

U.S. Environmental Protection Agency • U.S. Department of Energy • Center for Resource Solutions

# 2007 GREEN POWER *Leadership* Awards



# 2007 Green Power Leadership Awards

The 2007 Green Power Leadership Awards are hosted by the United States Environmental Protection Agency (EPA), the United States Department of Energy (DOE), and the Center for Resource Solutions (CRS). EPA and DOE recognize leading green power purchasers and green power suppliers respectively. CRS recognizes leading organizations and individuals building the market for green power.

The Green Power Leadership Awards for purchasers is a recognition program of the EPA Green Power Partnership, a voluntary program working to reduce the environmental impact of electricity use by fostering development of the voluntary green power market. The Partnership provides technical assistance and public recognition to organizations that commit to using green power for a portion of their electricity needs. Partners in the program include Fortune 500 companies, states, federal agencies, universities, and leading organizations around the country that have made a commitment to green power.

For the 2007 green power supplier and purchaser awards, two panels of judges reviewed nearly 100 nominations through a national competitive review process. Purchasers were evaluated based upon the size and characteristics of their green power commitment, ingenuity used to overcome barriers, internal and external communication efforts, and overall renewable energy strategy. Recognition of these companies falls into three categories: On-site Generation, Green Power Purchasing, and Green Power Partner of the Year. Suppliers were evaluated based on the following criteria: technologies utilized, total sales, evidence of annual audit to verify procurement and sales, amount of green power supplied, and number of customers served. The three categories of supplier nominees are New Green Power Program or Product, Renewable Energy Marketer, and Green Power Program of the Year.

The Market Development Awards recognize companies, organizations and individual renewable energy leaders working to build the market for green power. A Selection Committee reviewed nominations in three categories of Market Development Awards: Green Power Beacon, for innovative marketing; Green Power Pilot, for cutting-edge outreach; and Green Power Pioneer, for continuous individual achievement.

We gratefully thank the individuals who devoted time to reading, evaluating, and discussing the nominations. The 2007 evaluation panels for green power purchaser and supplier awards included the following: Linda Silverman and Curtis Framel, U.S. DOE; James Critchfield, Matt Clouse, and Blaine Collison, U.S. EPA; Julia Judd, Solar Electric Power Association; Lori Bird and Blair Swezey, National Renewable Energy Laboratory; Diane Zipper, Renewable Northwest Project; Pam Mendelson, Navarro Research and Engineering, Inc.; and Ed Holt, Ed Holt & Associates. Additional thanks goes to Susan Carollo for managing the 2007 awards production. The 2007 Selection Committee for Market Development Awards included: Grace Tian, PECO Wind; Michael Northrop, Rockefeller Brothers Fund; Katie McCormack, Energy Foundation; Kurt Johnson, Recurrent Energy; Mike Zannakis, Sacramento Municipal Utility District; Heather Mulligan, Puget Sound Energy; and Paul Copleman, Community Energy. Additional thanks goes to Carrie Harvilla for managing the Market Development Awards.

We gratefully thank those who donated their time and resources toward the development of the 2007 Awards ceremony: Pete Simon for providing the voice over for the ceremony video, and SunPower for donating the use of their production studio.



# Speakers

## **Kathleen Hogan**

*Director, Climate Protection Partnerships Division*

*U.S. Environmental Protection Agency*

Kathleen Hogan is the Director of the Climate Protection Partnerships Division of the U.S. Environmental Protection Agency. There she manages many of the Agency's industry partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR Program.

Recognizing the environmental benefits to be gained from government-industry partnerships, Kathleen has helped the ENERGY STAR program grow from a partnership with product manufacturers to one with major retailers, utilities and states. She has helped make the ENERGY STAR available for products in more than 40 categories and bring national recognition of the ENERGY STAR to more than 60 percent of the public, as well as helps bring the benefits of energy efficiency to schools, hospitals and commercial buildings.

Prior to this, she managed partnership programs designed to reduce emissions of the more potent greenhouse gases. She developed and managed programs with the U.S. natural gas industry and the U.S. primary aluminum industry, as well as a joint effort with the Russian natural gas industry.

Hogan has been with the EPA for 15 years. Prior to EPA, she worked in consulting and for a water resources planning commission for the Potomac River. She received her doctorate in systems analysis and environmental engineering from the Johns Hopkins University and a Bachelor of Science in Chemistry from Bucknell University.

# Speakers

## Steven Chalk

*Deputy Assistant Secretary for Renewable Energy  
Office of Energy Efficiency and Renewable Energy*

Steve Chalk is the Deputy Assistant Secretary for Renewable Energy in the Office of Energy Efficiency and Renewable Energy (EERE) at the U.S. Department of Energy. Steve is responsible for managing the government's research, development, and commercialization efforts for clean and renewable energy technologies.

Steve has previously managed EERE's Hydrogen and Fuel Cell Technologies Program and most recently managed the Solar Energy and Building Technologies Programs.

While leading the Solar Energy Technologies program, Chalk was responsible for planning and implementing the new Solar America Initiative which is part of President Bush's Advanced Energy Initiative. The goal of the Solar America Initiative is to make solar technologies cost competitive in most applications by 2015.

In the building technologies area, Steve led DOE's efforts toward net zero energy homes and buildings. The portfolio includes component research such as solid state lighting, market transformation activities such as Energy Star, and appliance standards regulations.

Before this, Steve led the President's Hydrogen Fuel Initiative where he oversaw President Bush's 5-year, \$1.2 billion research investment in hydrogen production, delivery, storage, and fuel cells. This portfolio also included hydrogen safety, codes and standards, and education activities.

Earlier in his career at DOE, Steve managed technology development programs in fuel cells, diesel emissions control, and materials for DOE's advanced automotive technology office. Steve also worked in the nuclear energy field where he oversaw DOE test programs for tritium production. Steve started his career with the Navy developing propellants and explosives for conventional weapons.

He holds a Bachelor of Science in Chemical Engineering from the University of Maryland and a Master of Science in Mechanical Engineering from the George Washington University.



# Speakers

## **Dr. Jan Hamrin**

*President, Center for Resource Solutions*

Dr. Jan Hamrin is the President of the Center for Resource Solutions, a non-profit corporation located at the Presidio in San Francisco, California. Jan has worked on renewable energy, energy efficiency and environmental issues for the past thirty-five years. Dr. Hamrin has served as advisor to the Commission for Environmental Cooperation on renewable energy policy issues, and the G-8 Renewable Energy Task Force as well as to numerous legislatures and regulatory commissions both in the US and internationally. Most recently, Jan has been involved in the integration of renewable energy and energy efficiency into greenhouse gas reduction programs. Jan has been working for the past seven years on renewable energy policies in China including the development and implementation of the newly passed Renewable Energy Promotion Law.

