

# Voluntary and Compliance Renewable Energy: Interactions and Intersections

Renewable Energy Markets

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# Topics in Voluntary and Compliance Markets

- Achieving Legitimacy
- FTC Green Guides
- Use-Value/Sign-value
- Double Claiming
- RECs and VERs
- Market Transitions
  - Balkanization
  - Price Majeure

# Double Claiming



- Double- sale, counting, claiming
- Green-e standards
- WREGIS and other GIS
  - Retroactivity PCR
- Generation v. Capacity
- Mountain View (CEC 2006 Verification)
- Claims
  - Press releases
  - 10-Ks
  - HSR reports
- FTC Green Guides
- Perfect tender rule
- QF RECs and corporate free speech

Reddy Kilowatt is a trademark of Xcel Energy

Greeny Megawatt was created by Russell Hope

# RECs and VERs

- RECs v. CO<sub>2</sub>
  - Where, if anywhere, does the REC end and the offset begin?
- Does renewable energy achievement under an RPS count towards GHG compliance?
- WCI Proposal
- What can be in fact affordably achieved?
- Disaggregation
  - By contract
  - in GIS RECs registries

# Q&A

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*"That's an excellent prescreened question, but before I give you my stock answer I'd like to try to disarm everyone with a carefully rehearsed joke."*