Green-e Product Labeling

The next generation of product distinction

Climate Leaders Partners Meeting

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Presentation Overview

- CRS and Green-e
- Green-e Product Labeling
- Labeling Standards and Steps
- Results, Returns and Recognition

Who is CRS?

Center for Resource Solutions

CRS sponsors national and international programs that support the increased supply and use of renewable energy resources.

- Non-profit organization
- Promotes renewable energy & energy efficiency
- Independent: 90% financial support through foundation and government grants
- Leading national certification and verification organization for renewable energy

What is Green-e?

- National symbol for renewable energy excellence
- Represents consumer & environmental protection
- Assures quality offering
- Standards developed over years of stakeholder-driven national discussion
- Only on-package logo for renewable energy content
- Enhances consumer confidence
- Partners with US EPA and DOE

CRS & Green-e

To consumers across North America, Green-e means:

- High Quality
- Leadership
- Credibility / Verification
- Consumer/Environmental Protection
- TRUST

Leading the Field….

- Over 100 Marketers and Utilities
- LEED
- US EPA GPP
- National/Regional Stakeholder Buy In & Partnerships
  - NRDC
  - WRI
  - UCS
  - Environmental Defense
  - Rocky Mountain Institute
  - WWF / WWI
  - WRA

CRS & Green-e

Over 100 Suppliers of Green-e Certified Renewable Energy

CommunityEnergy
Bringing You New Wind Energy
Green Mountain Energy
renewablechoice ENERGY
PPM Energy
A ScottishPower Company
EAD Environmental
Santee Cooper
Mass Energy Consumers Alliance
A Non-Profit Organization
Mainstay Energy
Energy Cooperative
BG&E
City of Palo Alto Utilities
VisionQuest
a TransAlta company
AMP Ohio
WPS
WindCurrent
Sterling Planet
SMUD
Sacramento Municipal Utility District
The Power To Do More.
People's Power & Light
Rhode Island's non-profit energy services organization
TVA
we energies
pepco Energy Services
Sun Power Electric
CSG
Conservation Services Group
Bonneville Environmental Foundation
Aquila
Constellation NewEnergy
A Member of the Constellation Energy Group
3 Phases Energy Services
ConEdison Solutions
An Energy Services Company
evolution MARKETS LLC

Green-e…

- **Representatives Assist Businesses** in assessing appropriate offset investments and understanding a range of renewable energy options.
- **Communications Specialists Provide Expertise** in promotions opportunities using accurate impact claims and the nation's most recognized symbol for renewable energy excellence.
- **Information Networks Connect Businesses to Businesses** for exchange of best practices and case studies.

The Green-e Product Labeling

- Green-e is the only national “on-package” brand for renewable energy, seen by millions of consumers
  - It distinguishes products and manufacturers for renewable energy excellence and environmental commitment
- The Green-e logo is used on ***packages of consumer products***
  - With an accurate, high-impact claim that distinguishes either company use of certified renewable energy or the product as “Made with Certified Renewable Energy”
    1. “***We Buy Certified Renewable Energy***”
    2. “***Made with Certified Renewable Energy***”

Green-e Product Labeling

Product Labeling and "Greenwashing"

- Renewable energy use is the next generation of product distinction.
  - New environmental performance indicator for consumer products, taking its place alongside other consumer labels such as those for recycled products, organic food, fair trade practices, and energy efficiency.
- The Green-e Logo next to claims adds
  - **validity**, **credibility** and **independent verification**
  - Consumers want this assurance.

Green-e Product Labeling

Evolution of PLI

- **Business customers** purchasing certified renewable energy **inquired** about use of the Green-e logo on products.
- **Standards developed** for on-package use consistent with Program's consumer protection and reputation for excellence.
- **Concept testing** occurred with early adopters: Interface Fabrics, Lundberg Family Farms, Choice Organic Teas.
- After successes, **separate program developed** to meet the growing needs of businesses and demand to use Logo.
- Product Labeling continues to receive regular inquiries, and **staff are mobilized** to manage growing accounts.
- Focus in 2006 on **high profile business outreach**, advertising, media promotion and evaluation.