Dr. Hamrin founded and served nine years as Executive Director of the Independent Energy Producers' Association (IEP) in California and played a key role in the implementation of the Public Utilities Regulatory Policies Act (PURPA) in California and elsewhere in the US.

Dr. Hamrin received her Ph.D. in Ecology, with emphasis on public policy evaluation of environmental and energy programs, from the University of California, Davis. She also holds Masters degrees in Public Administration and Consumer Science from U.C. Davis as well as a B.S. from the University of New Mexico.

# Speakers

## **Karl R. Rábago**

*Vice President, Government & Regulatory Affairs*

*The AES Corporation, Alternative Energy Group*

Karl Rábago has broad experience in business, government and non-governmental environmental organizations. As sustainability alliances leader for Cargill Dow, he oversaw business relationships and practices supporting the company's sustainability mission in all its business activities. He has successfully established a consulting business in sustainability issues as managing director at the Rocky Mountain Institute, overseen national research and development programs in clean energy technologies as a deputy assistant secretary at the US Department of Energy, reformed regulation of electric utilities as a commissioner for the Public Utility Commission of Texas, and successfully championed common sense approaches to improvement and preservation of the environment energy program director with the Environmental Defense Fund. He serves in the non-profit community as a member of the board of the internationally recognized Center for Resource Solutions. Rábago serves on the board of the Jicarilla Apache Nation Utility Authority, a novel organization dedicated to building capacity for tribal self-determination in New Mexico, USA.

Karl is an attorney with a bachelor's degree in business from Texas A&M University and a Juris Doctorate with Honors from the University of Texas School of Law. In addition, he holds post-doctorate Master of Laws degrees in Military law and Environmental law. He served as an officer in the United States Army from 1977-1990, is a graduate of the US Army Airborne and Ranger schools, and has served as an Armored Cavalry officer, military criminal attorney and Assistant Professor of Law at the U.S. Military Academy at West Point. Married with three grown children and a beautiful granddaughter, Karl and his wife Pam live in The Woodlands, Texas.



# About the Awards

## **EPA's Green Power Purchaser Awards**

The EPA Purchaser Awards honor U.S. organizations that have helped build a market for green power by making significant purchases of renewable energy. Award winners were selected based upon criteria including the quantity and type of renewable energy purchased, the impact of their green power purchases, the extent to which their actions have helped to establish a precedent that may catalyze similar actions by others, and the extent to which they demonstrated innovative purchasing strategies.

## **DOE's Green Power Supplier Awards**

The DOE Supplier Awards recognize U.S. suppliers of green power based on qualitative and quantitative criteria including their use of innovative programs, number of customers served, benefits offered to customers, and total sales. To be eligible, these products and programs must serve voluntary green power markets.

## **CRS' Market Development Awards**

The Center for Resource Solutions' Market Development Awards recognizes efforts to build the green power marketplace, and advance the renewable energy industry. They honor innovative marketing campaigns to increase widespread awareness of renewable energy options, cutting-edge outreach efforts by individuals or organizations to boost interest in green power, and outstanding contributions and continuous individual achievement in support of renewable energy.

## **Green Power Leadership Club**

The Green Power Leadership Club honors Partners in EPA's Green Power Partnership program that have made an exemplary green power purchase. Club members must make a green power purchase which exceeds minimum Green Power Leadership Club purchase requirements. Eligibility for the Club is determined on an annual basis.



# 2007 Green Power Leadership Award Winners

## EPA's Green Power Purchaser Awards

### **On-Site Generation**

City of Chico, CA

Macy's, Inc. West Division

The Timberland Company

### **Green Power Purchasing**

Kohl's Department Stores

PepsiAmericas, Inc.

The Pepsi Bottling Group, Inc.

Pepsi Bottling Ventures, LLC

New York University

Sloan Valve Company, IL Manufacturing Facility

Starbucks

### **Partner of the Year**

City of Bellingham, WA

Johnson & Johnson

Mohawk Fine Papers, Inc.

PepsiCo

Staples

Wells Fargo & Company

Whole Foods Market



## **DOE's Green Power Supplier Awards**

### **New Green Power Program or Product**

Constellation NewEnergy

### **Renewable Energy Marketer**

3Degrees

Sterling Planet

SunEdison

### **Program of the Year**

Pacific Power and Rocky Mountain Power

Silicon Valley Power

## **CRS' Market Development Awards**

### **Green Power Beacon Award**

Western Washington Green Power Campaign

A collaboration between Puget Sound Energy, Snohomish County Public Utility District, Seattle City Light, Tacoma Power, Bonneville Environmental Foundation (BEF), Belo Marketing Solutions, Batdorf & Bronson Coffee Roasters and Dagoba Organic Chocolate.

### **Green Power Pilot Award**

Clif Bar – Ski Green

### **Green Power Pioneer Award**

John Schaeffer

William Sprately

# 2007 Members of EPA's Green Power Leadership Club

(as of September 4, 2007)

AAR CORP.	Concordia University Austin	Hyatt Regency / Reunion &
ARAMARK Parks & Resorts	Connecticut College	DFW Airport Hotels
Arnold & Porter LLP	Corvallis Environmental	Interface, Inc.
Aspen Skiing Company	Center	Jackson Hole Mountain
Auraria Higher Education	Curtis Packaging	Resort
Center	Corporation	Johnson & Johnson
Austin (TX) Independent	DMI Industries, Inc.	Kettle Foods
School District	Dupli Envelope and	Lander University
Austin Grill	Graphics	Lundberg Family Farms
Aveda Corporation	EarthColor, Inc.	Maudie's Restaurants
Benedictine Convent of	Emmis Austin Radio	Mohawk Fine Papers Inc.
Perpetual Adoration	Encore Ceramics, Inc.	MOM's – My Organic Market
Buck Hill Ski Area	ENSR Corporation	Monadnock Paper Mills
Burt's Bees	ERG	Monroe Litho, Inc.
Canadian Embassy	FedEx Kinko's	MOSAIC
Washington DC	First Evangelical Free Church	NatureWorks LLC
Chena Hot Springs Resort	Fitzgerald Auto Malls	Neenah Paper, Inc.
Cherokee Investment	FLEXPETZ	New Belgium
Partners	Foundation Communities	New York University
Cisco Systems, Inc.	Frontier Natural Products	Newport Harbor Corporation
Citizens for Pennsylvania's	Co-op	Nike, Inc.
Future	Ginny's Printing	Northwestern University
City of Bellingham, WA	Grand Targhee Resort	Oberlin College
City of Durango, CO	Green Mountain Coffee	Origins
City of Lacey, WA	Roasters	Paul Smith's College
City of San Diego, CA	Green Mountain College	Pepsi Bottling Ventures, LLC
City of Santa Monica, CA	GSD&M	PepsiAmericas, Inc.
Clif Bar	GTI Coatings, Inc.	Performance Bicycles
Coldwater Creek Inc	Gyrus ACMI	Perkins + Will
College Houses	HOK	prAna
Columbia College Chicago	HSBC North America	



