** formula for clean energy

 Your Home + PaloAltoGreen Power x One Year	=	 Not driving your car for 7 months	Or	 Protecting more than 2 acres of forest
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PLANET



Best Practices in Public Claims for Green Power Purchases and Sales

July 13, 2009, Version 1.0

SOLAR PHOTOVOLTAIC CLAIMS AND FAQ

As markets for renewable energy grow, there is increasing interest in securing and selling Renewable Energy Certificates (“RECs”) and renewable electricity. Some renewable electricity generation technologies, like solar photovoltaics (“PV”), are slow to be widely adapted to market transactions because of the administrative costs of aggregating output into products that can be readily sold into compliance and voluntary electricity markets.

PV is typically installed in small amounts on residential and commercial rooftops. Rooftop PV requires many participating rooftops in order to produce a significant amount of electricity. This type of generation is called distributed generation (“DG”) because the multiple small units are located at or near where the energy will be consumed, in contrast to central station generation that feeds a locality from a distance. Because of the smaller size of DG units, a relatively large geographic area is needed to generate a significant amount of RECs.

This document presents a series of questions and answers regarding PV and the issues specific to selling and claiming RECs from such systems. Though the paper focuses mainly on PV, many of the issues discussed below pertain to other types of distributed generation as well.

Fundamental to this discussion is the agreed-upon definition of a REC as representing all of the “greenness” of electricity produced from renewable resources like PV. A REC includes everything that differentiates the effects of generating electricity with renewable resources instead of using

Specific Product Example



PepsiCo “greened” Sun Chips product and made it one of the nation’s best known, environmentally sensitive products.





Profile

Our Mission

Inspired by what the world can be, Sterling Planet is improving lives today while working to sustain Earth for future generations.

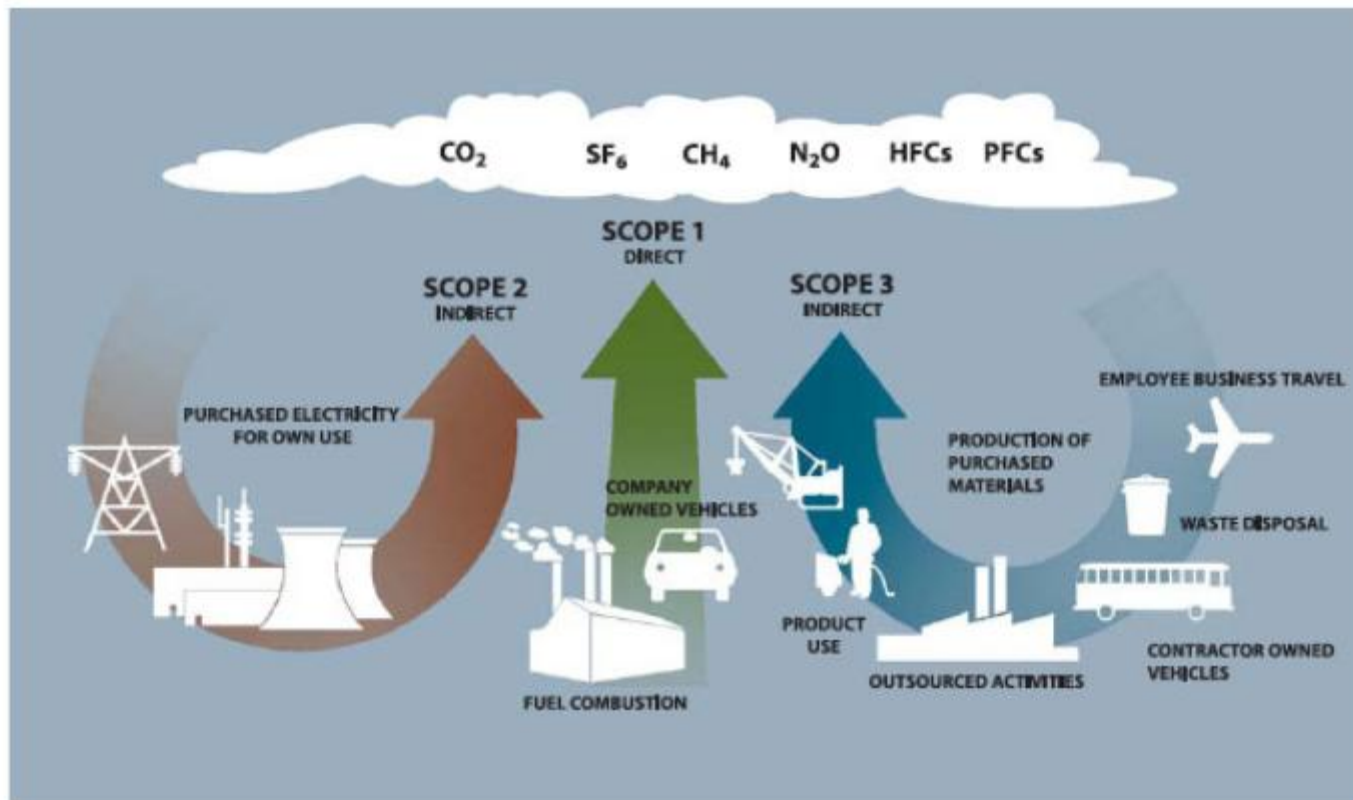
An Introduction

- First nationwide retail REC provider (since 2000)
 - Cumulative sales exceed 32.5 billion kWh
 - Leading supplier of mandated environmental attributes to utilities
 - More than 400,000 MWh per year under contract with utilities
- Provider to top two U.S. renewable energy purchasers
- Market maker for White Tags® energy efficiency certificates
- Supplier of verified carbon offsets from projects worldwide
- Partner to 120 utilities, including MidAmerican, Ameren, ComEd, DTE

Operational Boundaries

RECs, White Tags® and Carbon Offsets

FIGURE 5 | OPERATIONAL BOUNDARIES



Source: New Zealand Business Council for Sustainable Development.

WRI Greenhouse Gas Protocol

How we advise clients

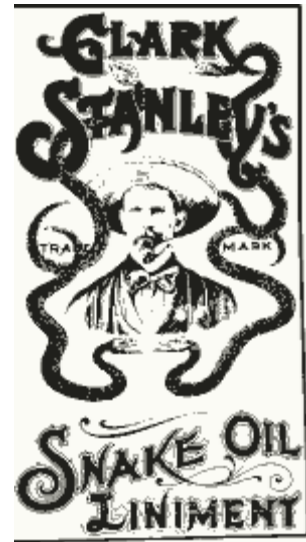
- Determine the client's goals
 - green up a product or product line
 - general environmental responsibility
 - carbon neutrality - DANGER ZONE
- Specific claims education
 - Relative to type of purchase
- Conservative approach
 - Ensure that you benefit from your actions
 - "Conservative" means precise, not watered down



Suppliers



- Large players
 - Big wind
 - Big biomass
- Medium players
 - LFG
 - Medium biomass
- Small players
 - Little biomass
 - Little hydro
 - Distributed Solar



WHAT'S A WRECK?

What do you mean I can't...

- ... say I'm solar powered? I've got *@&! solar panels on my roof!
- You stole my green? Jerks...



wikipedia commons

it ain't easy being
green*

*or free



NREL image archive



Claims in the event of a cap (as in, cap & trade)

- SO_x (nationally)
- NO_x (regionally)
- CARBON

CONTACT

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