



EPA Green Power Partnership

October 2004

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Renewable Energy & Green Power

- **Renewable energy market increasing in size and significance through two avenues:**
 - ✓ Mandated (renewable portfolio standards)
 - Currently 2000 MW added to U.S. electrical grid due to mandates
 - ✓ Voluntary (green power purchasing)
 - Currently 1650 MW added to U.S. grid due to voluntary markets
- **Large companies are helping the voluntary market**
 - ✓ Leadership position
 - ✓ Making renewable energy more affordable
- **EPA is involved in this market to encourage large companies to be leaders & to recognize them as such**
 - ✓ Costs will decrease
 - ✓ Value proposition is improving and maturing



What is Green Power?

- Environmentally-differentiated electricity products
- Electricity that is entirely or significantly generated from:



Why Green Power?

- **Environmental Benefit**
 - ✓ Avoiding air pollution and greenhouse gas emissions
 - ✓ Stimulating long-term cost reductions for renewable energy
- **Corporate Social Responsibility**
 - ✓ Demonstrating civic leadership
 - ✓ Meeting organizational environmental objectives
 - ✓ Generating positive publicity and enhancing public image
 - ✓ Generating customer, investor, or stakeholder loyalty, and employee pride
 - ✓ Stimulating local economies
- **Risk Management**
 - ✓ Providing a hedge against future electricity price instability



Buying Green Power - Options

- **Renewable Electricity Products**
 - ✓ When available, electricity suppliers offer electricity from a blend of renewable and conventional power.
- **Renewable Energy Certificates (REC)**
 - ✓ Buy only the “green” attributes of electricity generated from renewable resources from a REC Marketer
- **Onsite Generation**
 - ✓ Generate electricity at your facility using renewable resources
- **Download *Guide to Buying Green Power* or call EPA for more information**



Buying Green Power

The Green Power Partnership

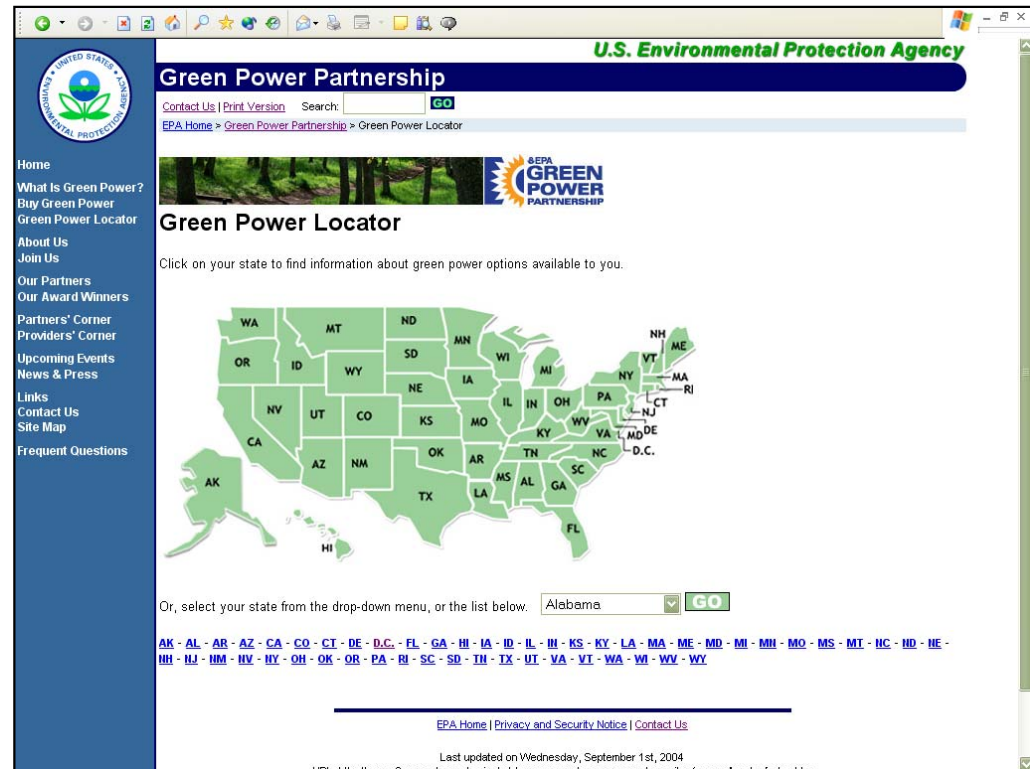
- **Voluntary program**
- **Goal of Partnership**
 - ✓ Increase demand for green power products & expand market
 - ✓ Lower air pollution and greenhouse gases associated with electricity generation
- **Over 500 Green Power Partners**
 - ✓ Partners commit to purchase green power
 - ✓ EPA provides procurement and communications assistance
- **Over 2 Billion kWh Annually**
 - ✓ Includes most significant non-residential green power users
 - ✓ **More than 70%** of commitments are for new renewables
 - ✓ If generated by wind power alone, estimate **750 MW** required to serve Partners



Buying Green Power

How EPA Can Help You

- Purchasing Benchmarks
- Market Information
- EPA Recognition
- Green Power Partnership Web site:
 - ✓ List of Partners & Profiles (including a Top 25 list)
 - ✓ Green Power Locator
 - ✓ Green Power Profiler
 - ✓ Procurement Guide
 - ✓ Communications Guide
 - ✓ Newsletter
- Sector-Based Events



The screenshot displays the EPA Green Power Partnership website. The header includes the U.S. Environmental Protection Agency logo and the text "Green Power Partnership". Below the header, there is a navigation menu with links for "Contact Us", "Print Version", and "Search". The main content area features the "Green Power Locator" tool, which includes a map of the United States with state abbreviations. Below the map, there is a text input field for selecting a state, currently showing "Alabama", and a "GO" button. At the bottom of the page, there is a footer with links for "EPA Home", "Privacy and Security Notice", and "Contact Us", along with the date "Last updated on Wednesday, September 1st, 2004".