Rebekah Baines Johnson  
Center  
REI  
Robins, Kaplan, Miller &  
Ciresi L.L.P.  
Rockfish Bar and Grill &  
Kaufmann's Tavern  
Sandy Alexander Inc.  
SAP America  
Shaklee Corporation  
Shawnee Peak Ski Area  
Signal Mountain Lodge  
Society for Neuroscience  
Soho House New York, LLC  
Southern New Hampshire  
University  
Spirit Lake Community  
Schools  
Sprint Nextel  
St. Martin's Evangelical  
Lutheran Church

St. Olaf College  
Staples  
Starbucks  
Stratton Mountain  
Sugar Bowl Ski Resort  
Sunday River and  
Sugarloaf/USA  
Syracuse University  
Tazo Tea  
Tetra Pak, Inc.  
The Evergreen State College  
The Holland, Inc.  
The Pepsi Bottling Group,  
Inc.  
The Tower Companies  
Touchmark at Coffee Creek  
Town of Mountain Village,  
CO  
Town of Vail, CO  
Triple Peaks LLC  
Tualatin Valley Water District

U.S. Environmental  
Protection Agency  
University of California,  
Santa Cruz  
University of Central  
Oklahoma  
University of Pennsylvania  
Vail Resorts, Inc.  
Warren Wilson College  
Wells Fargo & Company  
Western Washington  
University  
Westfield Valley Fair / Santa  
Clara, CA  
Whatcom County, WA  
WhiteWave Foods (Silk and  
Horizon Organic)  
Whole Foods Market  
X-nth Inc.  
York Hospital

## **Purchaser Awards**

### **On-Site Generation**

#### **City of Chico, CA**

The city of Chico has demonstrated its commitment to green power by installing two separate solar systems on city facilities. The first installation was a 91 kilowatt solar photovoltaic system installed at the city of Chico's downtown parking structure, which also provides shade to parked vehicles. The second installation was a 1.1 megawatt solar system at the city's water pollution control plant, which at the time of its installation was recognized as the world's largest solar tracker system at a sewage treatment facility as well as the state of California's largest municipal solar array. Together the two municipally owned systems produce over 2 million kilowatt-hours annually. The waste water treatment plant solar array provides approximately 40 percent of the facility's electricity needs, resulting in a 55 percent utility cost savings compared with the previous year of operation. City officials have said that the total cost savings of these systems would be enough to hire three full-time police officers.



The city dedicated both installations by organizing events hosted by the mayor and attended by local officials, state representatives and regional media. These events generated publicity and raised the awareness of renewable energy within the community. The city government also conducted targeted outreach to the broader community through newsletters, which was further supported by the installation of an educational kiosk in the foyer of the Municipal Center to educate visitors. The city of Chico has implemented a task force, with representation from community stakeholders, to assist in future sustainability endeavors.



# Purchaser Awards

## On-Site Generation

### Macy's, Inc. West Division

Macy's is a major U.S. retailer with over 900 locations throughout the U.S. In 2007, the company signed contracts to install solar power systems totaling 8 megawatts at 28 stores in California. Macy's initiative represents one of the largest commitments to solar power of any major U.S. retailer in EPA's Green Power Partnership. By combining energy efficiency measures with solar power, Macy's looks to recognize a 40 percent reduction in utility-provided electricity, while locking into a fixed electricity price over the life of the solar systems.



There were several interesting challenges involved in Macy's purchasing process, including a race against a California solar rebate funding deadline and the requirement to evaluate over 50 store rooftops, and complete 39 in-person surveys to ensure rooftop suitability for the solar photovoltaic systems. Real estate hurdles were numerous, particularly for stores where Macy's leases rather than owns the property.

Macy's promoted its green power purchase through a globally-launched press release. The company also educated its employees on the benefits of green power through an employee web cast and newsletter, and plans to promote the program to Macy's customers through a "Macy's Goes Green" in-store event this fall.

# Purchaser Awards

## On-Site Generation

### The Timberland Company

Timberland is an outdoor retail company located in Statham, New Hampshire, with 78 stores across the U.S. At their California distribution center, a 400 kilowatt onsite solar array produces approximately 60 percent of the facility’s electricity needs. In addition, Timberland also purchases wind-based renewable energy certificates (RECs), representing approximately 3 percent of the entire company’s purchased electricity use. The company’s commitment is part of a larger ongoing company strategy to become carbon neutral by 2010. A five point strategy to achieve this goal includes investments in green power, energy efficiency improvements and REC purchases.



Timberland creatively communicates their green power commitment to customers through several innovative methods. At every retail location Timberland provides brochures describing the benefits of wind power with discounts available to customers, with a web link for customers to take action. Every store displays a window sticker communicating their carbon-neutral commitment, and footwear packaging has a “nutrition label” detailing the company’s commitment to green power.



# Purchaser Awards

## Green Power Purchasing

### Kohl's Department Stores

Based in Menomonee Falls, Wisconsin, Kohl's has 916 stores across 47 states. Kohl's voluntary purchase of more than 201 million kilowatt-hours of green power annually represents nearly 20 percent of the company's total purchased electricity load, and was large enough to place Kohl's on EPA's National Top 25 and Top 10 Retail lists of green power purchasers.



Kohl's has communicated its commitment to green power internally by publishing the information on their purchase on the company "intranet" website and by writing an article about the company's involvement with EPA's Green Power Partnership. Further internal communication to Kohl's associates is achieved with a video that highlights Kohl's green power commitment.

Kohl's is also a leading participant in EPA's Fortune 500 Green Power Challenge, a campaign to double the green power purchases among Fortune 500 Partners to total more than five billion kilowatt-hours annually.



