



# **Green Power: An Opportunity for Leading Organizations**

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# The Key Questions

- **Why should my company buy green power?**
  - “Electricity is electricity, right?”
- **What are my green power options?**
  - “Are there different technologies or products?.”
- **How do I buy green power?**
  - “My utility doesn’t offer green power. Now what?”
- **How much will green power cost?**
  - “Why would I pay more for a commodity like this?”
- **How can EPA provide assistance?**
  - “How does my company talk about this?”

# Green Power Partnership's Goals

- **Reducing GHG Emissions**
  - 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
- **Keeping It Simple**
  - Sign agreement and complete purchase within 1 year
  - Provide annual update

# Green Power Value Proposition

- **Delivers high-impact/low-cost value**
- **Deploys quickly & scales up easily**
  - Most Partners increase GP purchase over time
  - More than 400 Partners using 100% green power
- **Resonates with customers, management, employees & other stakeholders**
- **Captures favorable media attention**
  - Clean technology
  - Domestic energy supply
  - New U.S. jobs
- **Addresses indirect emissions**



# What Is Green Power?

- **Green power is an “environmentally-differentiated” electricity product from:**
  - solar
  - wind
  - geothermal
  - biomass
  - biogas
  - small hydro



# Buying Green Power

## What Are My Product Options?

### 1. Bundled Green Electricity Products

- Buy electricity from utility green pricing programs or green power retail marketers that is all or partially generated from renewable sources – includes both actual kWh and green attributes



### 2. Renewable Energy Certificates (REC)

- Buy only the environmental attributes associated with the electricity generated (1 REC = 1MWh) – kWh sourced separately

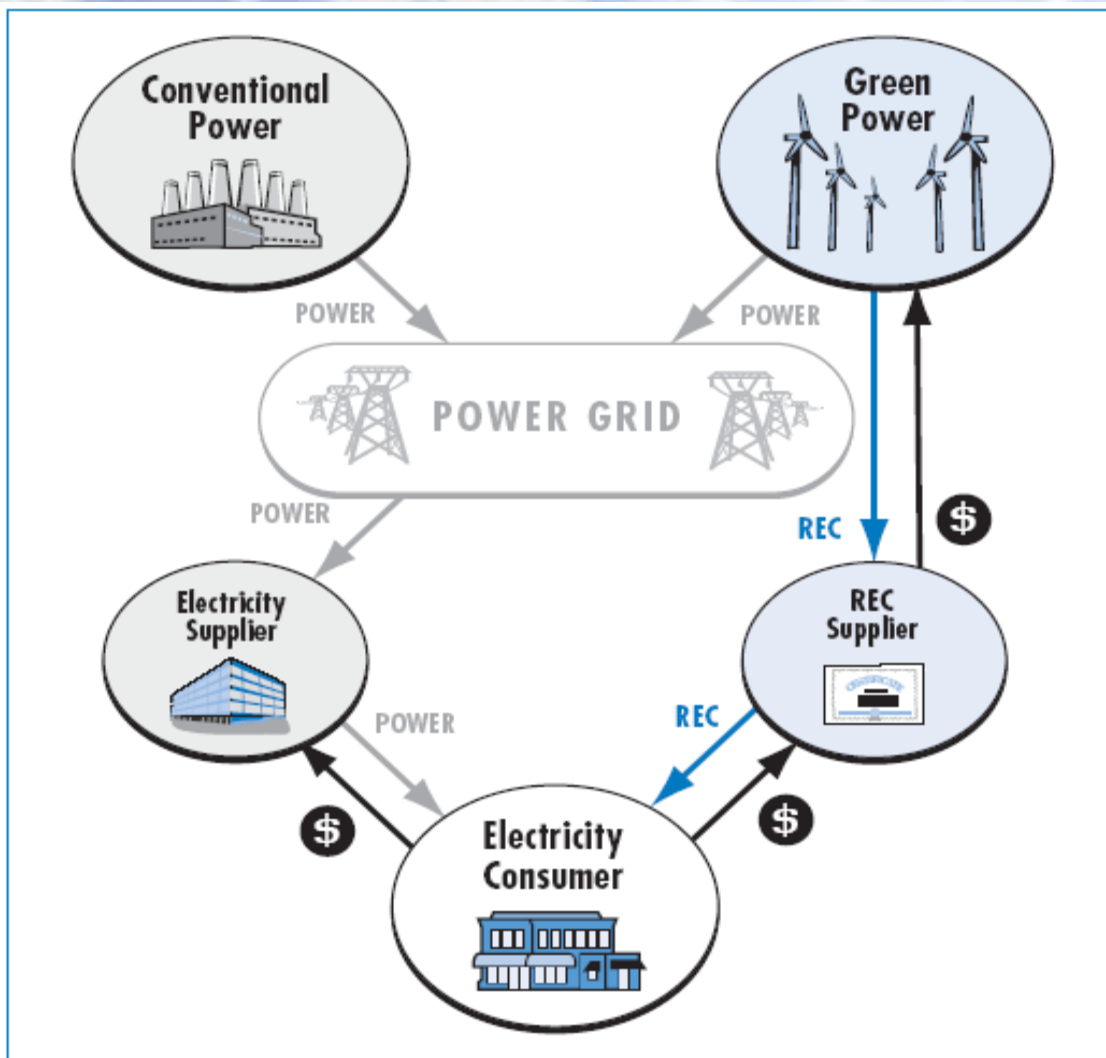


### 3. On Site Generation

- Install renewable energy system on-site, e.g. solar panels, small wind, etc.



