




Green Power Use and Opportunities for Sports Teams & Venues

*Hosted by the U.S. EPA's Green Power Partnership
and the Stadium Managers Association*

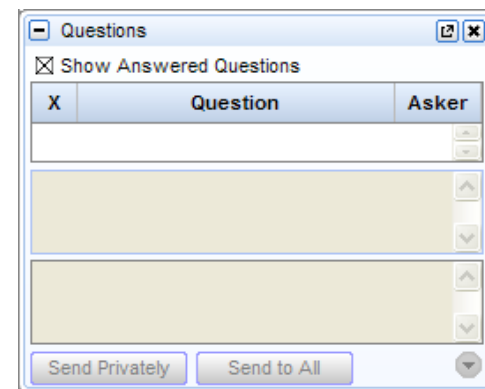


*December 12, 2013
11:00 am – 12:00 pm EST*

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 will be posted to:

http://www.epa.gov/greenpower/events/12dec13_webinar.htm



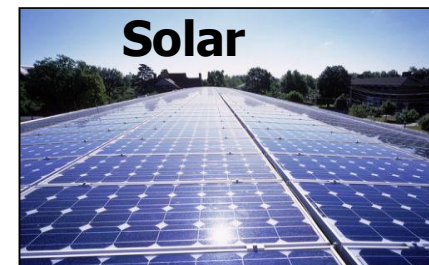
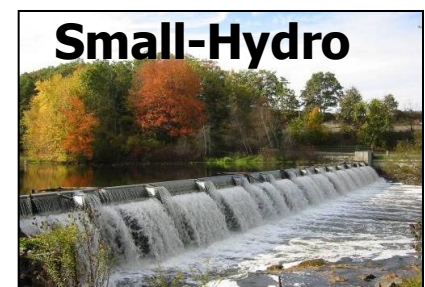
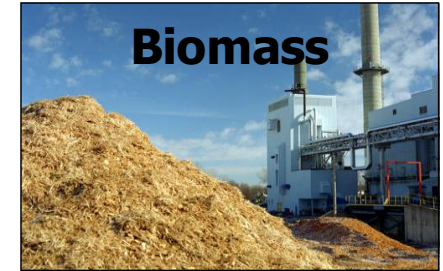
Today's Agenda

- Today's Topic: Green Power Use and Opportunities for Sports Teams & Venues
- Speakers:
 - Joe Abernathy, President of the Stadium Managers Association and VP of Stadium Operations for the St. Louis Cardinals
 - Brian Mahoney, Director of Advertising, Philadelphia Phillies
 - Bram Reynolds, General Manager, Facility Services, Citizens Bank Park
- Questions & Answers
- Post-webinar survey



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 Markets

- **Mandatory markets**

- Exist because of policy decisions, such as state Renewable Portfolio Standards (RPS).

- **Voluntary markets**

- Driven by consumer preference.
- Benefits may include zero or reduced greenhouse gas emissions, other pollution reductions, brand development opportunities, demonstration of environmental leadership, and energy price stability.



Green Power Procurement Options

- Renewable Energy Certificates (RECs)
 - The technology and 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”
 - 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



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
 - New contract mechanisms



Partnership Requirements

- Voluntary program that supports Partners' procurement of green power by offering expert advice, technical support, tools and resources.
- Partners agree to procure green power and provide 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

An Opportunity to Positively Influence Others

- Sports have a long-standing tradition of cultural influence.
- The sports industry includes some of the country's most iconic and influential figures and organizations.
- Fifty-eight percent of Americans self-identify as sports fans (Marist Institute for Public Opinion)
- By communicating and showcasing your green power use, sports teams and venues can engage fans, peers, and the public on the benefits of green power.
- Actions taken by teams and venues can influence individuals and organizations to make pro-environmental behavioral changes.



Phillies RED GOES GREEN



Home Runs for Trees
Manager of Phillies marketing initiatives Mary Ann Moyer discusses the recent Red Goes Green "Home Runs for Trees" tree-planting event.
[Watch Video](#) | [More Details](#)

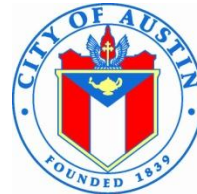
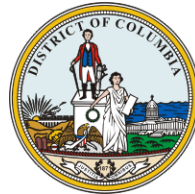
The complex block features a green banner at the top with the text "Phillies RED GOES GREEN" and a baseball icon. Below the banner is a photograph of the Phillie Phanatic mascot wearing a white Phillies jersey, standing in a park with other people. At the bottom, there is a caption for a video titled "Home Runs for Trees" and links to watch the video and more details.

In Green-Powered Sports News...

- PSEG Energy Company Partners with the NFL Environmental Program to Provide Green Energy for Super Bowl XLVIII
- *"By purchasing wind and solar RECs locally PSEG has added more value to this project," said Jack Groh, Director of the NFL Environmental Program. "In addition to providing green energy, purchasing locally puts money into the local economy and can help finance construction of additional renewable energy capacity in the region – something that will have a lasting impact beyond Super Bowl XLVIII."*



EPA's 1,500+ Green Power Partners



Metropolitan Pier and Exposition Authority

Managing McCormick Place Complex and Navy Pier



GPP Updates

- Next webinar: Dec. 17: Building Your Internal Network: Making the Switch to Green Power:
www2.gotomeeting.com/register/508968650
- GPP Webinar series: www.epa.gov/greenpower/events/index.htm
- Check out our expanded Top Partner Rankings:
www.epa.gov/greenpower/toplists/index.htm
- Initial 2013-14 College & University Challenge Rankings:
www.epa.gov/greenpower/initiatives/cu_challenge.htm
- Sign up for our monthly program updates and other GPP news on our website: www.epa.gov/greenpower/contactus.htm
- [GPP LinkedIn group](#): 450+ members



Want to Know More?

- Basic Information

- EPA Green Sports Web Portal: <http://www2.epa.gov/green-sports>
- Overview of the Green Power Partnership: www.epa.gov/greenpower
- Full details of program requirements:
www.epa.gov/greenpower/documents/gpp_partnership_reqs.pdf
- EPA's Green Power Locator:
www.epa.gov/greenpower/pubs/gplocator.htm

- More Questions?

- Blaine Collison, GPP Director, 202.343.9139, collison.blaine@epa.gov
- Mollie Lemon, Communications, 202.343.9859, lemon.mollie@epa.gov

