



# Market Outlook and Innovations in Wind and Solar Power

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




*Green Power Partnership Webinar  
February 12, 2013  
1:00 – 2:00 p.m. Eastern*

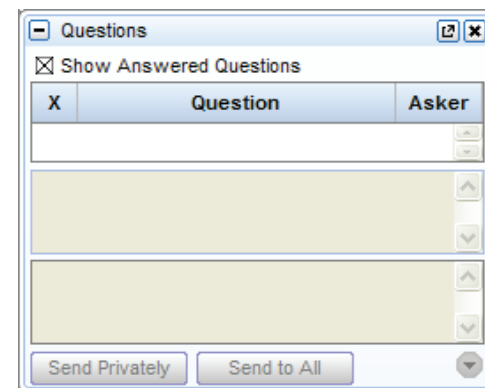
# Today's Agenda

- Introduction and Webinar Logistics
  - Blaine Collison, GPP Director
- Market Outlook and Innovations in Wind & Solar Power
  - Blake Nixon, President, Geronimo Energy
  - Charlie Daum, Director of Business Development, Geronimo Energy
- Questions & Answers
- Post-webinar



# Webinar Logistics

- Attendees are muted to reduce background noise.
- 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.
- Post-webinar survey on this webinar and topics for future webinars.
- Today's presentations are available at:  
[http://www.epa.gov/greenpower/events/12feb13\\_webinar.htm](http://www.epa.gov/greenpower/events/12feb13_webinar.htm)



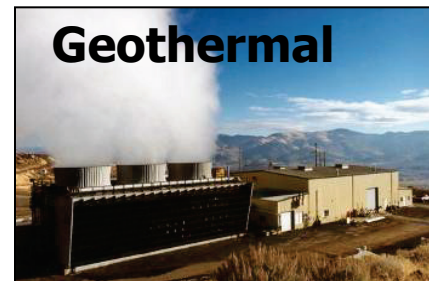
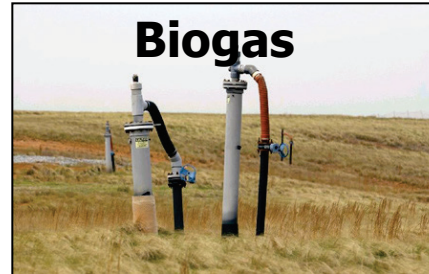
# GPP Webinar Series

- More info: <http://www.epa.gov/greenpower/events/index.htm>
- March 20<sup>th</sup>, 1:00 -2:00 pm EST: The Solar Roadmap: Navigating the Evolving Solar Energy Market
- April 2<sup>nd</sup>: Microsoft's Internal Carbon Fee
- May 29<sup>th</sup>: On-site Generation at SC Johnson and Coca-Cola Refreshments
- Past Webinars of Interest:
  - Solar Economics: The Benefits of Hedging with Solar Power (Nov. 14, 2012)
  - Addressing Barriers to Renewable Energy Procurement (Sept. 19, 2012)
  - Innovative Financing Structures for Aggregated Renewable Projects (June 5, 2012)



# 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).





# Green Power Procurement Options

- Renewable Energy Certificates (RECs) The environmental attributes of electricity generated from renewable resources (1 REC = 1 MWh)
  - Attributes are based on the generation technology type and age, geographic location, and time of generation
  - Does not include the underlying electrons – “unbundled”
- 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 as well as the underlying electrons
- On-site Generation
  - Install a renewable energy system 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 needs REC ownership



# Value Proposition

- Environmental
  - Addresses indirect GHG emissions (Scope 2 emissions)
- Potential Electricity Cost Savings and/or Stability
  - Reduce exposure to fossil fuel price volatility
- Economic Development
  - Job creation
  - Local/regional economic growth
- Corporate Image
  - Demonstrate environmental leadership
  - Differentiate brand/products/services
  - Improve employee morale

“Purchasing green power helps our organization become more sustainable while also sending a message to others that supporting clean sources of electricity is a sound business decision and an important choice to help fight climate change.”  
- Jodi Shapiro, vice president, Environment, Health and Safety, Motorola.

# EPA's 1,400+ Green Power Partners



STATE STREET.



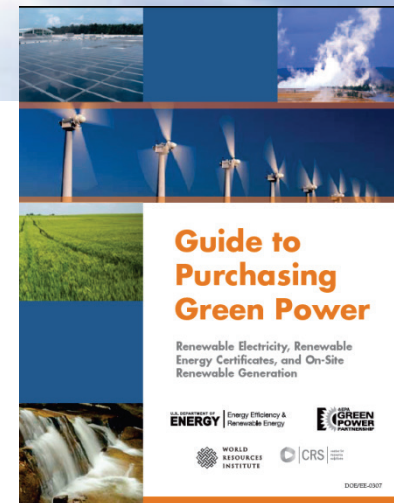
ESTÉE LAUDER





# Partnership Offerings & Benefits

- **Credible Benchmarks**
  - Metric for “How much green power is enough?”
  - Definition of eligible renewables
- **Planning & Implementation Resources**
  - Green power locator
  - Procurement guidance
  - Marketing and communications support
  - Environmental benefits calculator
- **Recognition**
  - Top Partner Lists
  - Green Power Leadership Awards
  - Promotional opportunities
  - Use of the Partner Mark →



# GPP Updates

- Our latest Top Partner Rankings were released on January 28; the next update will be April 22:  
<http://www.epa.gov/greenpower/toplists/index.htm>
- Our seventh annual College & University Green Power Challenge is underway, and winners will be announced in April:  
[http://www.epa.gov/greenpower/initiatives/cu\\_challenge.htm](http://www.epa.gov/greenpower/initiatives/cu_challenge.htm)
- Sign up for our monthly program updates and other GPP news on our website: <http://www.epa.gov/greenpower/contactus.htm>
- [GPP LinkedIn Group](#): 400 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 Purchasing Guide:  
[www.epa.gov/greenpower/documents/purchasing\\_guide\\_for\\_web.pdf](http://www.epa.gov/greenpower/documents/purchasing_guide_for_web.pdf)
  - EPA's Green Power Locator:  
[www.epa.gov/greenpower/pubs/gplocator.htm](http://www.epa.gov/greenpower/pubs/gplocator.htm)
- More Questions?
  - Blaine Collison, GPP Director, 202.343.9139, [collison.blaine@epa.gov](mailto:collison.blaine@epa.gov)
  - Mollie Lemon, Communications, 202.343.9859, [lemon.mollie@epa.gov](mailto:lemon.mollie@epa.gov)
  - Anthony Amato, 781.674.7225, [anthony.amato@erg.com](mailto:anthony.amato@erg.com)

