



Voluntary Renewable Energy Markets and Commercial Procurement Trends

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Presentation Roadmap

Introduction to CRS and Green-e

Green-e and Market Trends

Drivers of Renewable Energy Purchasing

A Few Notes on Current Procurement Topics

Q&A



CRS

center for
resource
solutions

About Center for Resource Solutions

A nonprofit creating policy and market solutions to advance sustainable energy since 1997.

- Expert Assistance
- Renewable Energy and Climate Policy
- Voluntary Renewable Energy Market Certification

About Green-e



Climate

The first and only certification for retail carbon offsets.



Energy

North America's leading voluntary certification program for renewable energy.



Marketplace

Supporting companies to use renewable energy and carbon reductions

Green-e Energy's Voluntary Market Role

Setting Market Standards

Independent Governance Board

Stakeholder-driven Standards and Policies.

Code of Conduct

Claims and the Annual Verification Process

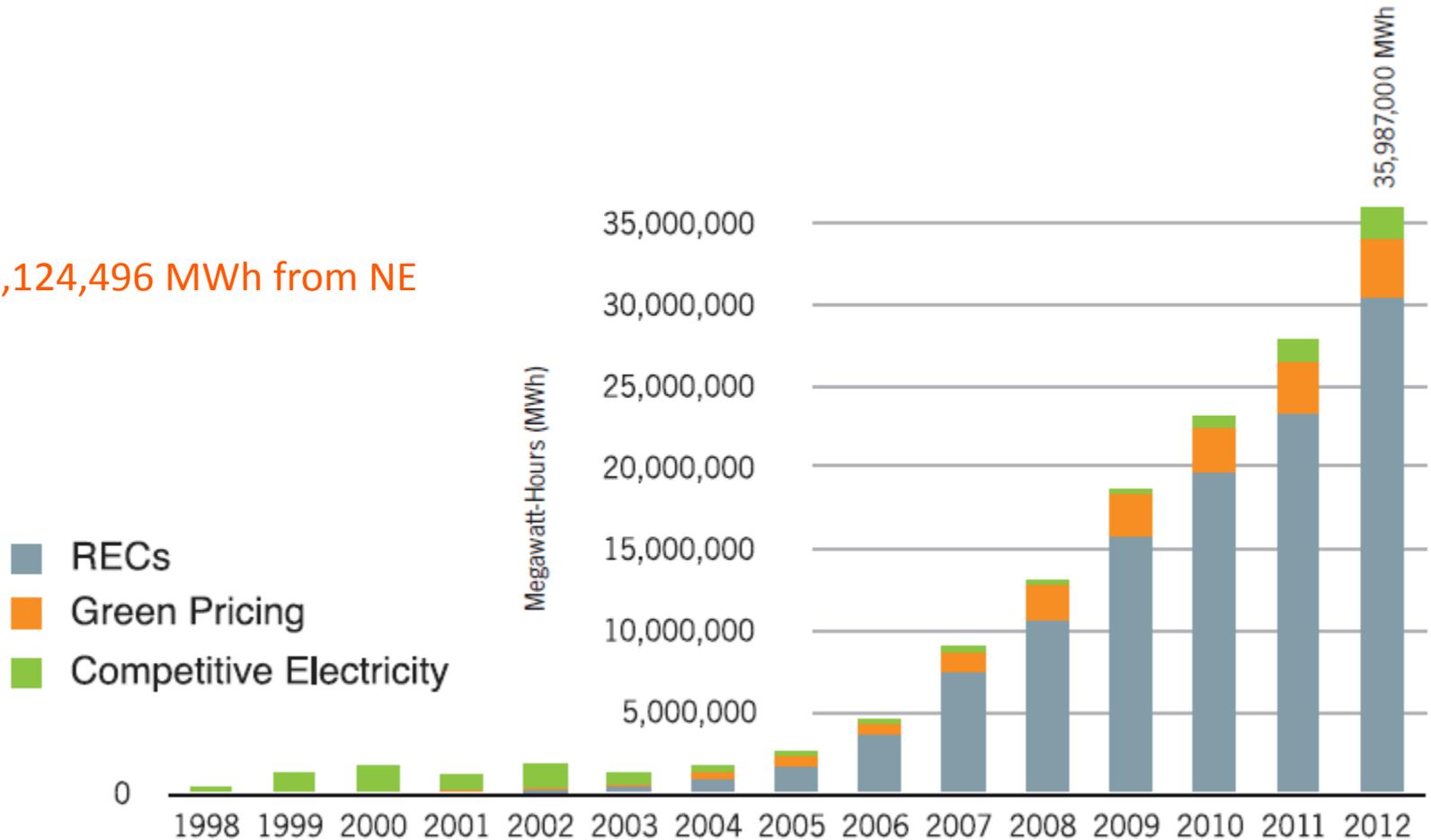
Annual verification of Sales and Claims

Marketing Compliance Review

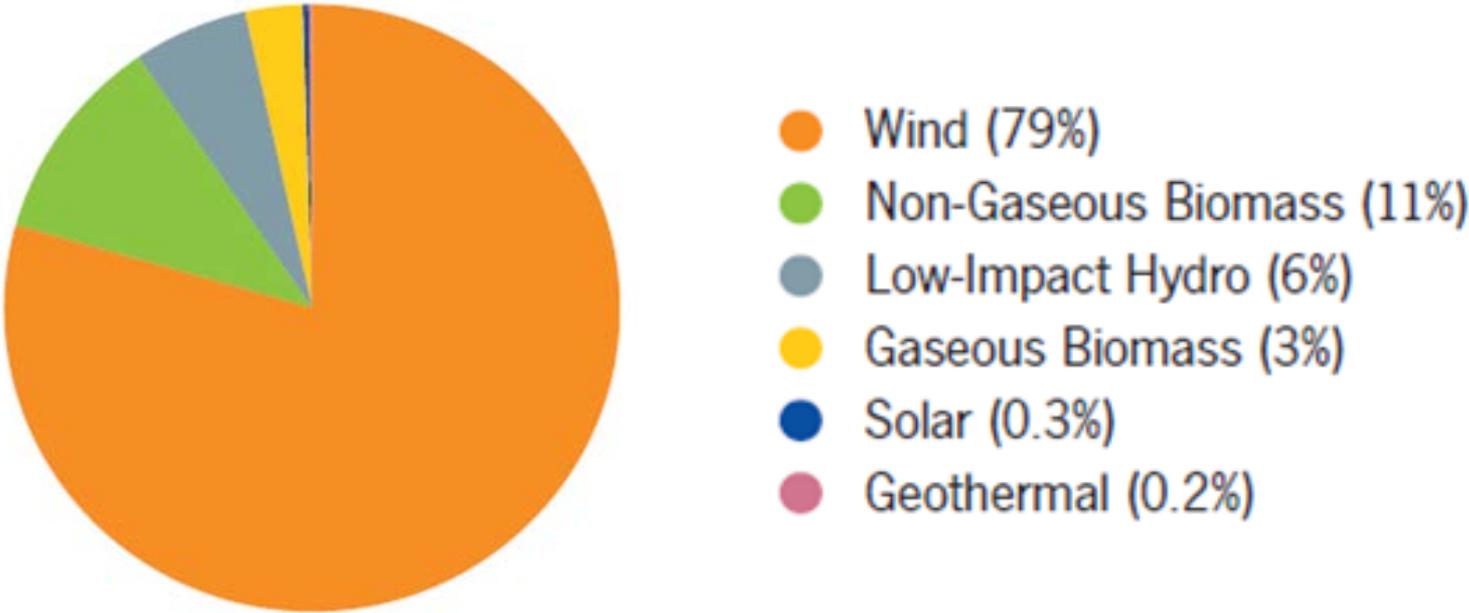
Goal: Create Confidence in Renewable Energy Purchases

