



# **Green Power Use and Opportunities for Congregations: *EPA's Green Power Partnership***



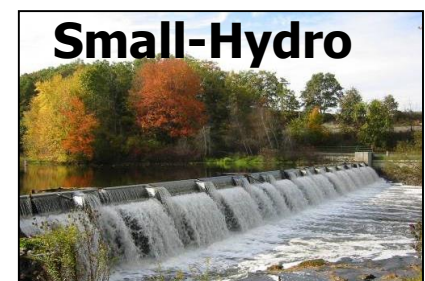
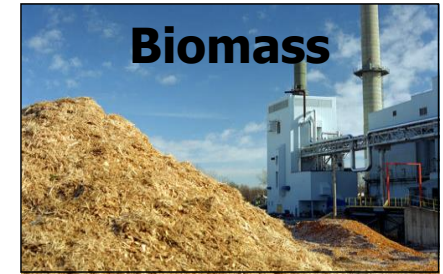
***April 29, 2014  
1:00 - 2:00 pm ET***

# Agenda

- Green Power Market and Products
- EPA's Green Power Partnership
- Other Considerations

# What is Green Power?

- Electricity generated from natural resources that replenish themselves over short periods of time, including the sun, wind, moving water, organic plant and waste material (biomass), and the Earth's heat (geothermal).
- From facilities built in last 15 years.



# Green Power Markets

- **Mandatory markets** exist because of policy decisions, such as state Renewable Portfolio Standards (RPS).
- **Voluntary markets** are driven by consumer preference.