# Purchaser Awards

## Green Power Purchasing

### New York University (NYU)

With a renewable energy certificate (REC) purchase of nearly 119 million kilowatt-hours, New York University (NYU) established itself as one of the largest green power purchasers among colleges and universities. The commitment represents 100 percent of the school's purchased electricity use and is met with RECs generated from New York and national wind resources. The NY-based purchase demonstrates NYU's commitment to further the development of green power resources within New York State.



NYU has also taken action to spread the success of the university's green power purchase and environmental responsibility actions to a broader audience. The university has developed a Green Action Plan, which involves extensive outreach and joined the Environmental Consortium composed of higher education institutions in the Hudson Valley and New York region so the university could share best practices and expand communication among the higher education community. NYU also joined the American College and University President's Climate Commitment, which involves a pledge to create and implement a plan to reduce carbon emissions.



# Purchaser Awards

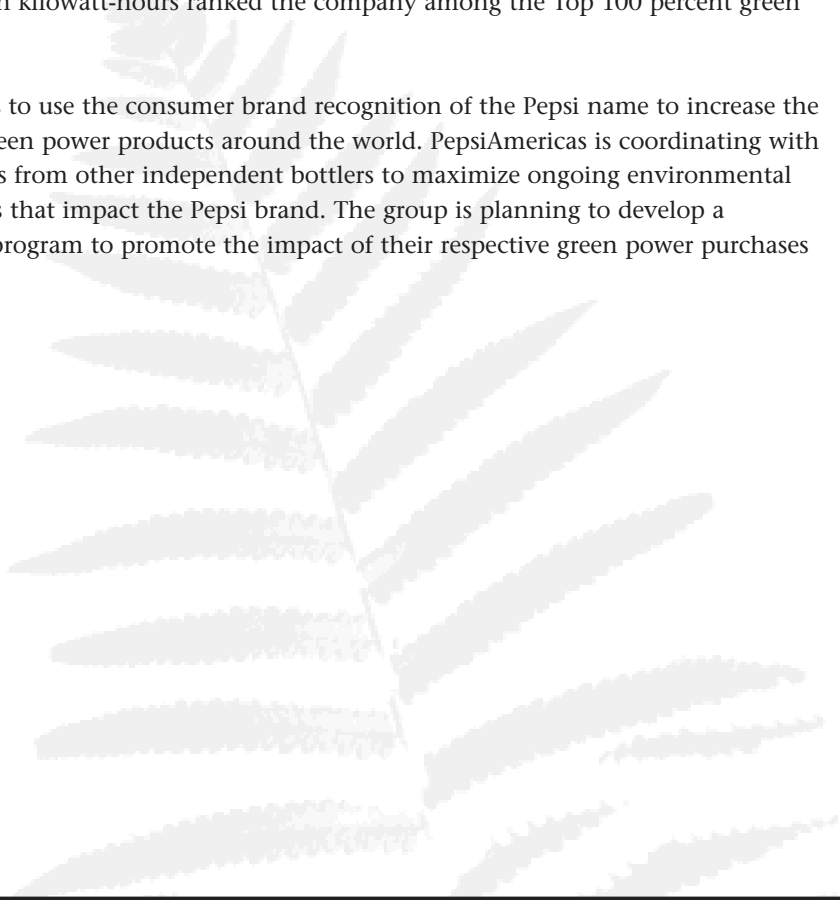
## Green Power Purchasing

### **PepsiAmericas, Inc.**

PepsiAmericas is the second largest Pepsi-Cola bottler in the world, with \$4 billion in revenue and operations in the U.S. and 11 countries. Its 100 percent renewable energy certificate (REC) purchase of just over 157 million kilowatt-hours ranked the company among the Top 100 percent green power purchasers.



PepsiAmericas plans to use the consumer brand recognition of the Pepsi name to increase the visibility of retail green power products around the world. PepsiAmericas is coordinating with the leadership teams from other independent bottlers to maximize ongoing environmental promotion activities that impact the Pepsi brand. The group is planning to develop a consumer labeling program to promote the impact of their respective green power purchases to stakeholders.



# Purchaser Awards

## Green Power Purchasing

### The Pepsi Bottling Group, Inc.

The Pepsi Bottling Group is the largest manufacturer, seller and distributor of Pepsi-Cola beverages such as Aquafina, SoBe Life Water, Lipton and Sierra Mist. With 70,000 employees and more than \$12 billion in annual sales, The Pepsi Bottling Group has operations in the U.S., Canada, Greece, Mexico, Russia, Spain and Turkey. The Pepsi Bottling Group's own purchase of nearly 458 million kilowatt-hours in renewable energy certificates (REC), represents 100 percent of the company's total purchased electricity load, and places the bottler as the one of the largest green power purchasers in the packaging and bottling industry, earning the company high rankings on EPA's National Top 25 and 100% Green Power Purchaser lists.



The Pepsi Bottling Group also is working with the leadership teams of PepsiCo, from which The Pepsi Bottling Group spun off as an independent public company in 1999, and Pepsi's other independent bottlers to develop a consumer labeling program that would expose nearly 200 million consumers to its green power message every day.



# Purchaser Awards

## Green Power Purchasing

### Pepsi Bottling Ventures, LLC

Pepsi Bottling Ventures is one of the largest Pepsi Cola bottlers in the United States. The company operates 18 bottling and distribution facilities in North Carolina, Maryland, Virginia, Delaware, and Long Island, New York, serving over seven million customers. Based in Raleigh, North Carolina, the company has demonstrated leadership in the U.S. Southeastern and Mid Atlantic regions with its 100 percent, nearly 15 million kilowatt-hour renewable energy certificate (REC) purchase.



In an effort to maximize the ongoing promotion of green power and green power initiatives, PepsiCo is working with Pepsi Bottling Ventures and other Pepsi Bottlers to develop a consumer labeling program that highlights the use of renewable energy in the manufacturing of beverages. For Pepsi Bottling Ventures, the effect of labeling all packaging with their green power commitment extends to more than the Pepsi soft-drink brands and includes Aquafina bottled water, Starbucks Frappuccino coffee drink, Tropicana and Dole products, and Lipton tea.

# Purchaser Awards

## Green Power Purchasing

### Sloan Valve Company, IL Manufacturing Facility

Sloan Valve Company's purchase of 20 million kilowatt-hours of green power is a unique commitment coming from a family-owned plumbing equipment manufacturer. The company is one of the leading manufacturers of water-conserving plumbing systems, driven by a mission of conservation that has been in place since the company's birth over one hundred years ago. The firm has a long standing commitment to green building and is an industry leader in new environmental products and technologies, such as water-free urinals and solar-powered faucets.