Green-e Energy Certified Retail Sales 1998–2012

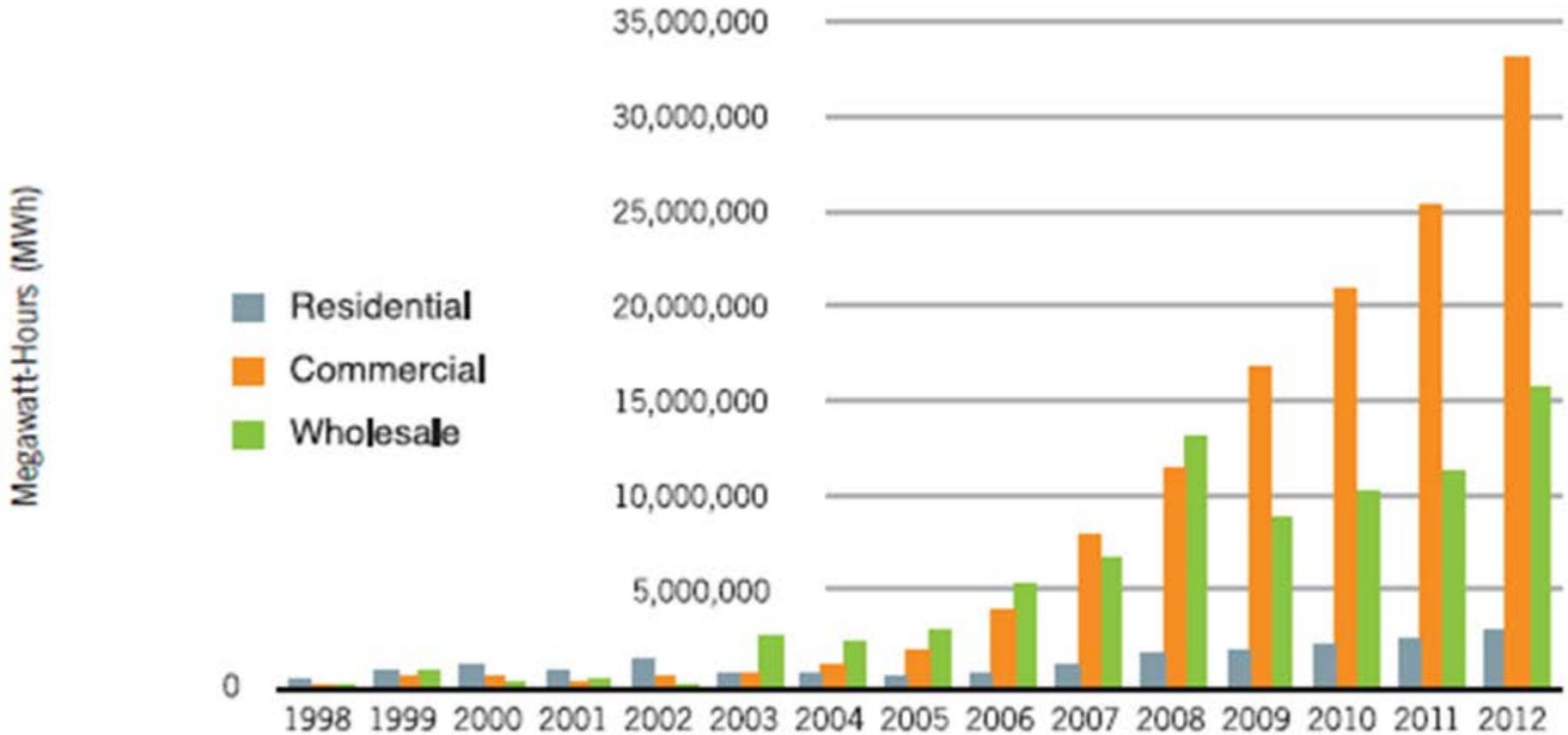
1,124,496 MWh from NE



Contributions of Renewable Energy Resource Types to 2012 Green-e Energy Certified Retail Sales



