



Introduction to Green-e Marketplace and Renewable/Wind Energy Claims

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Presentation Roadmap

Introduction to CRS and Green-e

From Purchase of Renewable Energy to Promotion

Overview of Green-e Labeling Program

Benefits of Green-e Marketplace and Green-e logo

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 Market Certification

CRS Policy and Technical Assistance

Policy Outreach

- Western Climate Initiative and RGGI
- RPS programs
- State legislative educational outreach
- Federal agencies, including FTC (Green Guides), SEC (Dodd Frank), EPA and DOE
- Best practices publications

Markets

- Renewable energy tracking systems
- Renewable energy in greenhouse gas reporting
- Certification and recognition programs, e.g., LEED and Green Power Leadership Awards

Education and Best Practices

- Webinar series
- Publications
- Green-e website

CRS partners with local, regional and national renewable energy advocates, and industry and government stakeholders to advance renewable energy policy and markets



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 Program Governance

- Independent Governance Board
 - Natural Resources Defense Council
 - Union of Concerned Scientists
 - National Renewable Energy Laboratory
 - Regional renewable advocacy organizations
 - Several other environmental and industry leaders
- All standards and policies developed through open stakeholder consultations

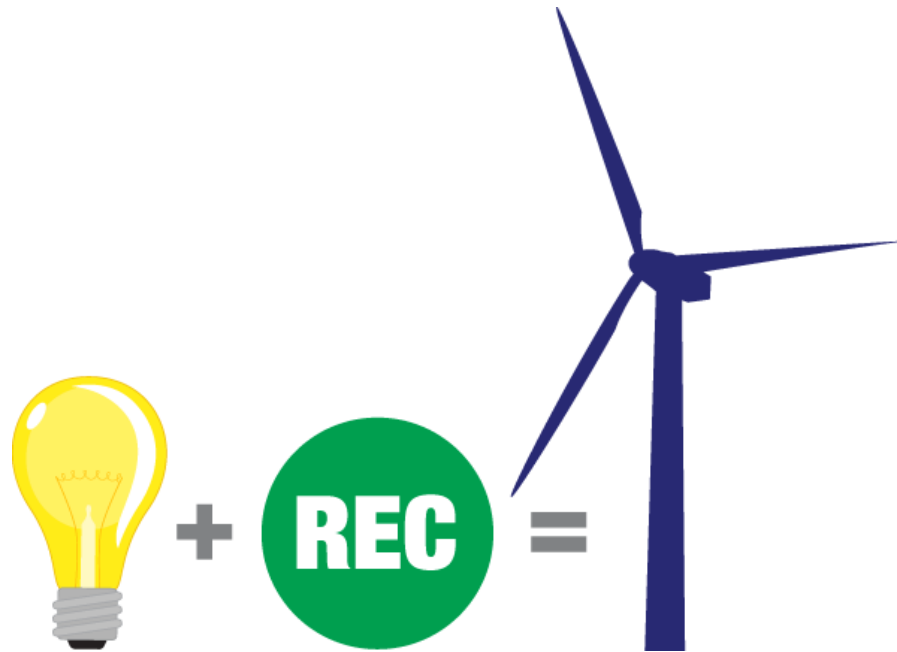


Energy

Certifying 2/3 of all voluntary renewable energy transactions nationally

- Over 300 utilities, distribution companies, and renewable energy and REC marketers sell Green-e Energy certified products in the U.S. and Canada
- Over half of all US wind capacity has transactions certified by Green-e Energy
- Over 580,000 households and 66,000 businesses bought Green-e Energy certified renewable energy in 2010

Renewable Energy: REC + electricity



Renewable Energy Certificates are renewable energy. RECs are tracked, traded, sold, and retired. You buy a REC, you're buying renewable energy.