National Standard: Product Labeling Requirements

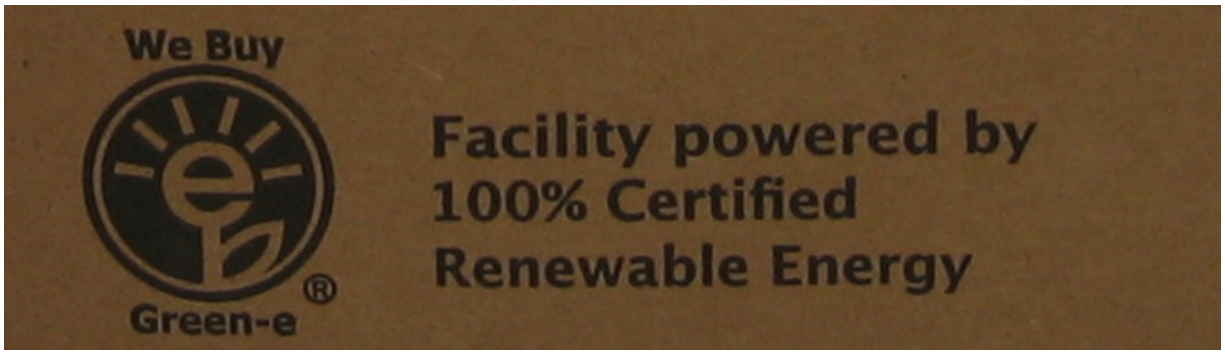
- 50% or more of the product line's annual metered electric use comes from one or more of these following eligible renewable resources: solar electric, wind, geothermal, biomass, and certified low-impact hydro facilities
- If a portion of the electricity used to produce the product is non-renewable, the air emissions are equal to or lower than those produced by conventional electricity
- The electricity supply or product meets the Green-e new renewable requirement and has come online since January 1, 1997
- Accounts must substantiate electricity use for verification purposes

Steps to Labeling

- Purchase energy or RECs from a Green-e certified renewable supplier, or have your on-site renewable generation certified eligible for product labeling
- Complete the Green-e customer Logo Display Agreement
- Use an *Account Representative* to help specialize your claim or follow the Customer Logo Use Guidelines
- Display the Green-e logo and language on products and corporate-wide materials such as brochures, websites, and newsletters
- Complete the Annual Attestation Form on the anniversary of your contract signing

Diversity in Claims

- Green-e account managers work with businesses create accurate, high impact claims based on commitment



Results, Returns & Recognition

Lundberg Family Farms

Results, Returns & Recognition

Lundberg Family Farms

- Rice- based product lines distributed nationally/internationally to tens of millions through mainstream and specialty CPG retail stores.
- Initially labeled 9 products with Green-e Logo
- Saw sales revenue for products increase and labeled 5 additional national products
- Increased to all national and international product lines with logo in 2005

Interface Fabrics, Inc.

- Made initial purchase to cover the annual estimate of 1 million units of Terratex® fabric line.
- After 3 years labeling and claims Terratex® sales continue increase.
- Now Interface has Green-e logo use agreements 3 individual product lines (Bentley Prince Street) carpet tile and broad loom.
- Joined Green Power Partnership

InterfaceFabrics

Interface Fabrics, Inc.

Interface uses Green-e Materials at public events and trade shows to further promote their commitment:

Our Neocon show in Chicago was a huge success. Thank you again for all the material you sent. The Green-e workstation was the busiest! I'd say about 70% of the visitors heard about Green-e with 30% knowing the entire concept. I am sure they left with more knowledge and understanding of the program.

-Rosemarie de Asis, Marketing Coordinator, Interface Fabrics

InterfaceFabrics

Results, Returns & Recognition

Choice Organic Teas

Choice Organic Teas

- Began labeling shipping boxes and materials
- Moved to just White Tea
- Beginning 2006 labeling all individual tea boxes
- Distributor saw Green-e logo and now is labeling as well

Results, Returns & Recognition

Extra Virgin Olive Oil by Harris Ranch, Napa Valley

- Harris Ranch Napa Valley is powered 100% by its on-site solar generation system. label their award winning Extra Virgin Olive Oil with the Green-e logo and information about their certified renewable energy.
- Initially sold portion of RECs
- Now retain all RECs for labeling & high impact claims

Results, Returns & Recognition

Timberland

- Making purchase to cover 100% of the electricity needed to produce their Miōn line of footwear.
  - sandal
  - slide
  - men's shoe
  - flip-flop

Miōn™

Results, Returns & Recognition

prAna clothing

- Making purchase to cover 100% of the electricity needed for headquarters
  - All employees households
  - For 100 retail stores that carry products
- Recently purchased by Liz Claiborne
  - Liz Claiborne making corporate purchase

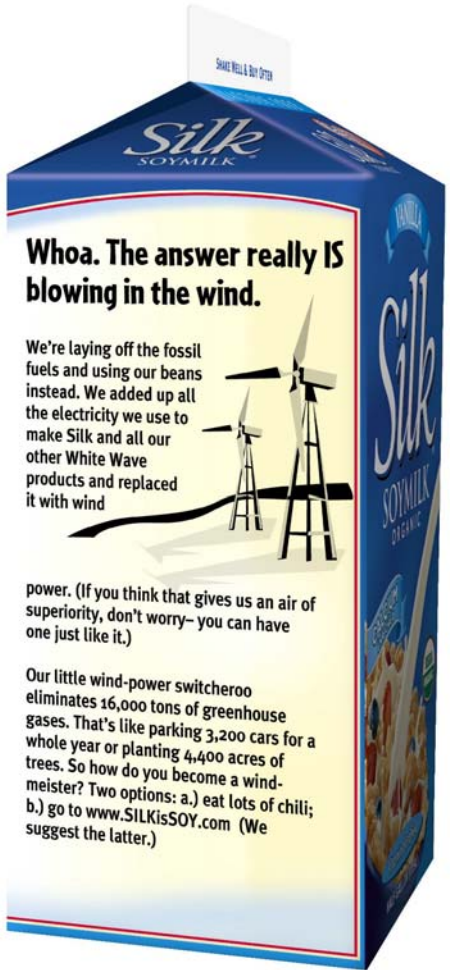
Results, Returns & Recognition

H2Gro Tomatoes

- Innovative Power Systems grows their H2GRO tomatoes in a hydroponic greenhouse that is powered by 100% renewable energy
- Plans to expand in coming year and replicate labeling for more facilities