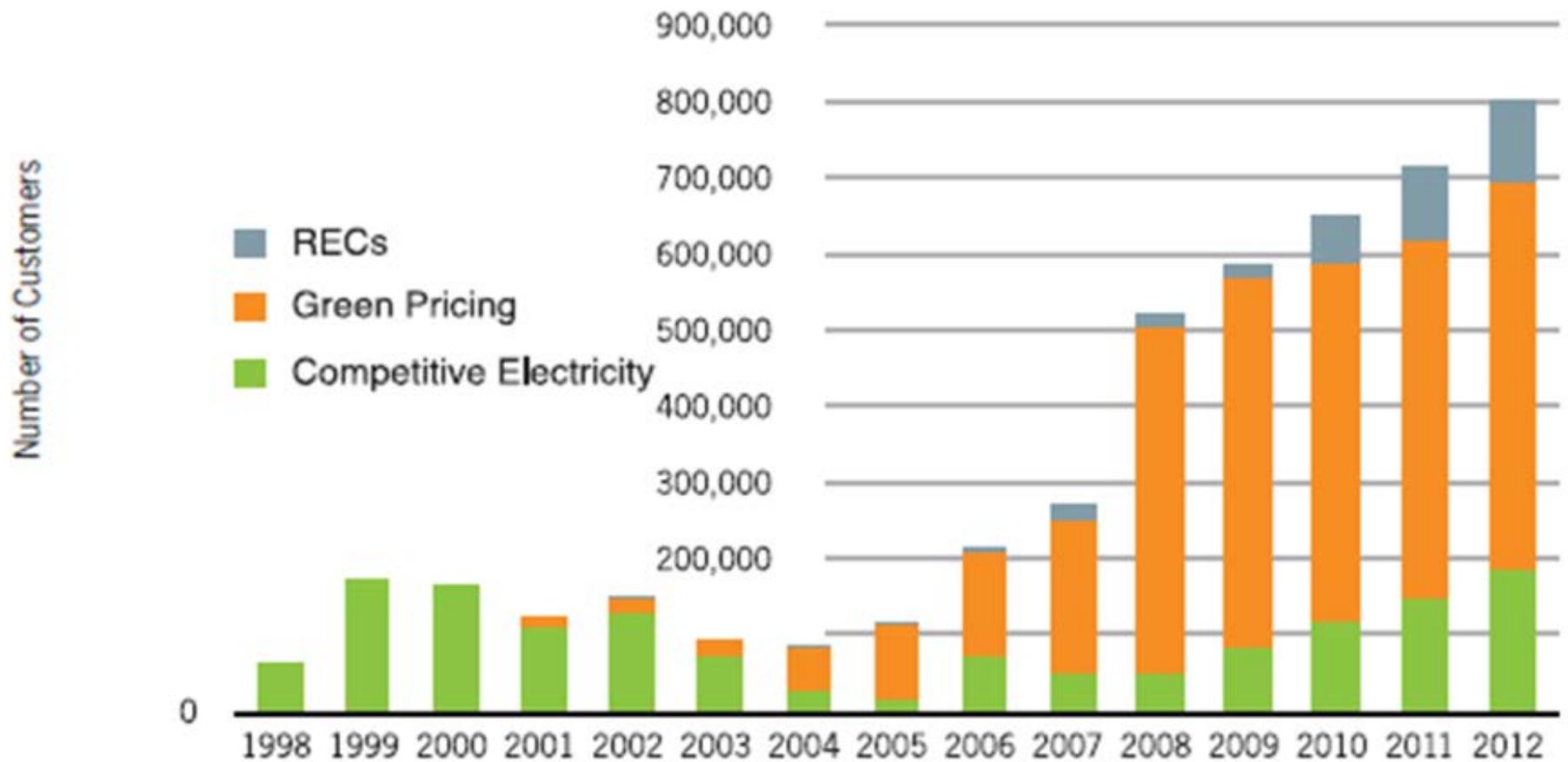
Green-e Certified Sales by Customer Type, 1998-2012



States with Green-e Energy Certified Renewable Electricity Option, 2012



Number of Retail Customers Purchasing Green-energy by Product Type, 1998-2012



Top 20 U.S. Green Power Purchasers (as of 9.19.2013)

1. Intel Corporation
2. Microsoft Corporation
3. Kohl's Department Stores
4. Whole Foods
5. Wal-Mart Stores, Inc.
6. U.S. Department of Energy
7. Staples
8. City of Houston, TX
9. Starbucks
10. Apple
11. District of Columbia
12. Cisco Systems
13. Unilever
14. Lockheed Martin
15. U.S. Department of Veteran Affairs
16. BD
17. City of Austin, TX
18. McDonald's USA
19. City of Dallas, TX
20. U.S. Air Force



Motivations for Buying Renewable Energy

1. Meet corporate renewable energy and GHG targets
2. Helps with lowering carbon footprint (think CDP)
3. Competitive advantage
4. Opens Doors
 - Sales Channels
 - Industry Relationships
 - Policy
5. Positive Public and Investor Relations

Recognition Programs

EPA Green Power Partnership



LEED



WindMade





Marketplace

Program Participants



Green-e Marketplace >500 Products



Office DEPOT.

100% recycled envirocopy® standard white paper

green

- Ideal for copying and printing
- lighter frame paper — helps you save trees
- same great Office Depot quality
- bleached processed chlorine-free (PCF)
- Forestry Stewardship Council (FSC) — certified for recycled content

500 SHEETS | 20 POUND | 104 BRIGHT | 100% RECYCLED

8 1/2 in x 11 in (21.6 cm x 27.9 cm - 75 g/m²)



Some Trends in Commercial Procurement

Pricing

National REC products

Long-term PPA

New Utility offerings



Green-e

CONTACT US TODAY

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CenterForResourceSolutions

Resources

www.green-e.org/marketplace

Find out how to put the Green-e logo to use for your organization

www.resource-solutions.org

Get the latest research and reports from CRS, including the recently published study, *Unlocking the Power of Renewable Energy Certification to Build Credibility with Consumers*

www.epa.gov/grnpower

Join EPA's Green Power Partners and Climate Leaders

www.epa.gov/grnpower/buygp

U.S. EPA's Guide to Purchasing Green Power

www.ftc.gov

Comply with the Federal Trade Commission's *Green Guides*

www.renewableenergymarkets.com

Renewable Energy Markets annual conference