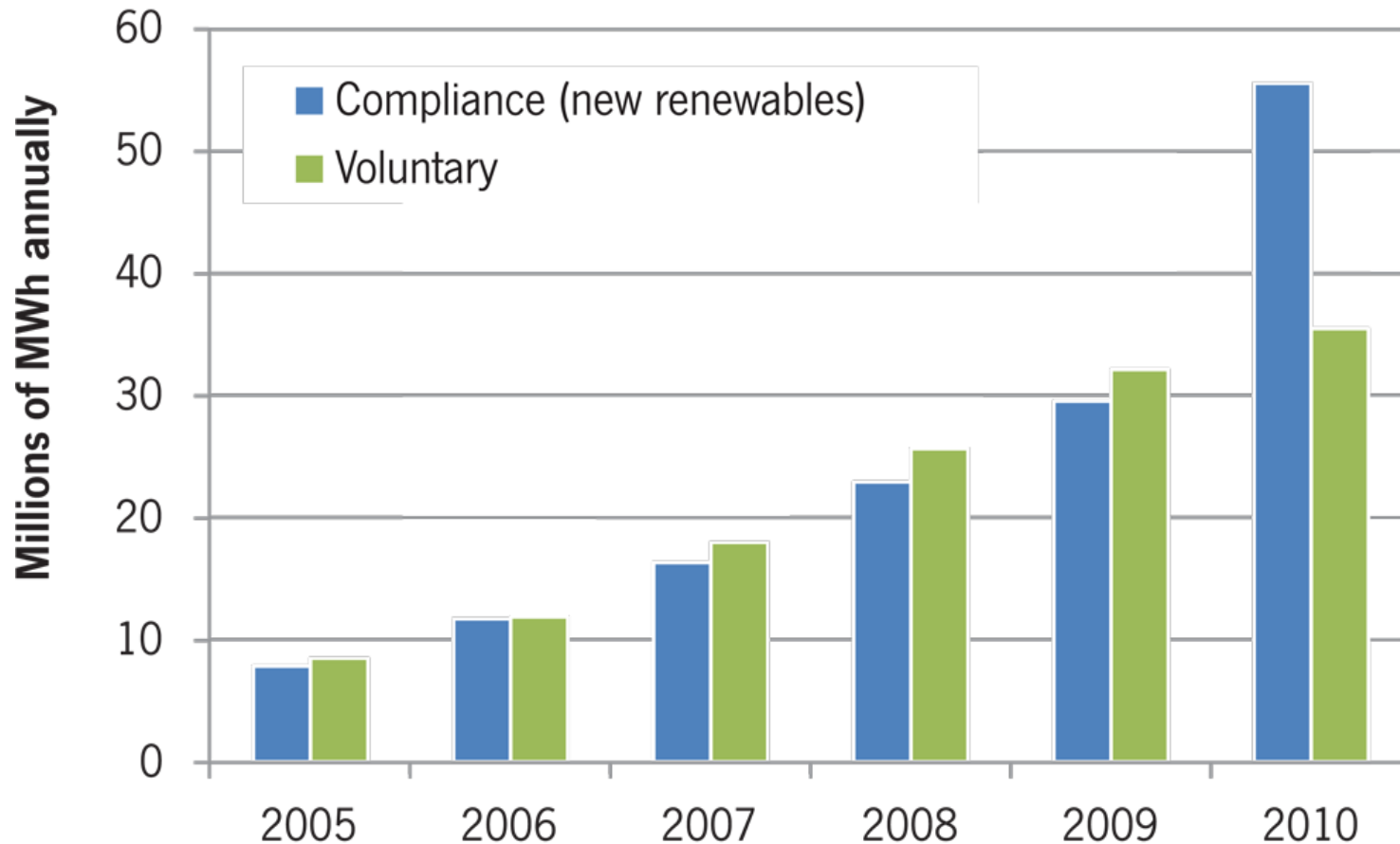
WORLD
RESOURCES
INSTITUTE



CRS

center for
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Voluntary Market Rivals State RPSs in Market Size