Sloan Valve Company has helped advance the overall market for green power by showing other manufacturers how they can be an integral part of green building efforts. The company recently supplied the Chicago Center for Green Technology with water-efficient plumbing fixtures to support the center's goal of helping professionals and home-owners learn about the cost savings and environmental benefits of green technologies. Sloan Valve Company labels its products with a visible "made with renewable energy" seal.



# Purchaser Awards

## Green Power Purchasing

### Starbucks

In 2005, Starbucks purchased 185 million kilowatt-hours of wind-based renewable energy certificates (RECs), matching 20 percent of the company's purchased electricity use for its U.S. retail locations. The company increased its annual purchase to match its aggressive business growth, and in 2006, actually quadrupled its purchase of green power. Starbucks is among the largest purchasers on EPA's National Top 25 and Top 10 Retail purchaser lists.



Starbucks also leverages its size and reach to engage its partners, suppliers and customers in opportunities to address their own greenhouse gas emissions. By way of its website, launch of Plant Green Game — a free online game, seasonal promotions, press releases, and six full-page ads in The New York Times, Starbucks is drawing widespread attention to the benefits of green power. The company is also using its influence to spur new renewable energy development by encouraging its supply chain to purchase green power. The company is leveraging its purchasing power with its green power provider to obtain favorable rates. The company has plans to extend those “Starbucks preferred pricing rates” to 388 major supply chain partners.

# Purchaser Awards

## Green Power Partner of the Year

### City of Bellingham, WA

The city of Bellingham has demonstrated strong leadership in the purchase and support of green power. In early 2007, by way of a unanimous City Council vote, the Bellingham local government chose to lead by example by purchasing 100 percent green power for all city owned facilities. This purchase amounted to 25 million kilowatt-hours (kWh) annually. Later the same year, the City partnered with the local utility's green power program and a local non-profit organization to launch the Bellingham Green Power Community Challenge. The goal of the challenge was to increase green power purchasing among the city's citizens and businesses in route to meeting more than 2 percent of the city-wide electric load.



The citizens and businesses of Bellingham took note and followed the city government's leadership by more than tripling the city's commitment of 25 million kWh over the six month community challenge. The city's leadership also led other neighboring cities and counties to organize their own green power purchases. Bellingham's purchase ranks among the largest on EPA's Top 10 Local Government list of green power purchasers.



# Purchaser Awards

## Green Power Partner of the Year

### Johnson & Johnson

Johnson & Johnson is the only green power purchaser to earn a Green Power Leadership Award for six consecutive years. In 2007, the company increased its annual green power commitment by more than 94 million kilowatt-hours (kWh). Johnson & Johnson's green power purchase of over 400 million kWh represents 39 percent of the company's total U.S. purchased electricity use and includes the direct purchases of low-impact hydro, wind power, on-site solar PV, and the purchase of renewable energy certificates from wind power and biomass facilities. From 2005 through 2008, Johnson & Johnson plans to provide funding for 47 clean energy projects, resulting in an investment of more than \$96 million.

The logo for Johnson & Johnson, featuring the company name in a classic, elegant script font.

Johnson & Johnson is participating in EPA's Fortune 500 Green Power Challenge and ranks among the largest of the campaign's Fortune 500 purchasers. The size of the company's green power purchase, along with its willingness to share its experiences, makes Johnson & Johnson a leader in green power procurement.



# Purchaser Awards

## Green Power Partner of the Year

### Mohawk Fine Papers, Inc.

Mohawk Fine Papers, headquartered in Cohoes, New York, is one of the largest

# MOHAWK FINE PAPERS

premium paper manufacturers in North America. In 2003, Mohawk became one of the first large-scale paper production facilities in the United States to support its operations with wind energy, with a renewable energy certificate purchase of 4 million kilowatt-hours. Since then, Mohawk Fine Papers has progressively increased its level of purchase to more than 100 million kilowatt-hours annually. This represents 100 percent of the purchased electric use for all of Mohawk's manufacturing, converting and distribution operations in New York and Ohio. The company's most recent purchase was enough to place Mohawk Fine Papers among EPA's National Top 25 list of green power purchasers.

Mohawk is also known in the industry for its environmental standards and sustainable stewardship practices. The company has worked to meet various environmental standards and works to further the impact of their green power commitment through public education.



# Purchaser Awards

## Green Power Partner of the Year

### PepsiCo

PepsiCo is one of the world's largest food and beverage companies with more than \$35 billion in 2006 revenues. Its principal businesses include Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. In 2007, PepsiCo purchased enough



# PEPSICO



renewable energy certificates (REC) to match 100 percent of the company's purchased electricity load in the U.S. This purchase equates to more than 1 billion kilowatt-hours (kWh) annually, and represents the largest U.S. REC purchase in the EPA's Green Power Partnership.

For more than eight years, PepsiCo has been improving energy and water efficiency across its operations by focusing on resource conservation and investment in new technologies. This effort has led to reductions in greenhouse gas emissions as well as energy and water costs. In 2007, PepsiCo was recognized as an Energy Star Partner of the Year by the EPA. Other sustainability actions include engaging the company's strategic supply chain partners as well as focusing on the communication of these environmental efforts. To date, PepsiCo's leadership has influenced three independent bottlers in buying an additional 681 million kWh of green power annually. PepsiCo is being recognized for the company's leadership in encouraging its business partners to procure green power to further reduce the environmental impacts associated with purchased electricity use.

With this purchase, PepsiCo is also ranked as one of the largest purchasers in EPA's Fortune 500 Green Power Challenge.

# Purchaser Awards

## Green Power Partner of the Year

### Staples

Staples is the world's largest office products company with over 1,900 retail locations around the world and annual sales of over \$18 billion. The company demonstrates its leadership and commitment to conservation and green power initiatives by reducing energy consumption and supporting renewable energy technologies that reduce greenhouse gas emissions.



that was easy.®

Staples purchased nearly 122 million kilowatt-hours of green power, which represents more than 20 percent of the company's purchased electricity use within the United States. This purchase was large enough to place the company on both EPA's National Top 25 list and Top 10 Retail list of green power purchasers. The majority of Staples' green power consists of renewable energy certificates, but the company also purchases direct green power through various utility programs. In addition, Staples has aggressively pursued on-site roof-top solar installations and now has nine active solar power systems on distribution centers and retail stores across the nation. The company is currently investigating other on-site projects including wind power and fuel cells.