Results, Returns & Recognition

Brand building



Silk uses the side panel of the carton of its soy milk product to align its brand with wind power. Silk also aligns its brand with wind power on yogurt lids.

Silk's website links to Green-e where consumers can follow Silk's lead

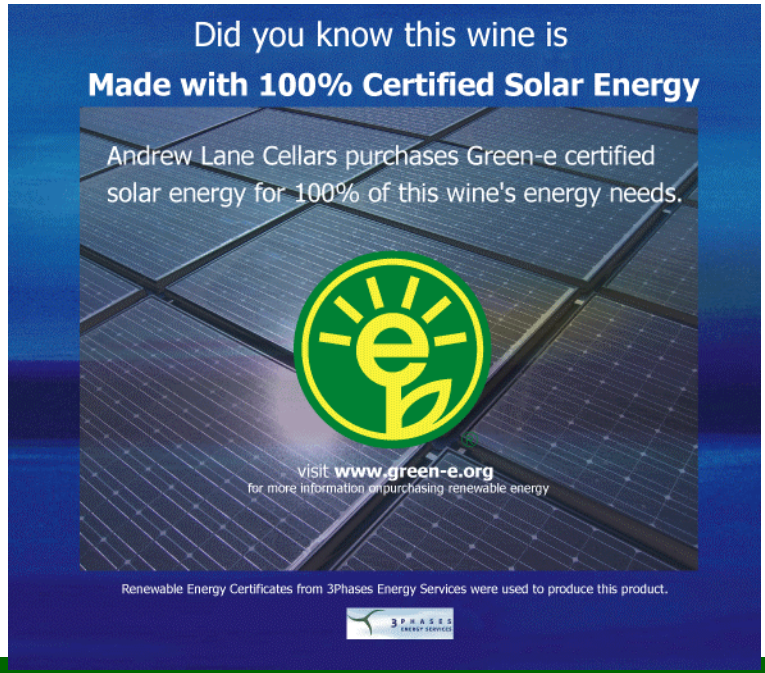
Results, Returns & Recognition

The Green-e Logo and accurate generation and purchase claims are featured on many more products, from juices to paper, clothing and coffee.

Results, Returns & Recognition

Additional Applications & Exposure: In-Store Displays, Signs, Banners

- Ski resorts build awareness & connect with customers through signage
- Others promote though in-store displays and “shelf-talkers”



Results, Returns & Recognition

Trade shows, industry exhibits and public events

Results, Returns & Recognition

Benefits to Users

- **Increased Sales and Investments**
- Valuable Brand Distinction
  - Provides an edge over competitors in the competitive marketplace
- Federal Recognition
  - EPA Green Power Partnership
  - Top 25 Purchasers List
- Internal/External Promotion Opportunities
  - CRS provides communications assistance and public recognition, including a description on the Green-e website
- Positive Media & Public Relations
  - Draws attention of millions of diverse consumers, competitors and potential business allies
  - Positive employee and community response to LEADERSHIP
  - Easy, reliable answer to question: “How do you know you get what you pay for?”

Recognition Benefits

- Earned (“free”) media—measurable returns
- Profiles on Web sites, cross promotion
- Media assistance (Communications Guide, technical assistance, press releases)
- Regional and sector-based events
- Banners and certificates
- Visibility with financial stakeholders

Results, Returns & Recognition

Quotes

We feel grateful that we have grown to a point that we have the resources to launch initiatives such as this - clearly this is one of the most effective ways to begin the conversation with our customers directly about the things that matter the most. By aligning ourselves with Green-e certified sources we are assured of our purchases integrity, and that is important to us.

-Beaver Theodosakis, founder and owner, **prana**

Choice Organic Teas chose to display the Green-e Logo to inform our customers about our commitment to renewable energy sources. Green-e Certification ensures that our renewable energy is high quality and independently verified.

-Ray Lacorte, Operations Manager, **Choice Organic Teas**

Green-e has been very accessible to Batdorf & Bronson through our promotion and purchase of renewable energy for our company. Sustainable business practices are extremely important to us. We initially purchased renewable energy for our facilities because it's the right thing to do, but Green-e provided a great resource to help us explore the full marketing value of our commitment.

-Lois Maffeo, Information Officer, **Batdorf and Bronson**

For More Information:

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