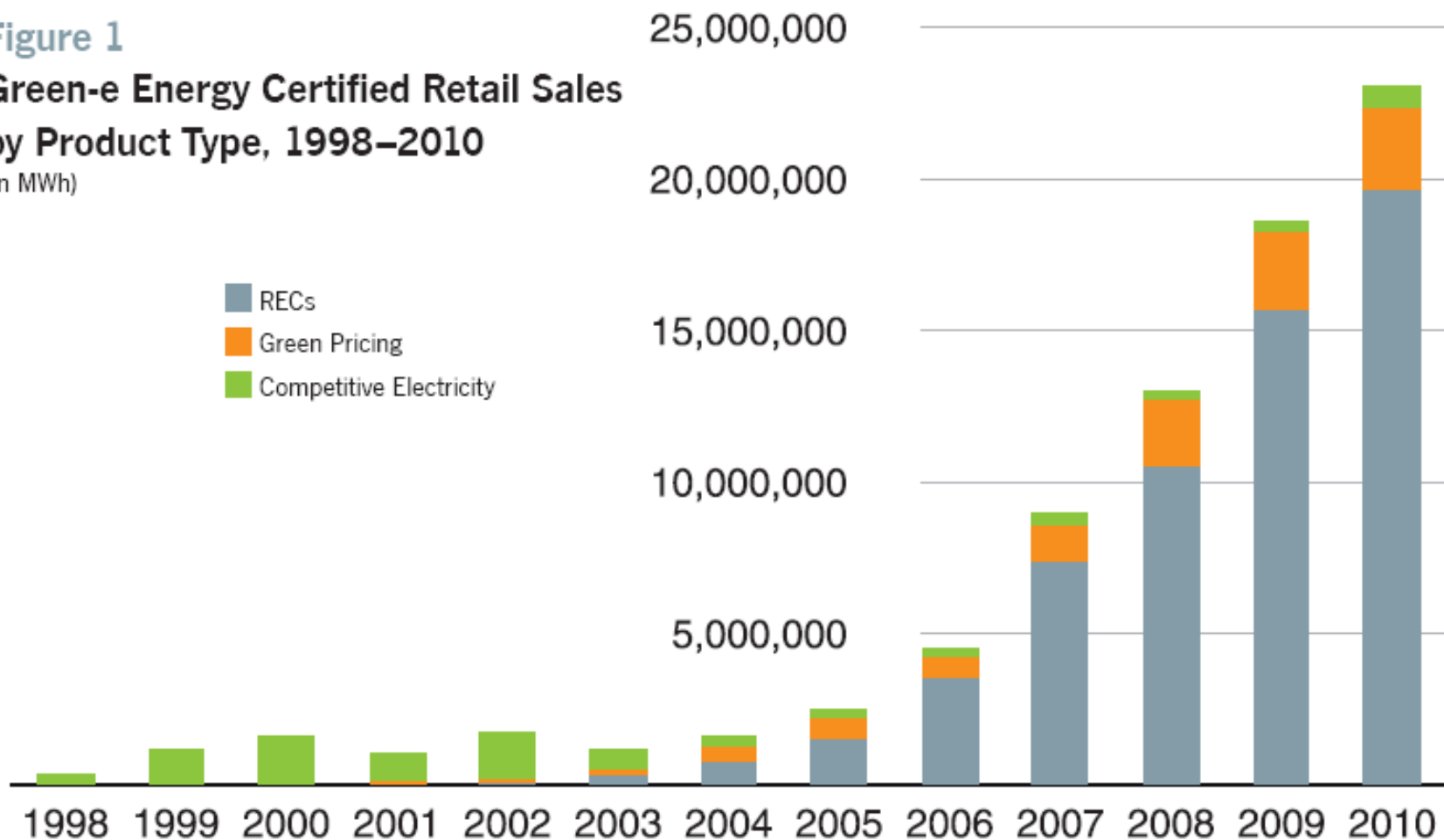
Source: Lori Bird, NREL. September 2011

In 2010, Green-e Energy certified over 2/3 of the voluntary market and 99% of REC-only retail sales.

Figure 1

**Green-e Energy Certified Retail Sales
by Product Type, 1998–2010**

(in MWh)



