



FTC Green Guides and Renewable Energy Marketing

Thursday, November 17th, 2011

The Voice for Renewable Energy Markets

- Dedicated to maintaining and growing strong markets for renewable energy
- Represent: renewable energy marketers, utilities, equipment manufacturers, project developers and others supportive of renewable energy markets

Policy + E&O:

- 5-Year Renewable Energy Pledge
- Secured AB32 VRE set-aside
- Null Power; prevented REC double counting
- Secured “do no harm” provision in Kerry-Lieberman “American Power Act”



Our mission is to improve the climate for
doing business in the renewable energy industry.

Leaders in renewable energy markets across North America:



To Join REMA:

www.renewablemarketers.org

Booth #6

Community Energy

Building a Clean Energy Future

- Clean energy market pioneer
- Experienced wind and solar developer
- Clean energy supplier to
 - 115,000+ residences and businesses
 - 22 utility green power programs





Presentation Outline

- Background and Overview
- RECs vs. Renewable Energy
- Product Claims
- On-site Renewable Energy

Background

- Green Guides created in 1999
 - No discussion of Renewable Energy in original
- Revision process began in 2008
- Expected release in early 2012



REMA Involvement

- Attending series of workshops
- Comments each step of the way
- Recent face-to-face meeting with FTC

REMa
Renewable Energy Markets Association

FTC Mandate

- Protect consumers from deceptive marketing
- Deceptive if the average consumer would see message as deceptive
 - “Truth” is irrelevant
 - Perception is key
- If message is not material to consumers then not deception

Overview of Renewable Energy Claims

- Focus on secondary marketers
 - Product manufacturers
 - Retailers, etc.
- No direct focus on RE marketers or utilities



RECs vs Renewable Energy

- “no reason to believe” purchasing RECs vs. Renewable Energy “would be material to consumers”
- “made with renewable energy” = powered with renewable energy or conventional energy offset by renewable energy certificates

Product Claims

- No unqualified renewable energy claims if fossil fuels used to manufacture **ANY** part of advertised item or **ANY** part of advertised service.
- Must specify source, i.e., Solar or Wind
 - 28% said “made with renewable energy” implies product made with renewable materials
 - 21% said “made with renewable energy” implies made from recycled materials

On-Site Renewable Energy

- “Hosting solar” is deceptive
- 62% said company used solar or wind power