# The REC Process



# Buying Green Power REC Benefits

## ■ **Availability**

- Even if local power provider has no green power options

## ■ **Flexibility**

- Type of renewable resources
- Volumes purchased
- Location of resource
- Leased space
- Simplicity for companies with locations across multiple states

## ■ **Blend resources**

- Wind/ Landfill Gas/ Solar/ Geothermal
- Local/ National

## ■ **Avoidance of physical supply issues**

- Does not impact contract with current provider

## ■ **Attribute ownership**

- Buyers should specify ownership of attributes in contract



# How Do I Get Green Power & What Will It Cost?

- **Green power is available from some utilities and a broad market of third party vendors**
  - Green Power Locator has a full list:  
<http://www.epa.gov/greenpower/pubs/gplocator.htm>
- **Cost may vary based on supplier, technology, geography**
  - Blended sourcing can meet all stakeholders' needs
- **First key decision is bundled (utility) v. unbundled (REC) product**



# Purchasing Requirements

Annual Electricity Use (MWh) *	Minimum Purchase Requirements**	Leadership Club Requirements
> 100,000	2%	20%
100,000 to 10,001	3%	30%
10,000 to 1,001	6%	60%
< 1,000	10%	N/A

Note: A Partner must meet the purchase requirements for all of its U.S. facilities to be in the Leadership Club.

\*Customers with annual load less than 1,001 MWh are not eligible for the Green Power Leadership Club. EPA will recognize Partners separately who fall in this size category and purchase 100% green power.

\*\*The Leadership Club purchase requirement must be met with “new” renewables.



# Partnership Offerings & Benefits

- Credible Benchmarks
  - Metric for “How much green power is enough?”
  - Definition of eligible renewables
- Planning & Implementation Resources
  - Green power locator [www.epa.gov/greenpowerpubs/gplocator.htm](http://www.epa.gov/greenpowerpubs/gplocator.htm)
  - Purchasing guidance
  - Marketing and communications support
  - Environmental impact information [www.epa.gov/greenpower/pubs/calculator.htm](http://www.epa.gov/greenpower/pubs/calculator.htm)
- Recognition
  - Top 50 list
  - Green Power Leadership Awards
  - Promotional opportunities
  - Use of the Partner logo →



# EPA's 1,000+ Partners: *Purchasing +16 Billion kWh*



**PEPSICO**

**WELLS  
FARGO**



**STAPLES**

*Johnson & Johnson*

**GIANT  
EAGLE**

**FedEx**

**Penn**  
UNIVERSITY OF PENNSYLVANIA



**CISCO**

**Office DEPOT.**



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**DU PONT**

*liz claiborne*

**AMD**

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**Roche**



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# Green Power Partners by Sector: Who's Buying & How Much?

Industry	Partners	Average MWh	Total MWh
Information Technology	45	45,759	2,059,163
Food & Beverage	36	56,058	2,018,074
Govt. (Local, Municipal)	85	21,010	1,785,883
Govt. (Federal)	16	103,764	1,660,228
Retail	65	23,147	1,504,567
Education (Higher)	88	14,369	1,264,469
Banking & Fin. Services	20	50,417	1,008,341
Govt. (State)	11	50,655	557,205
Health Care	40	13,202	528,077
Travel & Leisure	73	6,780	494,912
Green Power Community	16	28,473	455,570
Consumer Products	37	7,710	285,269
Restaurant & Food Services	33	7,289	240,526
Industrial Goods & Services	36	5,768	207,652
Non-Profit (NGO)	65	3,030	196,937
Media, Print & Publishing	73	1,527	111,501



# Want to Know More?

## ■ Basic Information

- An overview of Green Power Partnership is available on EPA's Web site [www.epa.gov/greenpower](http://www.epa.gov/greenpower)
- To see full details of program requirements, please see: [www.epa.gov/greenpower/documents/gpp\\_partnership\\_reqs.pdf](http://www.epa.gov/greenpower/documents/gpp_partnership_reqs.pdf)
- To see EPA's Top 50 national green power purchasers, please visit: [www.epa.gov/greenpower/toplists/top50.htm](http://www.epa.gov/greenpower/toplists/top50.htm)
- To see EPA's Green Power Purchasing Guide, please visit: [www.epa.gov/greenpower/documents/purchasing\\_guide\\_for\\_web.pdf](http://www.epa.gov/greenpower/documents/purchasing_guide_for_web.pdf)

## ■ More Questions?

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