Energy

Wind Energy Supported by Green-e Energy 2008-2010

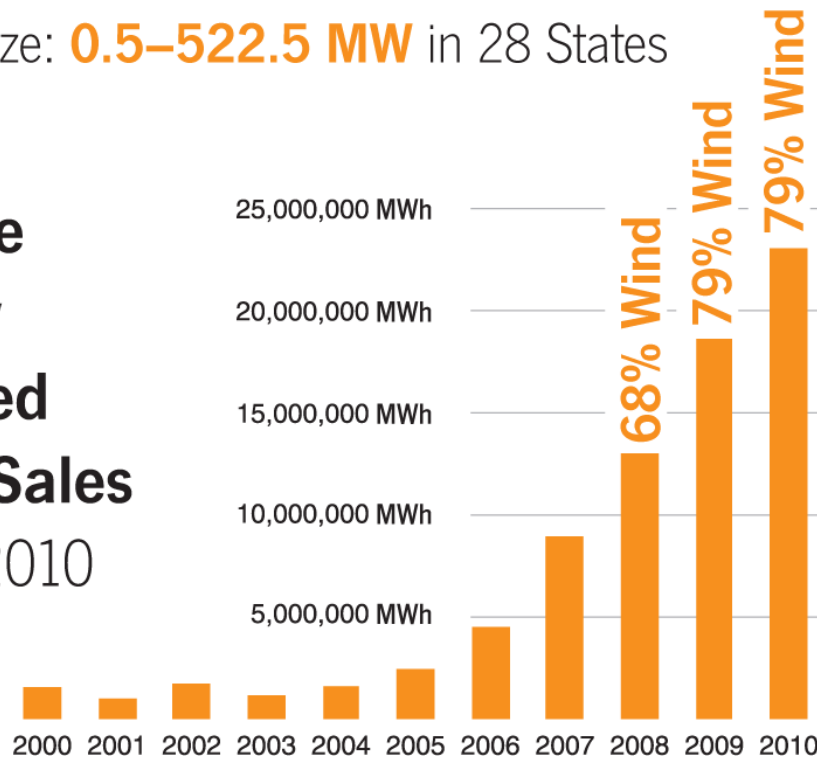
Wind Transactions Certified: **Over 71 Million MWh**

Number of Wind Facilities: **284**

Combined Capacity of Wind Generation Facilities:
24,300 MW

Facility Size: **0.5–522.5 MW** in 28 States

**Green-e
Energy
Certified
Retail Sales**
2000-2010



Top 20 U.S. Green Power Purchasers

1. Intel Corporation
2. Kohl's Department Stores
3. Microsoft Corporation
4. Wal-Mart (TX & CA)
5. Whole Foods
6. Staples
7. City of Houston, TX
8. Starbucks
9. City of Austin, TX
10. Hilton Worldwide
11. McDonald's USA
12. HSBC N.A.
13. U.S. Department of Energy
14. City of Dallas, TX
15. Lockheed Martin
16. Cisco Systems
17. U.S. Air Force
18. U.S. Environmental Protection Agency
19. District of Columbia
20. TD Bank, N.A.



A photograph of a forest floor covered in tall, vibrant green grass. Numerous tree trunks of varying heights and textures are scattered throughout the scene, creating a sense of depth. The lighting is soft and even, highlighting the natural beauty of the environment.

Tell your story.

Green Marketing Basics

Consumers want more information about the renewable energy used in the production of brands

90% of consumers worldwide want more renewable energy¹

80% of U.S. consumers indicated that they care about the use of renewable energy²

50% of consumers worldwide would pay extra for products based on renewable energy³

¹ Global Consumer Wind Study. TNS. 2011

² LOHAS Consumer Trends Database. NMI. 2008

³ Consumer Attitudes About Renewable Energy: Trends and Regional Differences. NREL and NMI. 2011



Marketplace

- 50+ Companies
- 500+ Products
- 100% usage for 9 out of 10 participants

Program Participants



designers' press, inc.



Supporting Wind



Over **90%** of
Green-e Marketplace
companies purchase wind
energy. Prominent companies
buying wind include: Aveda,
Office Depot, Millipore,
Neenah, and Garden of Life.

Verification of Renewable Energy and Use of Green-e certification mark

Minimum purchase or generation requirements

Fee to use trademarked logo

Verification of purchases and percent of use claims

- Utility bills/usage data
- Proof of renewable energy purchase
- Signed agreement



Types of Renewable Energy Claims Available under Green-e Marketplace

On Product

Organization or Company

Headquarters/Facilities

Electric Vehicles

Re:print

Types of Verification and Claims

Products



100% of the Electricity Used to Manufacture This Product is Offset With Certified Renewable Energy

