



Basics of Buying Green Power

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Community Energy, Inc.

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Renewable Energy Markets Conference

Agenda

- Introductions
- Renewable Energy Certificates (RECs)
- Making a Green Power Purchase
- Marketing Claims/Recognition



Who is Community Energy?



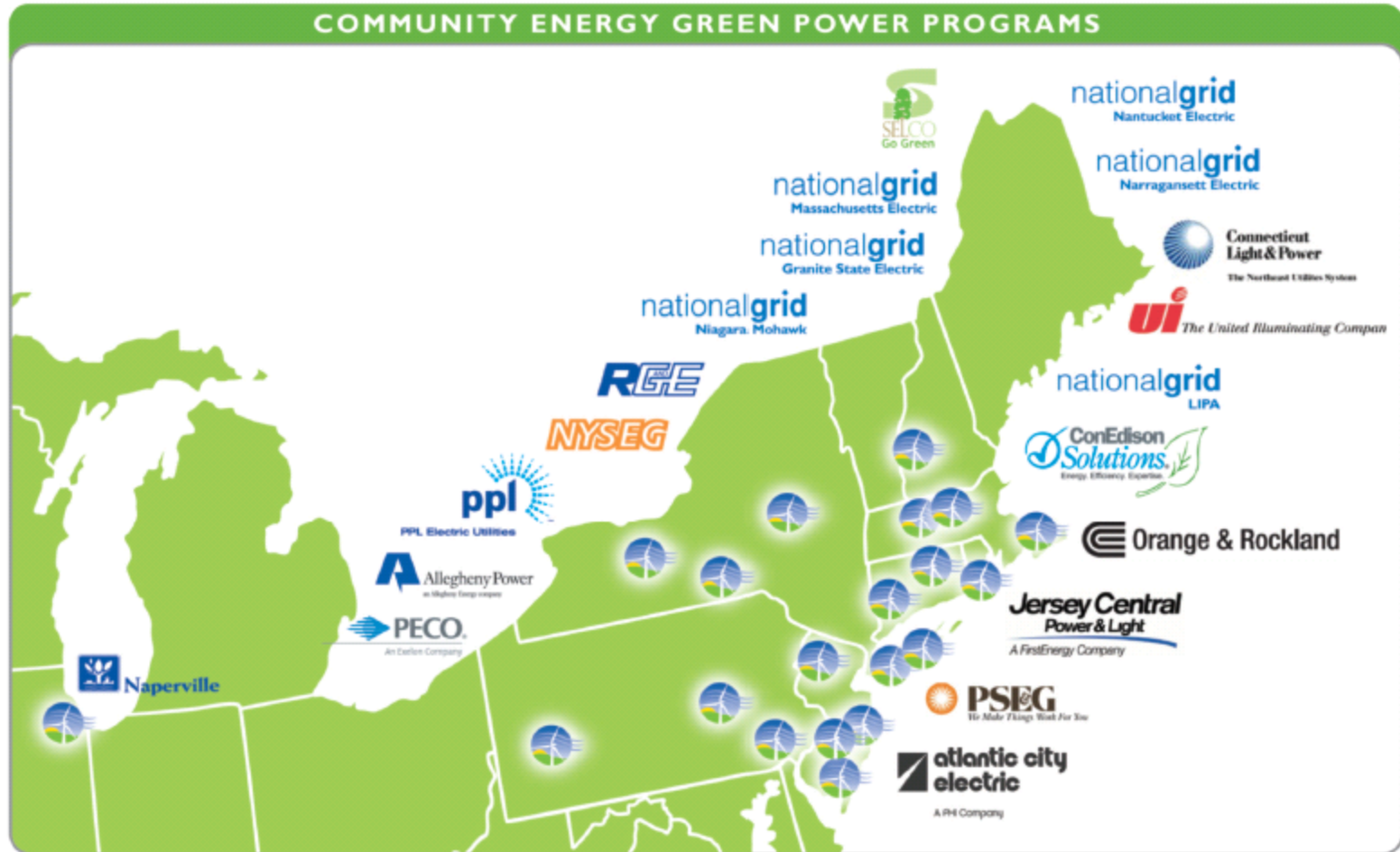
Community Energy's Smith College Solar Project- Northampton, MA