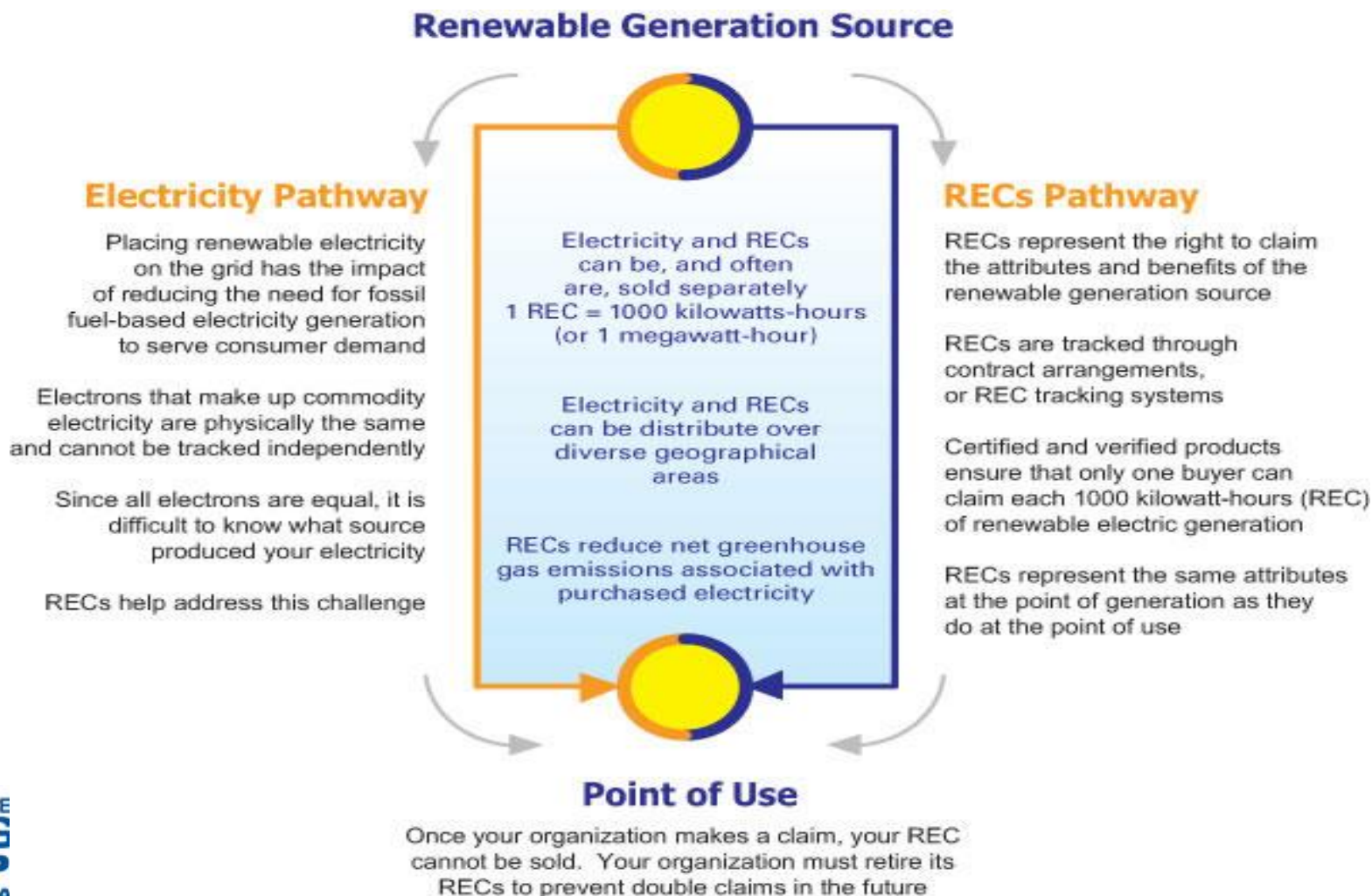


# Green Power Procurement Options

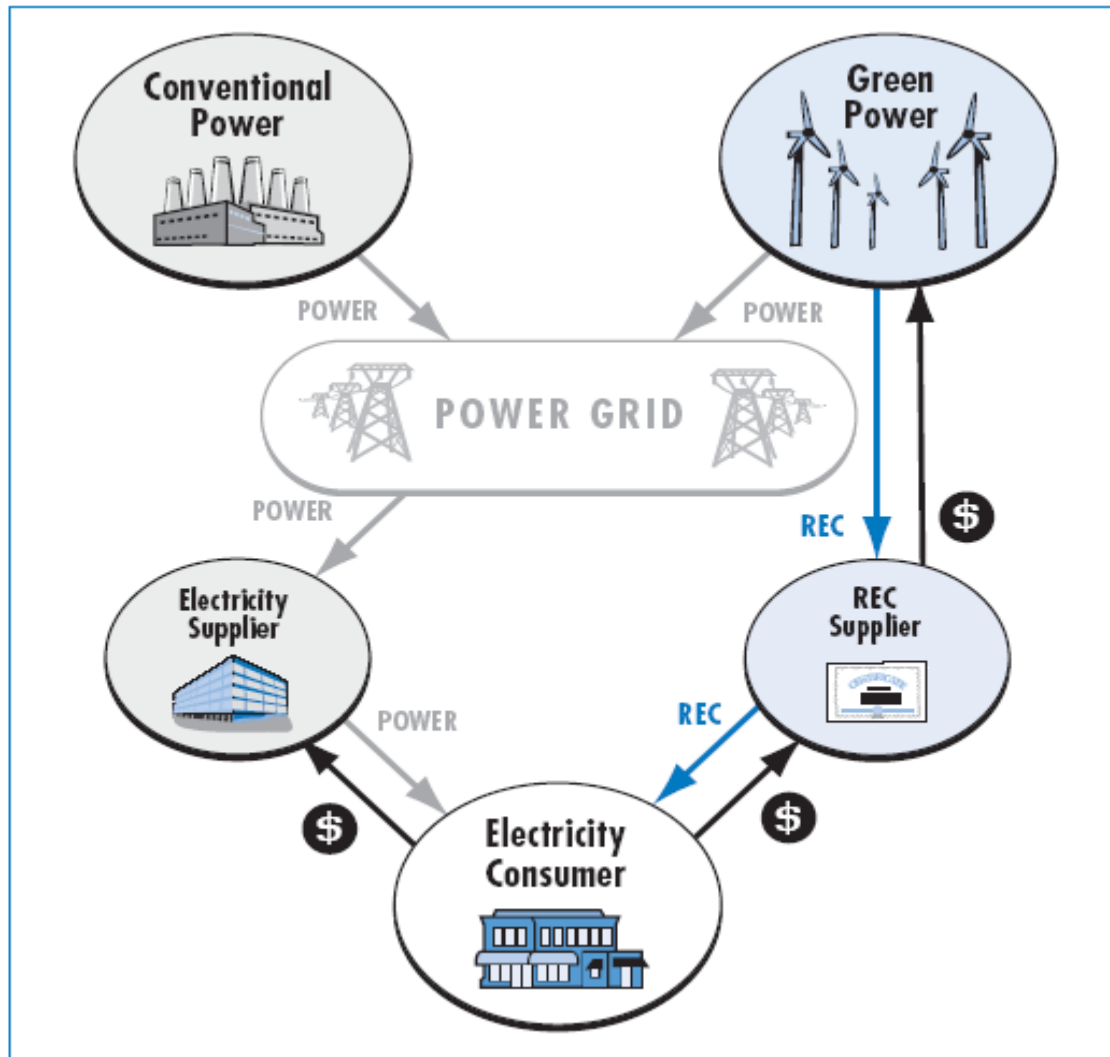
- Renewable Energy Certificates (RECs)
  - The technology and environmental attributes of electricity generated from renewable resources (1 REC = 1 MWh)
  - Does not include the underlying electrons – “unbundled”
  - Available to all electricity users
- Green Power Electricity Products
  - Green power offered by utility suppliers that is all, or partially, generated from renewable sources
  - “Bundled” product that includes both the RECs and the underlying electrons
- On-site Generation
  - Renewable energy system installed on-site (e.g. solar panels, wind turbine)
  - Produces both electricity and RECs from the on-site source
  - Self-financed installation or via a third-party PPA
  - To claim use of green power, host must retain/retire RECs
- Green Power Locator Tool:  
<http://www.epa.gov/greenpower/pubs/gplocator.htm>