Facilities



We Buy 100% Renewable Electricity For Our Headquarters

Organization or Company



We Buy 100% Certified Renewable Electricity

Vehicles



This Vehicle Is Charged With 100% Certified Renewable Energy



We Offset 100% of Our Electricity Use With Certified Wind Energy

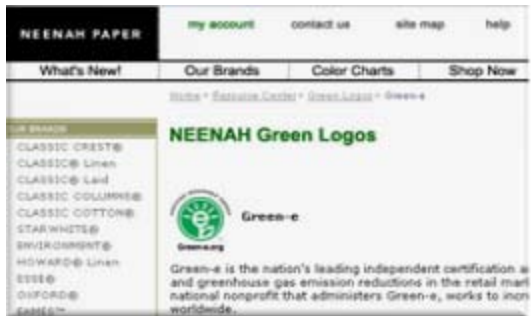
Re:print



Paper Manufactured and Printed Using 100% Certified Renewable Electricity
TN #:12-5007-1013

Communicating Your Commitment

Print Collateral



Tradeshows



Product Labels



Websites



Welcome to Laddawn.com

Tools to Help You Manage Your Business

Now manufacturing with
100% Renewable Energy
Generated from sources like wind and solar

Distributor Login

Email Address

Password

[Forgot My Password](#) [Visitors](#)

Now that's smart power. Sell confidently.

"The most published baby photographer in the world." (NY Times)

Signature Collection

Proud to support the NWFI

Free e-books

Purchase Costumes

Suppliers of certified organic grains, flours and mixes.

Home Products Recipes FAQs Visit the Mill Photos About Us Contact

Great River Organic Milling

Our valley is one of the most beautiful in the world and one of the most natural. People here look for what is best and seek to improve it. That is what we have done with our products at Great River Organic. We have started with the best organic materials that we can find and enhanced them through our milling process. We believe that our great granite wheels bring out the very best in our products and bring the very best to you and your family.

The Great River Organic Milling Company as showcased on Welcome Home. Filmed on-location in Chicago at the All Natural and Organic Show. [View video](#)

Postal Address:
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"If it's a baby photo he probably took it."
-New York Times

"The most published baby photographer in the world"
-New York Times

"the Armani of the Kiddy costume world"
-Wall Street Journal

Gallery Licensing About Tom Press Advertising



Branding

iStoreGREEN™
Clean, Green Self Storage

CLICK FOR: SELF-STORAGE

Click Here to see us on **O2 HDTV** **webstv.com** **it's ALWAYS ON**

The First Green Storage Facility
We buy 100% Certified Renewable Energy

EPA GREEN POWER PARTNER

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We Buy 100% Certified Renewable Energy
Green-e.org

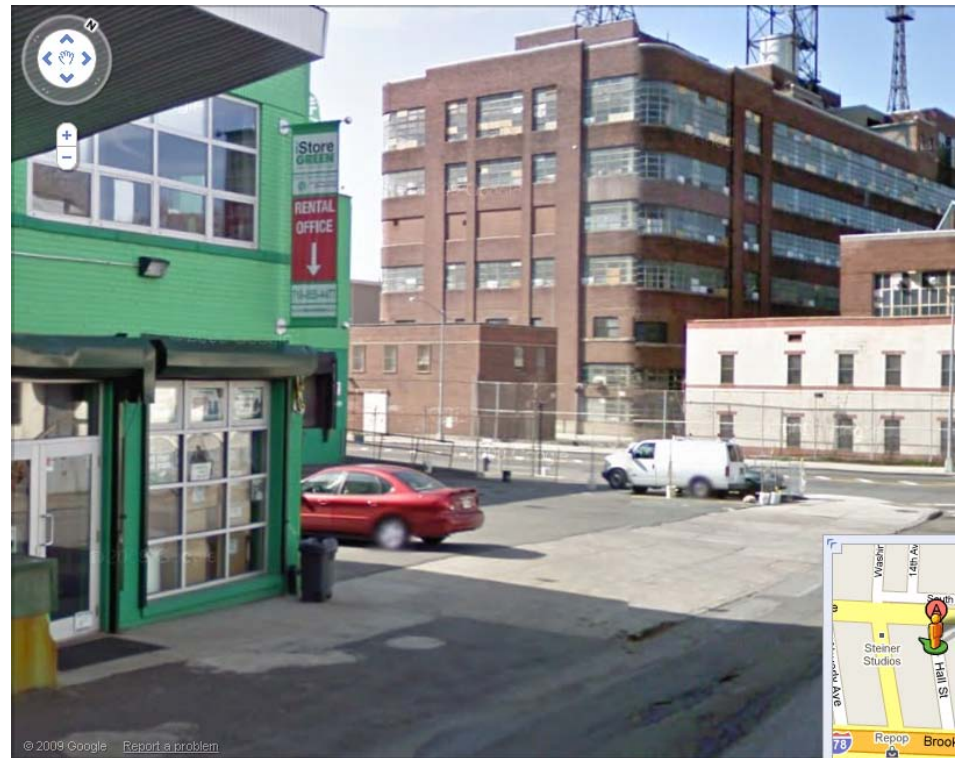
StoreGREEN is the first storage facility in New York City to participate in the EPA's GREEN POWER PARTNERSHIP, using 100% certified renewable energy.

