



Putting the Customer First: Creating New Renewable Generation

Hosted by U.S. EPA's Green Power Partnership



*Green Power Partnership Webinar
March 15, 2011
1:00 – 2:00 p.m. Eastern*

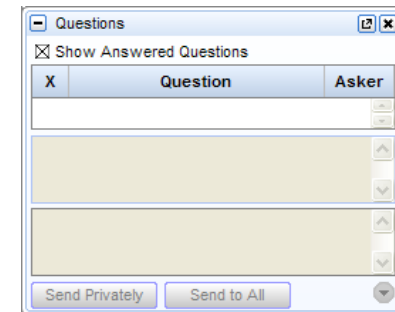
Today's Agenda

- Introduction & Webinar Logistics
 - Blaine Collison, Director, EPA's Green Power Partnership
- The CustomerFirst Renewables Model & Opportunity
 - Gary Farha, President & CEO, CustomerFirst Renewables
- Question & Answers




Webinar Logistics

- Attendees are encouraged to ask question during the presentations, but can also submit questions and comments in writing via the online control panel.
- To minimize or maximize the control panel, click on the >> button at the top left of the tool bar.



Today's Presentations & Podcast

- Today's presentations as well as a recording and transcript will be available.
- EPA Green Power Partnership webinars are available as podcasts: 
 - Improving Solar PV Results through Collaborative Procurement (August 4, 2010)
 - Procuring Green Power Through Reverse Auctions (June 24, 2010)
 - Green Power Procurement for K-12 Schools (April 8, 2010)
 - Green Power Communities (February 23, 2010)
 - Green Power Purchasing Aggregations (January 28, 2010)
- To learn more or subscribe via iTunes® or RSS/XML, visit: www.epa.gov/greenpower/events/index.htm#podcasts

Upcoming Webinar

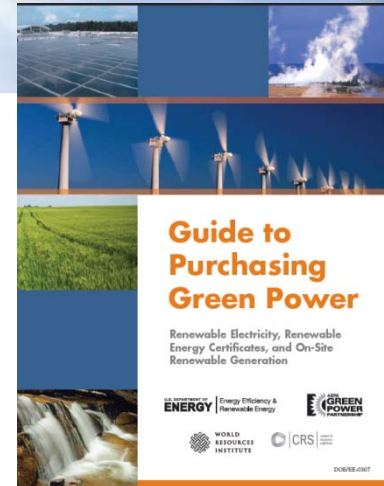
- **Greening the Bottom Line: How Campus Green Revolving Funds are Saving Energy and Money**
 - April 20th at 1:00pm Eastern

If you have other requests for future webinars, please e-mail me at collison.blaine@epa.gov.



Partnership Offerings & Benefits

- Credible Benchmarks
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables
- Planning & Implementation Resources
 - Green power locator www.epa.gov/greenpower/pubs/glocator.htm
 - Purchasing guidance
 - Marketing and communications support
 - Environmental impact information www.epa.gov/greenpower/pubs/calculator.htm
- Recognition
 - Top Partner lists
 - Green Power Leadership Awards
 - Promotional opportunities
 - Use of the Partner logo →



What is Green Power?

- Green power is an “environmentally-differentiated” electricity product from:
 - solar
 - wind
 - geothermal
 - biomass
 - biogas
 - small hydro



Green Power Procurement Options

- On-site Generation
 - Install renewable energy system on-site (e.g. solar panels, wind turbines)
- Green Power Electricity Products
 - Buy electricity from utility green pricing programs or green power retail marketers that is all, or partially, generated from renewable sources
- Renewable Energy Certificates (REC)
 - Buy only the environmental “attributes” associated with the electricity generated (1 REC = 1 MWh)



Want to Know More?

- Basic Information

- An overview of Green Power Partnership is available on EPA's Web site www.epa.gov/greenpower
- To see EPA's Top Partner Lists, please visit: www.epa.gov/greenpower/toplists/index.htm

- More Questions?

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- Anthony Amato, 781-674-7225, anthony.amato@erg.com