Staples also provides customers with thousands of environmentally preferable products and in-store recycling options throughout its North American stores. The company continues to lead through its green power initiatives and serves as an example to businesses interested in learning more about green power. Staples is also an active participant in EPA's Fortune 500 Green Power Challenge and ranks as one of the largest purchasers in the challenge.



# Purchaser Awards

## Green Power Partner of the Year

### Wells Fargo & Company

Wells Fargo & Company is a diversified financial services company with \$540 billion in assets, providing banking, insurance, investments, mortgage and consumer finance to more than 23 million customers. The company purchased 550 million kilowatt-hours of wind energy each year for the next three years, a purchase that represents 42 percent of the company's total purchased electricity use on an annual basis. To date, the company's purchase also represents the second largest U.S. renewable energy certificate (REC) purchase in the EPA's Green Power Partnership. Wells Fargo & Company is also a participant in EPA's Fortune 500 Green Power Challenge and is one of the largest buyers of green power among participating Fortune 500 corporations.



The company's REC purchase supplements its energy conservation efforts and serves as a basis from which the company promotes green power. Wells Fargo & Company became the first financial services company in the U.S. to make green power available to customers through its credit card Rewards Program. Wells Fargo & Company also established an Environmental Finance unit to aggressively pursue sustainable financing opportunities such as green power projects. The company has invested more than \$250 million in wind and solar energy projects, and plans to expand this part of their business in the future.

# Purchaser Awards

## Green Power Partner of the Year

### Whole Foods Market

Whole Foods Market, one of the leading natural and organic foods supermarkets, was the first Fortune 500 Company to purchase wind power for 100 percent of its purchased electricity use across its U.S. operations. This year the company increased its purchase to over 509 million kilowatt-hours of wind-based renewable energy certificates, keeping pace with the company's continued growth. Whole Foods' purchase ranks among the largest in the Green Power Partnership, placing the company on EPA's National Top 25 list, Top 10 Retail list and 100% Green Power Purchaser list.



This year Whole Foods Market expanded upon its purchase to reach out to customers in new and innovative ways. The Wind Power Card is a first-of-its kind retail product that makes point-of-purchase green power sales easier than ever before both for the retailer and the customer. Currently the company is selling the Wind Power Cards at over 100 locations nationwide.

Showcasing wind power and its benefits has become standard operating procedure at this grocery chain. Whole Foods Market is also a participant in EPA's Fortune 500 Green Power Challenge and the company's purchase ranks among the largest of participating Fortune 500 corporations.

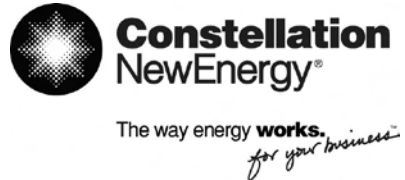


## **Supplier Awards**

### **New Green Power Program or Product**

#### **Constellation NewEnergy**

Constellation NewEnergy is one of the largest competitive retail electricity suppliers in North America, and a leading advocate for integrating energy solutions to meet future energy infrastructure needs.



In a project with the Washington Suburban Sanitary Commission, Constellation NewEnergy serves both as systems integrator and energy supplier, first facilitating the development of a new 30 megawatt wind plant in Somerset County, PA, then providing a long-term wind power purchase agreement to help the agency meet future demand.

Beginning in 2008, the Washington Suburban Sanitary Commission will receive 85 percent of the wind project's power (and renewable energy certificate) output, representing a 70 million kilowatt-hour annual wind purchase. The agreement is a model of the way in which consumers can both drive the development of new wind, and in turn receive the benefit of the long-term stable price.

It also adds to the growing list of renewable projects in states with competitive energy markets, and validates that the power of competition is driving innovations in green energy.

# Supplier Awards

## Renewable Energy Marketer

### 3Degrees

3Degrees is one of the leading U.S. providers of certified renewable energy certificates (RECs). The company serves over 300 corporate customers, including 28 Fortune 500 companies, with total sales at 3 billion kilowatt-hours of Green-e Certified RECs. Its average participation rate in its green pricing programs is 8.6 percent, or 4.5 times the national average.

3Degrees establishes long-term relationships with utilities to invest in and build their voluntary renewable energy programs. It has contracts with more than 70 renewable energy projects worldwide. Projects are located in the United States, Brazil, Canada, China, India, Mexico, and New Zealand.



Bringing Climate Solutions Down To Earth



# Supplier Awards

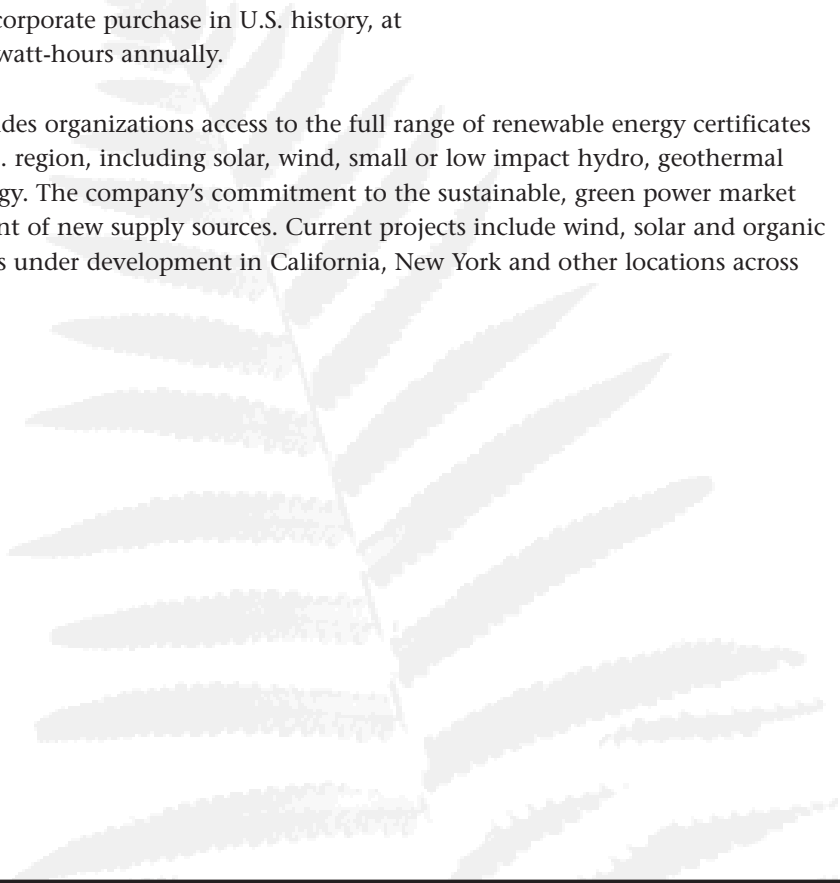
## Renewable Energy Marketer

### **Sterling Planet**

Sterling Planet is a leader in green power sales to non-residential customers. Its current client list includes 622 corporations, 74 government agencies, 33 universities, 49 utilities and thousands of households from coast to coast. The company's multi-year contract with the Pepsi supply chain is the largest corporate purchase in U.S. history, at nearly 2 billion kilowatt-hours annually.