EPA GREEN POWER PARTNER
US ENVIRONMENTAL PROTECTION AGENCY

Comprehensive Green Initiative Program

iStoreGREEN's environmental actions become our customers' environmental actions. By choosing iStoreGREEN, this is how you help the environment:

- iStoreGREEN, by size, is the largest green business in all of NYC!
- 100% of our electricity comes from renewable sources, certified by "Green-E.org", the nation's leading renewable energy certification program with the strictest standards
- We are a certified EPA Green Power Partner
- Wood reclaimed from the remodel of our building is used to build benches, desks for the offices of the company, and shelving for storage spaces
- We offer a unique choice of alternative packing materials like biodegradable packing peanuts and shredded paper from the office paper shredder, and items like clean packing boxes are re-used.
- We have a room for customers to put discarded items from storage, which allows certain usable goods go to a local charity, NOT into a dumpster, and then a landfill.



On Product



Requirement:

100% Headquarters + 100% Product Manufacturing

Over 500 Products



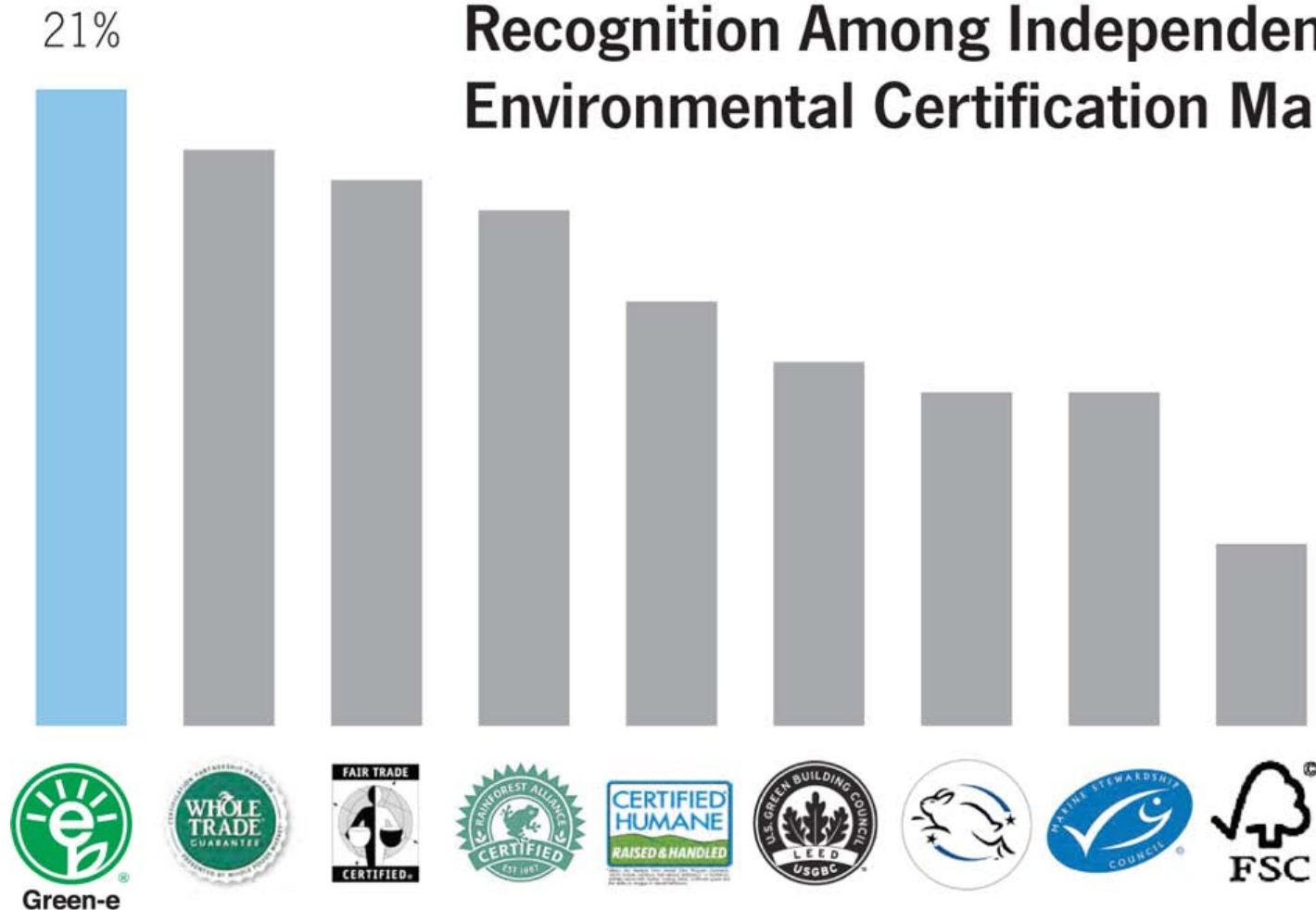
The Benefits of



Marketplace

Green-e Recognition (U.S.)