ESTÉE
LAUDER
COMPANIES



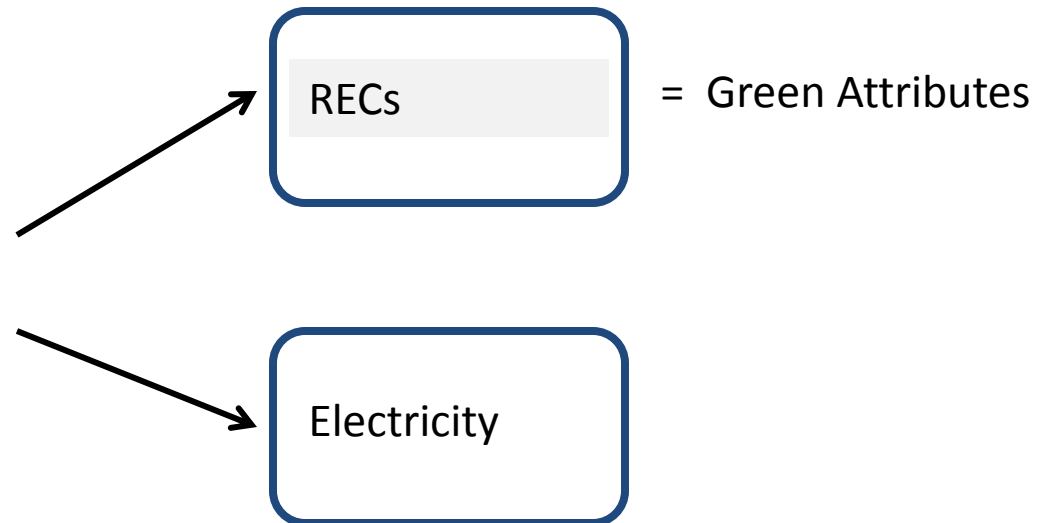
Developer + Marketer

Green Power Programs



What is a REC?

Renewable Energy Certificate



Why are RECs Important?

→ They Make Renewable Energy Projects Financially Viable

Cost to Build Wind Energy	~\$60/MWh
Price of Energy	~\$48/MWh
Energy Economics	(-\$12/MWh)

Cost to Build Energy	~\$60/MWh
Price of Energy	~\$48/MWh
REC Price	\$15/MWh
Green Energy Economics	\$3/MWh

How Do RECs Work?



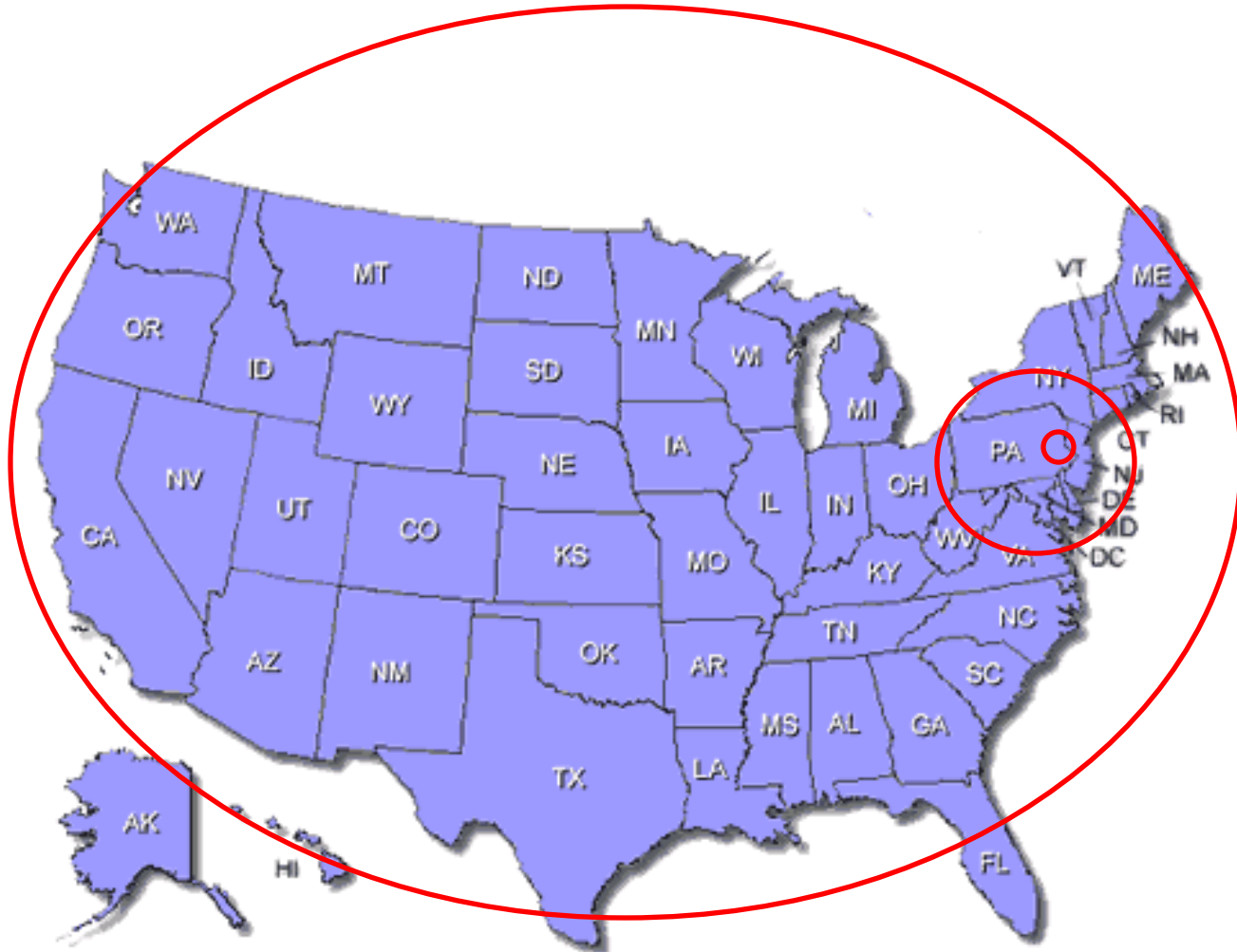
Why Buy Green Power?