# More on RECs



# REC Transaction Process



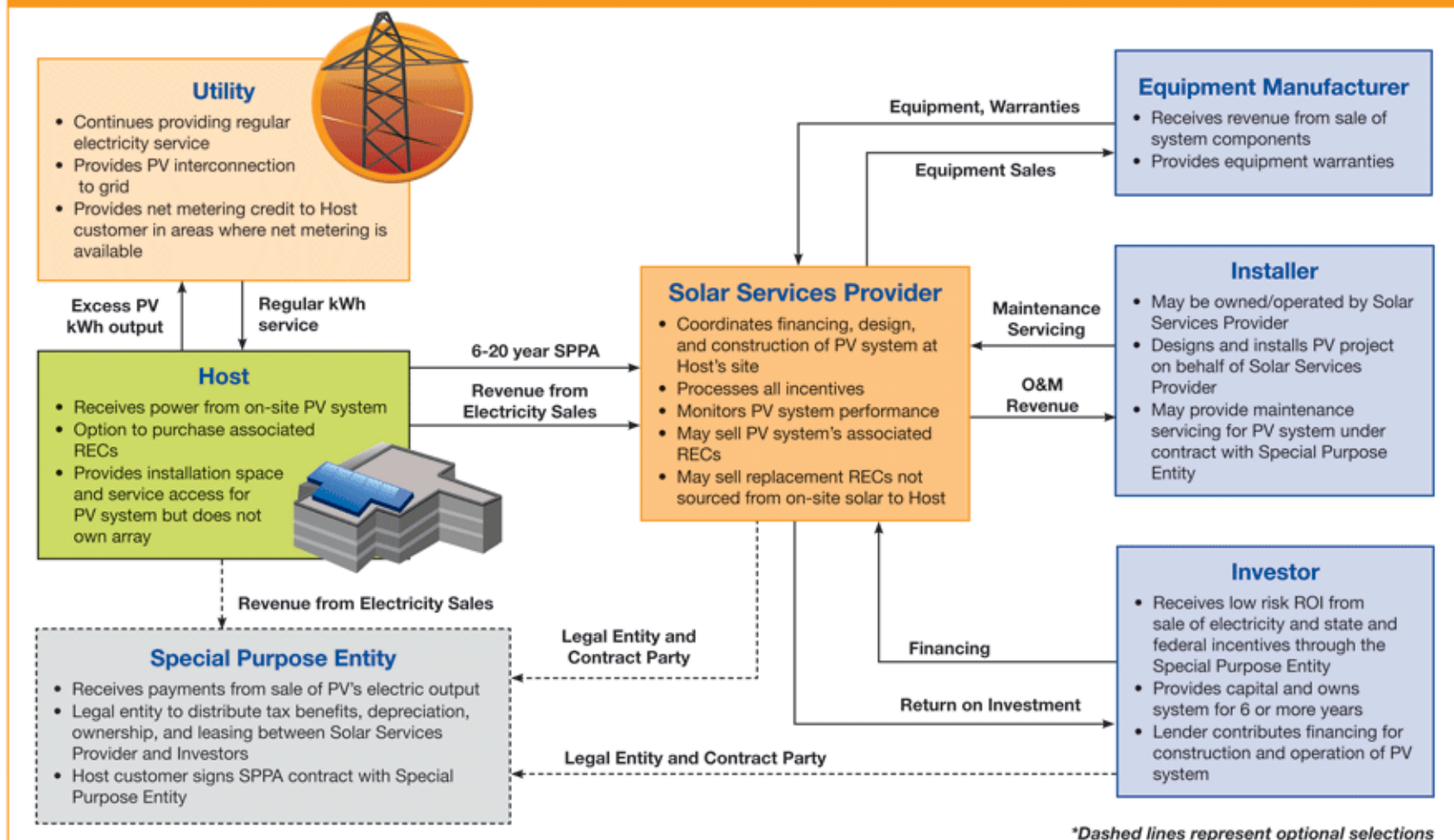
# Solar Power Purchase Agreements (SPPA)