Green-e has the Highest Logo Recognition Among Independent Environmental Certification Marks



Source: 2009 BBMG Conscious Consumer Report

Opening Doors and Increasing Sales

Great River Organic



Buywell Coffee



Quarterly Webinars

2011 GREEN-E MARKETPLACE
WEBINAR SERIES
JUNE 29, 2011 11AM PT/2PM ET (1 HOUR)

CRS center for resource solutions Marketplace

HELLO
Can't stop to chat, I'm
*Engaging Employees
in Sustainability
(Insights from the Field)*



SUPPLY CHAIN
CARBON MAPPING
IN FOUR INDUSTRIES
TUESDAY, APRIL 20, 2010 • 11AM PT/ 2PM ET
2010 Green-e Marketplace Webinar Series

CRS center for resource solutions sponsored by Marketplace



UPDATE ON THE PROPOSED
FTC GREEN GUIDES
MARKETING FOR RENEWABLE ENERGY
AND CARBON OFFSETS
NOVEMBER 17, 2010 11 AM PT/ 2 PM ET

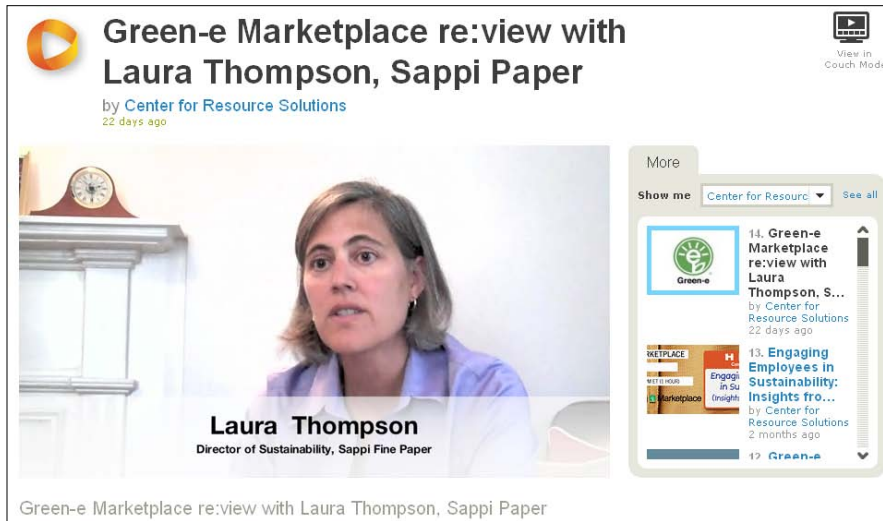
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OUTLOOK ON CONSUMER
PERCEPTIONS TOWARD RENEWABLE
ENERGY AND CLIMATE CHANGE
AN INSIDE LOOK AT A CHANGING MARKETPLACE
2009 Green-e Marketplace Webinar Series
NOVEMBER 4, 2009 11 AM PT/ 2 PM ET

CRS center for resource solutions sponsored by Marketplace





Video Interviews

Case Studies



Product Advocacy



Standards Advocacy



Consumer Protection





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