Sterling Planet provides organizations access to the full range of renewable energy certificates options in every U.S. region, including solar, wind, small or low impact hydro, geothermal and organic bioenergy. The company's commitment to the sustainable, green power market includes development of new supply sources. Current projects include wind, solar and organic bioenergy generators under development in California, New York and other locations across the nation.





# Supplier Awards

## Renewable Energy Marketer

### SunEdison

SunEdison is one of North America’s largest solar energy services providers. By the end of 2007, the company will have sold nearly 10 million kilowatt-hours (kWh) of renewable solar energy from existing plants in both voluntary and compliance markets. New projects in which customers retain renewable energy certificates include sites at Wal-Mart, Kohl’s and several other customers.



SunEdison was one of the first to offer Power Purchase Agreements (PPA) exclusively based on solar energy services. The company simplified the solar power proposition by financing, installing, owning, operating, and maintaining the power plant at customer’s facilities, providing its customers relief from up-front capital expenditures, thus enabling more widespread adoption. There is no premium under the company’s PPA, and price is set for the length of the agreement, ensuring energy budget predictability.



# Supplier Awards

## Green Power Program of the Year

### Pacific Power and Rocky Mountain Power

Pacific Power and Rocky Mountain Power's Blue Sky Program is comprised entirely of new, renewable energy resources. The organization placed a purchase preference on new facilities, located near the communities they serve. Over the last year total sales were over 336 million kilowatt-hours, with a customer participation rate of 3.4 percent. Today, more than 57,000 customers participate in the Blue Sky program.



Through the Blue Sky Block program the company helps make community-based projects economically viable while further developing the renewable energy industry. In 2006, Pacific Power and Rocky Mountain Power decided to invest surplus funds from customer purchases in new, community-based renewable energy projects through the Blue Sky Funds awards; bringing strong environmental, educational and economic benefits to local communities the company serves. The company distributed \$1.2 million in 2006, supporting the development of 419.4 kilowatts of new solar generation and 5.4 kilowatts of new small wind generation. The company is also distributing approximately \$1 million in 2007, supporting the development of 406.9 kilowatts of new solar, 20 kilowatts of new small wind, and up to 20 kilowatts of new wave generation.

The Blue Sky program was the first utility green power program to initiate community challenges that create a community network of support and effort. Locations of community challenges in Utah, Washington and Oregon include Castle Valley, Moab, Salt Lake City, Park City, Ogden City, Walla Walla, Corvallis, Lincoln City and Hood River. In addition, the company supports residential community challenges among the Sundance and Kennecott Daybreak communities in Utah.

# Supplier Awards

## Green Power Program of the Year

### Silicon Valley Power

November 2007 will mark the three year anniversary of the Santa Clara Green Power program launch. The program continues to grow rapidly, with at least 35 million kilowatt-hours sales in 2007, a 50 percent increase over the previous year. The company's customer participation rate is an impressive 8.1 percent and still growing.



*Giving You the Power  
to Change the World*

Silicon Valley Power, the City of Santa Clara's municipal electric utility, estimates participation rates to reach 10 percent by year's end, thanks to a challenge issued by the Mayor and City Council. The challenge proved to be an effective method to increase enrollments and build additional support across the city government.

In 2006, the Santa Clara Green Power program also began offering a volume discount for large purchases. Customers found this successful tactic of offering tiered volume pricing for large purchases very appealing, so plans are in place to develop other supply pricing options.

Silicon Valley Power's impressive results are also being driven by outreach efforts, including direct mail campaigns, utility bills envelope messages, newsletters, radio ads and outreach at local events.



## Market Development Awards

### Green Power Beacon Award

#### The Western Washington Green Power Campaign

The Western Washington Green Power Campaign is outstanding for its unique collaboration among diverse parties and multi-tiered marketing approach. The campaign combined the efforts of four regional utilities: Puget Sound Energy, Snohomish County Public Utility District, Seattle City Light, and Tacoma Power, with renewable energy provider Bonneville Environmental Foundation (BEF), Belo Marketing Solutions (sister company to KING 5, the region's largest broadcast television network), and two long-standing BEF customers, Batdorf &

Bronson Coffee Roasters and Dagoba Organic Chocolate. The participants collaborated on a multi-tiered marketing campaign to promote awareness of green power in the region and to encourage new customers to enroll in their green power programs. The heart of the program was the television and internet-based campaign which included the following elements, all specially created for the campaign: television spots which aired over 335 times between April and June 2007, advertising on KING 5's web site, e-mails to over 110,000 registered users of KING 5's web site; and development of unique web landing pages by each of the participating



entities, to create a common “look and feel” that tied together the campaign. In addition, the campaign distributed over 2 million utility bill inserts and provided special training for utility customer-service representatives. Another key element of the campaign was the voluntary contribution by BEF customers Batdorf & Bronson and Dagoba Organic Chocolate of gift packs for new customers, containing a bag of Dancing Goats blend coffee, which features a Green-e logo on each package, with a 10% discount offer and a Dagoba Organic Chocolate bar. To date, the partner utilities have reported great success, with increases of 12% - 29% in the number of enrollments, and the Western Washington Green Power campaign continues to generate new customers.



# Market Development Awards

## Green Power Pilot Award

### Clif Bar

Clif Bar has fostered a unique national partnership program through its sponsorship of the Bonneville Environmental Foundation's SkiGreen™ program. SkiGreen, the first point-of-purchase Green Tag, contributes to the viability of the green power market by making it simple to offset carbon emissions. While purchasing their lift tickets, ski resort guests can also purchase SkiGreen tags to offset their travel to and from the ski hill. Each tag represents 100 kWh of Green-e certified wind energy and offsets about 150 miles of driving. SkiGreen tags, represented as a sticker, are an easy way for skiers to display their commitment to the future of not only the sport, but also the Earth.



