

U.S. EPA's Green Power Partnership: **A National Recognition & Assistance Program for** **Leading Green Power Purchasers**

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Program Director

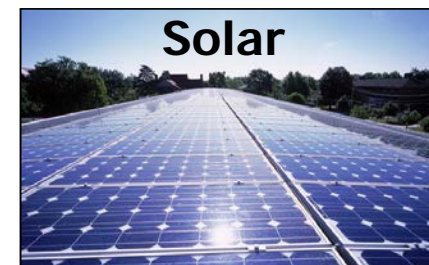
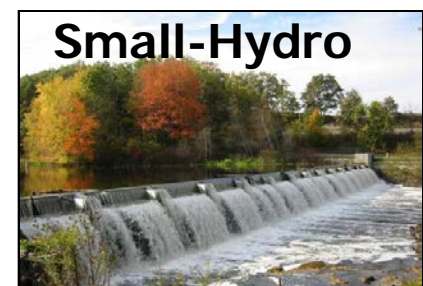
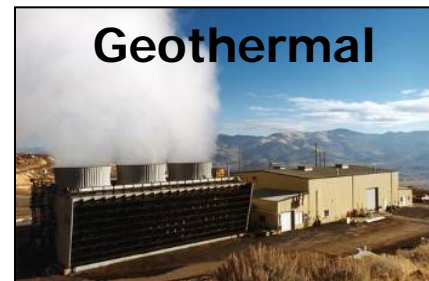
U.S. Environmental Protection Agency



Renewable Energy Markets Conference
San Francisco, California
November 16, 2011

What is Green Power?

- Electricity generated from natural resources that replenish themselves over short periods of time, including the sun, wind, moving water, organic plant and waste material (biomass), and the Earth's heat (geothermal).



Green Power Procurement Options

- Renewable Energy Certificates (RECs)
 - The environmental “attributes” of electricity generated from renewable resources (1 REC = 1 MWh)
 - Attributes are based on the generation technology type and age, geographic location, and time of generation
 - Does not include the underlying electrons – “unbundled”
 - a.k.a. Green Tags, Renewable Energy Credits, and Tradeable Renewable Energy Certificates
- Green Power Electricity Products
 - Green power offered by utility suppliers that is all, or partially, generated from renewable sources
 - Is often a “bundled” product that includes both the RECs as well as the underlying electrons
- On-site Generation
 - Install a renewable energy system on-site (e.g. solar panels, wind turbine)
 - Produces both electricity and RECs from the on-site source
 - Self-financed installation or via a third-party PPA



Value Proposition to Companies

- Environmental
 - Addresses indirect GHG emissions (Scope 2 emissions)
- Potential Electricity Cost Savings and/or Stability
 - Reduce exposure to fossil fuel price volatility
- Economic Development
 - Job creation
 - Local/regional economic growth
- Corporate Image
 - Enhance image
 - Demonstrate environmental leadership
 - Differentiate products/services
 - Improve employee moral
- Capture Favorable Media Attention

"Purchasing green power helps our organization become more sustainable while also sending a message to others that supporting clean sources of electricity is a sound business decision and an important choice to help fight climate change." - Jodi Shapiro, vice president, Environment, Health and Safety, Motorola.

EPA's Green Power Partnership

- Voluntary EPA program that seeks to reduce GHG emissions by increasing the use of green power among leading U.S. organizations.
- Partners purchase green power in an amount that must meet or exceed the EPA benchmarks and in return receive EPA technical assistance and recognition.
- Currently more than 1,300 Partners, including Fortune 500[®] companies, small and medium sized businesses, states, local governments, and colleges and universities.



Green Power Partnership's Goals

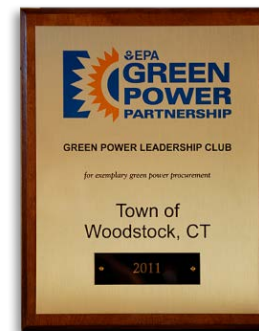
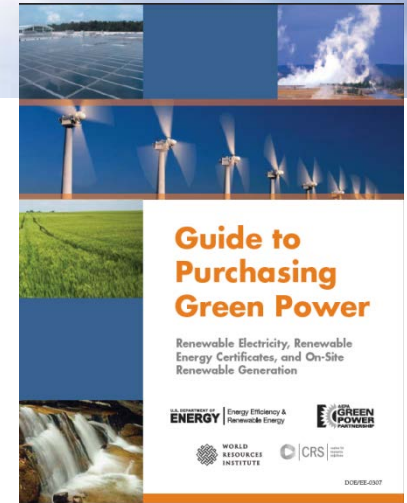
- Reducing GHGs Emissions from Electricity Generation by Transforming Markets
 - Building demand through voluntary renewable electricity sales
 - Focusing on non-residential demand
- Providing Carrots, Not Sticks
 - Offering credible benchmarks & market information
 - Promoting Partners' environmental leadership
 - Network of like-minded institutions
- Keeping It Simple
 - Sign agreement and complete purchase within 6 months
 - Provide annual update

How Much Green Power to Join?