- Sustainability Goals
- Leadership
- Go Beyond Government Standards
- Regional Benefits
 - Economic
 - Environmental
- Communications and Marketing Value
 - Employee Engagement
 - Customer Outreach

Purchase Considerations



Purchase Considerations





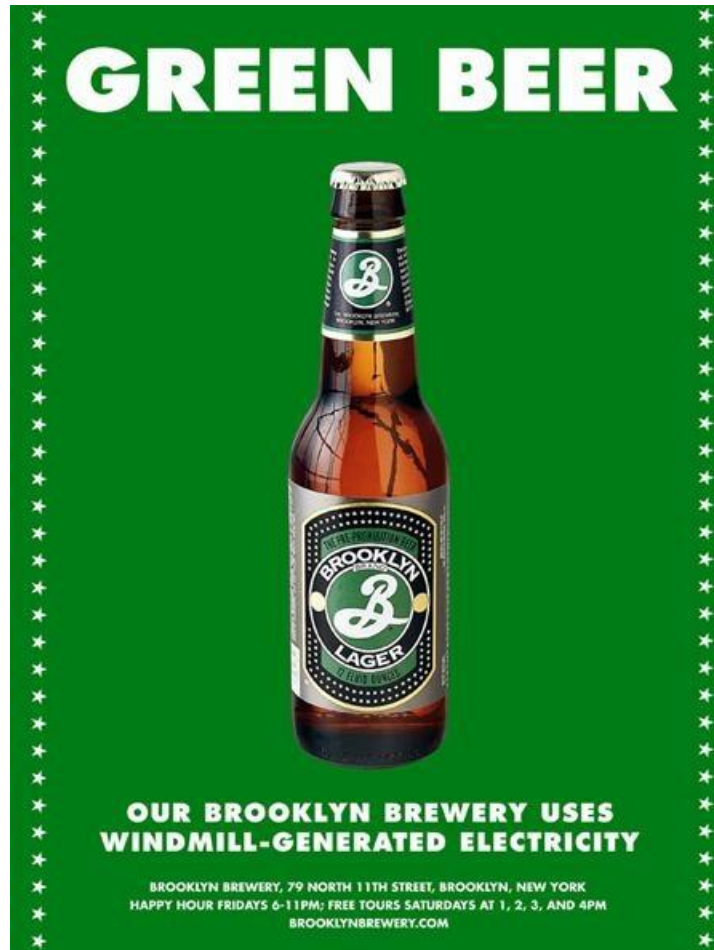
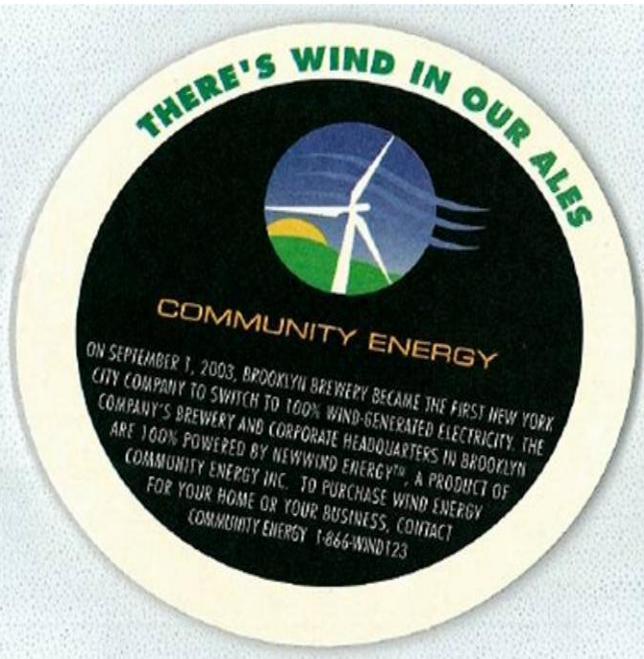
Product Certification/Standards

NEW



Energy

Marketing Claims



Marketing Claims

FTC Green Guides:

- RECs are new addition
- Specify the source
- Specify the amount used
- Green-e guidelines are substantiated

Environmental Benefits

XXX MWh of emission-free energy is equivalent to preventing the release of more than **XXX** pounds of CO₂ into the atmosphere.

Comparable to:

Taking **XXX** Cars off the Road Each Year



OR

Growing **XXX** Acres Each Year*



* Calculations based on the **EPA Greenhouse Gas Equivalencies Calculator**
<http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

Recognition





Thank You!

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