Clif Bar's corporate values shine through in their partnerships with ski resorts. The company underwrites to green lifts at many of its partner ski resorts such as Alta Ski Area in Utah, Telluride Resort in Colorado, and Stevens Pass in Washington. Clif Bar's field representatives perform outreach to their ski resort partners and the snow-sports public, matching promotion of their food products with renewable energy and other efforts toward environmental stewardship.

Additional SkiGreen outreach efforts have included educational presentations for National Ski Area Association (NSAA) members, public relations to outdoor sports media, and an event held in conjunction with the 2007 Sundance Film Festival promoted the SkiGreen program to the public and the entertainment industry.

The SkiGreen program launched during the 2003/2004 winter season with only one participating ski resort. Currently, the program has grown to include over 21 ski resorts nationally. With Clif Bar's support, SkiGreen has shown that even small incremental contributions, like purchasing a SkiGreen tag, can ultimately make a great difference.

Clif Bar & Co. ([www.clifbar.com](http://www.clifbar.com)) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women. Focused on great food and sustainability, Clif Bar & Co. works diligently to reduce its footprint on the planet from the field to the final product.

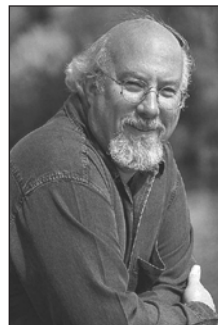


# Market Development Awards

## Green Power Pioneer Award

### John Schaeffer

For the past thirty years, John Schaeffer has helped to bring renewable energy products to a much wider mainstream market. He sold the very first PV solar panel in the world at retail in 1978 from the first Real Goods store in Willits, California and continued to sell solar and renewable energy supplies for the next 30 years. Throughout this time, his company has solarized over 60,000 homes. Gaiam Real Goods has grown into one of the foremost global sources for tools and information on renewable energy and sustainable living. John is also the editor of the Real Goods Solar Living Source Book, now in its thirteenth edition. The Source Book offers information on everything from passive solar design, to photovoltaics, solar thermal, wind power, hydro, green building, permaculture, relocalization and even green burial. It features maps, wiring diagrams, formulae, charts, and solar sizing worksheets to bring consumers a greater understanding of renewable energy. In 1995, John created the Solar Living Center in Hopland, California, a 12-acre educational demonstration site powered by solar and wind which hosts nearly 250,000 visitors annually. The Center is also home of the Solar Living Institute and the annual energy festival, SolFest, now in its 13th year. He founded and remains Board Chair of the educational non-profit Solar Living Institute, dedicated to promoting renewable energy through inspirational environmental education with workshops such as “Planning and Building Your Solar Electric System” and Solar Boot Camps for beginners and professionals alike. John has been instrumental in helping people bring renewable energy into their homes and everyday lives.





# Market Development Awards

## Green Power Pioneer Award

### Bill Spratley

For the past three decades, Bill Spratley has shown tremendous commitment in encouraging the growth of the renewable energy market while ensuring consumer protection. Since 2001, Bill has served as Executive Director of Green Energy Ohio (GEO), a non-profit organization dedicated to promoting environmentally sustainable energy policies and practices in Ohio. Under his leadership, GEO developed and distributed “Ohio Renewable Energy Magazine,” (2007) a statewide, full-color renewable energy resource featuring installation case studies, showcasing by region the state-of-the-art solar, wind and biomass technologies. Other educational programs have included regional community energy workshops and GEO’s RenewOhio campaign, which provided outreach to eighty-eight counties through presentations and projects. With Bill as the conference chair, GEO was the host planner, organizer and developer of the American Solar Energy Society SOLAR 2007 National Conference in Cleveland. The conference theme, “Sustainable Energy Puts America To Work” explored the state’s enormous potential for job creation in manufacturing, distributing and installing clean energy; the conference had the largest attendance to date in the 36-year history of the event.



Bill’s consumer protection efforts in renewable energy policy have shown great vision in public service. As the State of Ohio’s first Consumers’ Counsel, 1977-1993, Bill was founding President of the National Association of State Utility Consumer Advocates (NASUCA). He headed the PhotoVoltaics4You National Consumer Project to assist state utility consumer advocates in understanding solar electric issues. Bill served on U.S. Department of Energy advisory boards under Presidents Carter, Bush and Clinton. He also served on the Green Power Board of the Green-e Renewable Energy Certification Program for 6 years. Bill’s continuous contributions have been outstanding in instilling consumer confidence in the green power market that he has worked tirelessly to promote.



# 2006 Green Power Leadership Award Winners

## EPA's Green Power Purchaser Awards

### **On-Site Generation**

Chena Hot Springs Resort  
County of Butte, CA Government Center  
San Diego Unified School District

### **Green Power Purchasing**

Coldwater Creek  
Commonwealth of Pennsylvania  
IBM  
PrAna  
Staples, Inc.  
Stonyfield Farm  
The Holland, Inc.  
The Tower Companies  
Vail Resorts  
WhiteWave Foods Company

### **Green Power Partner of the Year**

Aspen Skiing Company  
HSBC – North America  
Johnson & Johnson  
Starbucks Coffee Company  
Whole Foods Market

## **DOE's Green Power Supplier Awards**

### **New Green Power Program or Product**

Silicon Valley Power, City of Santa Clara, CA

### **Renewable Energy Technology Supplier**

Community Energy

### **Program of the Year—Honorable Mention**

We Energies

### **Program of the Year**

Portland General Electric (PGE)

## **CRS' Market Development Awards**

### **Green Power Beacon Award**

We Energies – Energy for Tomorrow Program  
Whole Foods Market and Renewable Choice Energy

### **Green Power Pilot Award – Honorable Mention**

Energy for Keeps

### **Green Power Pilot Award**

SmartPower and the Connecticut Clean Energy Fund

### **Green Power Pioneer Award**

Brent Alderfer & Eric Blank, Co-founders, Community Energy, Inc  
Jim Burke, Sacramento Municipal Utility District



## About the Glass Awards

The glass awards distributed tonight were hand forged from  
100% post-consumer recycled glass.  
In its previous life, it was likely part of a salvaged windowpane.  
You may notice slight “imperfections” in the glass.  
We believe that these bubbles or waves  
add to the beauty of the medium,  
and remind us of its unique properties.  
All plaques for the Green Power Leadership Club  
are certified by the Forest Stewardship Council,  
which ensures the plaques come from  
responsibly harvested forests.