- SPPA is a financial arrangement in which a third-party developer owns, operates, and maintains the photovoltaic (PV) system, and a host customer agrees to site the system on its property and purchases the system's electric output for a predetermined period
- Addresses many of the traditional barriers to adoption for organizations looking to install solar systems:
  - high up-front capital costs
  - system performance risk
  - complex design and permitting processes
- Learn more at:  
[www.epa.gov/greenpower/buygp/solarpower.htm](http://www.epa.gov/greenpower/buygp/solarpower.htm)



# SPPA Process & Participants

## Roles of SPPA Participants



Adapted from Rarus Institute's "The Customer's Guide to Solar Power Purchase Agreements" (2008)

# Benefits & Challenges for Host

## Benefits

- No upfront capital cost
- Predictable energy pricing
- No operating risk
- Projects can be cash flow positive from day one
- Demonstrable environmental commitment
- Potential to make claims about being solar powered
- Potential reduction in carbon footprint
- Potential increase in property value
- Support for local job market

## Challenges

- May experience more complex negotiations than buying PV system
- Administrative cost of paying two separate electricity bills if system does not meet 100 percent of demand
- Site lease that may limit ability to make changes to property that would affect PV system performance or access to the system
- Understand tradeoffs related to REC ownership/sale

# Aggregated REC Purchasing

- Helps accelerate the adoption of green power
- Enables participating organizations to purchase renewable energy in a simple and efficient manner
- Ensures that participating organizations are receiving competitively priced RECs through demand aggregation and administrative efficiencies
- Demonstrate leadership within the church community and establish a standard that will influence and guide the use of renewable energy in congregations across the country
- Green Schools Alliance Purchasing Consortium:
  - Faith-based schools are welcome to join the Consortium and purchase RECs. Visit [www.greenschoolsalliance.org/programs/green-power-program/join-green-power-consortium](http://www.greenschoolsalliance.org/programs/green-power-program/join-green-power-consortium) for more information.