	Partnership Benchmark	Leadership Benchmark
If your annual electricity use is...	You should, at minimum, use this much green power	You should, at minimum, use this much green power
Over 100,000,000 kWh	3%	30%
100,000,000 - 10,000,000 kWh	5%	50%
10,000,000 - 1,000,000 kWh	10%	100%
Under 1,000,000 kWh	20%	N/A

Partnership Offerings & Benefits

- **Credible Benchmarks**
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables
- **Planning & Implementation Resources**
 - Green power locator
 - Procurement guidance
 - Marketing and communications support
 - Environmental benefits calculator
- **Recognition**
 - Top Partner Lists
 - Green Power Leadership Awards
 - Promotional opportunities
 - Use of the Partner logo →



Examples of Outreach

Videos



Banners



Intel Tops EPA's List of Green Power Partners



Websites



Print Advertisements



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Top 10 Green Power Partners

- **Largest Green Power Purchasers (Nov. 2011)**

■ Intel Corporation	2,502,052 MWh
■ Kohl's Department Stores	1,420,080 MWh
■ Whole Foods	752,258 MWh
■ City of Houston, TX	438,000 MWh
■ Starbucks	421,921 MWh
■ Johnson & Johnson	416,511 MWh
■ City of Austin, TX	406,000 MWh
■ Staples	341,509 MWh
■ Hilton Worldwide	315,000 MWh
■ City of Dallas, TX	302,880 MWh

Green Power Partners



Green Power Partners by Sector: Who's Buying & How Much? (Nov. 2011)

Industry	# Partners	Average MWh	Total MWh
Retail	82	49,406	4,051,329
Information Technology	76	47,078	3,577,906
Local Gov't	111	23,988	2,662,703
Education (Higher)	116	18,582	2,155,524
Banking & Fin. Services	29	50,064	1,451,854
Health Care	47	16,677	783,842
Industrial Goods & Services	52	13,472	700,528
Travel & Leisure	71	8,900	631,910
Consumer Products	52	8,999	467,933
Food & Beverage	48	6,719	322,489
Telecommunications	10	28,185	281,851
Printing	107	2,216	254,182
Non-profit (NGO)	79	2,864	226,275

Aligning Partners with New Renewable Energy Projects Pilot Initiative

- Pilot forum for GPP's Green Power Partners to learn about new renewable energy projects that may align with their energy and environmental objectives
 - Targeting large C&I end-users and shovel-ready projects
 - Developers were given an opportunity to present their projects via a webinar hosted by GPP on Nov. 10, 2011
 - 9 developers presented 12 projects
 - Project information posted on GPP website
- Goal: Provide Partners with information on opportunities to be directly associated with a particular renewable energy project, and help drive new development via long-term purchases



Clean Energy Collaborative

- Collaborative platform for deploying clean energy (primarily solar PV) across multiple government and educational organizations
 - Phase 1: Washington, DC metro area
 - Focusing on non-residential demand
- Goal is to maximize impact on:
 - installed onsite solar energy capacity
 - local economic activity
 - regional environment
- Construction beginning in Q4 2011
- Phase 2: Replicate model in other regions



Green Power Community Challenge

- National, year-long campaign in which communities compete in two award categories
- Rankings updated quarterly on GPP website
 - Inaugural 2010-2011 Challenge winners announced on Sep. 27:
 - Brookeville, MD: Highest green power %
 - Washington, D.C.: Highest green power usage (kWh)
 - Challenge far surpassed its goal of doubling the collective green power purchases 1.8 billion kWh annually, hitting more than 3.3 billion kWh at the conclusion of the Challenge
- 2011-2012 Challenge Goal: add 20 new Green Power Communities across the United States



Want to Know More?

- Basic Information
 - An overview of Green Power Partnership is available on EPA's Web site www.epa.gov/greenpower
 - To see full details of program requirements, please see: www.epa.gov/greenpower/documents/gpp_partnership_reqs.pdf
 - To see EPA's Green Power Purchasing Guide, please visit: www.epa.gov/greenpower/documents/purchasing_guide_for_web.pdf
 - To see EPA's Green Power Locator, please visit: <http://www.epa.gov/greenpower/pubs/gplocator.htm>
- More Questions?
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