# EPA's Green Power Partnership

- Voluntary program encouraging use of green power as a way to reduce environmental impacts of electricity use
  - > 1,300 partners
  - Partners include Fortune 500® companies; small and medium sized businesses; local, state, and federal governments; and colleges and universities.
  - Partners use >28 billion green power kilowatt-hours annually
  - Carbon avoidance equal to that created by the electricity use of more than 2.7 million American homes



# Partnership Requirements

- EPA supports Partners' procurement of green power by offering advice, technical support, tools and resources, and recognition.
- Partners agree to procure green power and provide an annual update.
- In return, EPA commits to:
  - Provide public recognition
  - Provide procurement and communications assistance, as requested
  - Provide a brief description of the Partner's green power use on EPA's website

|                                    | Partnership Benchmark                            | Leadership Benchmark                             |
|------------------------------------|--|--|
| If your annual electricity use is: | You must, at minimum, use this much green power: | You must, at minimum, use this much green power: |
| Over 100,000,000 kWh               | 3% of your use                                   | 30% of your use                                  |
| 10,000,001-100,000,000 kWh         | 5% of your use                                   | 50% of your use                                  |
| 1,000,001-10,000,000 kWh           | 10% of your use                                  | 100% of your use                                 |
| Under 1,000,000 kWh                | 20% of your use                                  | N/A  |

# EPA's Green Power Partnership: Helping You Leverage Your Green Power Use

- **Credible Benchmarks & GHG Quantification**

- Metrics for "How much green power is enough?"
- Definition of eligible renewables & products
- GHG reduction guidance and calculations

- **Planning & Implementation Resources**

- Green power locator
- Purchasing strategy guidance
- Marketing and communications support

- **Recognition**

- Top Partner Lists
- Use of the Partner mark →
- Green Power Leadership Awards
- Promotional opportunities

- **Best Practices & Innovation**

- Collaborative procurement



# Recognition & Promotional Opportunities

- Press release templates
- Quotes from EPA
- Partner Mark
- Green Power Leadership Awards
- Quarterly Top Partner Lists
- Special Advertising Supplements – *Bloomberg Businessweek*
- Monthly Partner Spotlight piece
- Green Power Equivalency Calculator
- Guidance on making environmental claims



# Partner Recognition

- Quarterly Top Partner Rankings include National Top 100, Top 30 Retail, Top 30 Tech & Telecom, and more.

- Current Top 10:

Intel Corporation

Koh's Department Stores

Microsoft Corporation

Whole Foods Market

Google

Wal-Mart Stores, Inc.

Staples

Apple

City of Houston, TX

U.S. Dept. of Energy



- Green Power Leadership Awards recognize exceptional achievement among EPA Green Power Partners and among green power suppliers.

- Awards presented at the Renewable Energy Markets Conference in the fall.



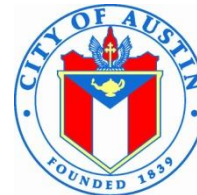
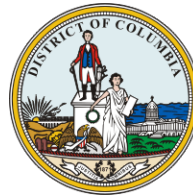
- Green power use is a positive news story, great for outreach to stakeholders.



# EPA's 1,300+ Green Power Partners



that was easy.



JPMORGAN CHASE & CO.



PEARSON



STATE STREET



WASHINGTON  
REAL ESTATE  
INVESTMENT  
TRUST



Deutsche Bank



Metropolitan Pier and  
Exposition Authority

Managing McCormick Place Complex and Navy Pier



# GPP Updates

- GPP Webinar series:  
[www.epa.gov/greenpower/events/index.htm](http://www.epa.gov/greenpower/events/index.htm)
- April 21: Quarterly Top Partner Rankings released:  
[www.epa.gov/greenpower/toplists/index.htm](http://www.epa.gov/greenpower/toplists/index.htm)
- Sign up for our monthly program updates and other GPP news on our website: [www.epa.gov/greenpower/contactus.htm](http://www.epa.gov/greenpower/contactus.htm)
- [GPP LinkedIn group](#): 500+ members



# Want to Know More?

- Basic Information

- Overview of the Green Power Partnership: [www.epa.gov/greenpower](http://www.epa.gov/greenpower)
- Full details of program requirements:  
[www.epa.gov/greenpower/documents/gpp\\_partnership\\_reqs.pdf](http://www.epa.gov/greenpower/documents/gpp_partnership_reqs.pdf)
- EPA's Green Power Locator:  
[www.epa.gov/greenpower/pubs/gplocator.htm](http://www.epa.gov/greenpower/pubs/gplocator.htm)

- More Questions?

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