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A Review of 2017 Categories, Eligibility, Criteria, and the Application Process

*Hosted by the U.S. EPA's Green Power Partnership and
the Center for Resource Solutions*

February 2, 2017





Today's Agenda

- Topic: A Review of GPLA 2017 Categories, Eligibility, Criteria, and the Application Process
- Presenters:
 - Melissa Klein—Communications Lead, Green Power Partnership, U.S. EPA
 - Marcia Sitcoske—Conference & Education Specialist, Center for Resource Solutions
- Questions & Answers

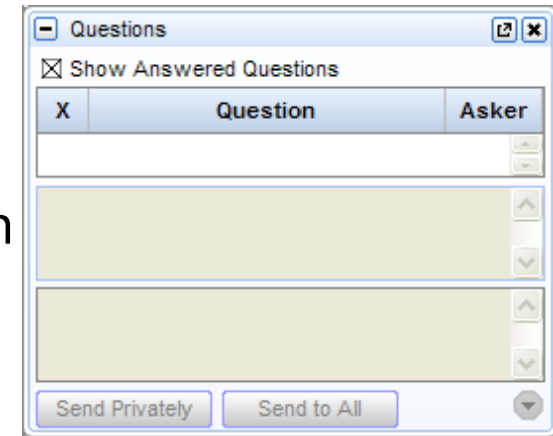


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Webinar Logistics

- 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 sessions.
- Presentations will be posted to EPA's GPP website: www.epa.gov/greenpower/green-power-partnership-events-and-webinars





About the Green Power Leadership Awards

- The awards serve to recognize the leading actions of organizations, programs, and individuals that significantly advance the development of green power sources
- The first Green Power Leadership Awards were presented at the National Green Power Marketing Conference in 2001
- Now presented annually at the Renewable Energy Markets Conference
- Co-sponsored by EPA's Green Power Partnership (GPP) & Center for Resource Solutions (CRS)
 - EPA and CRS awards are administered separately



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Award Categories

EPA Partner Award Categories:

- Excellence in Green Power Use
- Green Power Partner of the Year
- Sustained Excellence in Green Power
- Direct Project Engagement
- Green Power Community of the Year

CRS Market Development Award Categories:

- Green Power Market Development
- International Green Power Market Development
- Leadership in Green Power Education
- Green Power Leader of the Year



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Key GPLA Dates

- **January 26, 2017:** Application period opened
- **March 24, 2017:** Final application deadline
- **Early Summer 2017:** Winner and non-winner notifications
- **October 22-24, 2017:** REM Conference in NYC
- **October 23, 2017:** Awards Ceremony



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Applications

The EPA award applications are located at:

www.epa.gov/greenpower/green-power-leadership-awards

The CRS award applications are located at:

www.greenpowerleadershipawards.com



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Next Steps

- Submit any questions regarding the application process and various awards categories by email to Klein.Melissa@epa.gov (for EPA categories) or marcia.sitcoske@resource-solutions.org (for CRS categories)
- Applications must be submitted by **Friday, March 24, 2017**
 - Applications must be **accurate, complete, and must address all criteria listed** in the application forms in order to be considered
- Application evaluation: EPA's panel includes representatives from EPA. CRS' panel includes reps from CRS and national green power experts.
- EPA will review EPA's applicants to ensure that they are in compliance with Federal environmental regulations.
- EPA and CRS will notify award winners in early Summer 2017.



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EPA Partner Award Categories

- **Excellence in Green Power Use Award:** Recognizes Partners that distinguish themselves by using green power in amounts that exceed the minimum benchmark requirements, or where the partner can demonstrate a distinct market impact through innovation, communications and stakeholder engagement. Winners in this category perform better than what is minimally required and offer a compelling example to their sector peers.
- **Green Power Partner of the Year Award:** Recognizes Partners that distinguish themselves through their green power use, leadership, overall strategy, and impact on the green power market. Winners represent a beacon for other organizations to follow, represent best in class in terms of market impact, and have a compelling story that is both unique and replicable to a wider set of market participants. This category is the highest organizational honor in EPA's Green Power Leadership Awards and the activities are commensurate with this level of recognition.



EPA Partner Award Categories

- **Sustained Excellence in Green Power Award:** Recognizes continual leadership in advancing green power development. This award category recognizes a combination of both "sustained" green power use coupled with "excellence" in procurement size and diversity of supply. Successful applicants shall also demonstrate a similar level of sustained excellence as it relates to communications and market engagement related to their use of green power.
 - Applicants must have won at least three (3) previous Green Power Leadership Awards – including one "Direct Project Engagement" (*previously known as On-site Generation*) Award and one "Partner of the Year" Award. Applicants shall demonstrate excellence by using at least 100 percent green power for its organization-wide purchased electricity use. The Partner must also demonstrate sustained 100 percent green power use for no fewer than 3 years prior to its first award in this category.
 - Organizations can only receive a Sustained award once every 3 years, over which time the applicant must maintain its continued sustained excellence activities.



EPA Partner Award Categories

- **Direct Project Engagement Award:** Recognizes Partners that distinguish themselves through direct project engagement with on- and off-site projects using a variety of financing structures to access renewable energy certificate (REC)-based green power.
 - Eligible direct project engagements include on- and off-site self-generation and physical power purchase agreements (PPAs) as well as direct investments and synthetic/virtual PPAs with off-site projects.
 - Eligible generation must come from new projects that were a result, in part, from the engagement of the applicant. EPA's intent, in part, is to recognize direct long-term commitments with eligible projects. An applicant's contractual relationship to the project shall be for no fewer than five (5) years. Self-generation shall be considered a 20-year contract term.



EPA Partner Award Categories

- **Green Power Community of the Year Award:** Recognizes EPA Green Power Communities that distinguish themselves through their green power usage, leadership, citizen engagement, renewable energy strategy, and impact on the green power market.
 - These applicants coordinate successful community campaigns to buy green power in amounts that exceed the minimum GPC requirements.
 - Both the success of the GPC campaign as well as the leadership of the local government will be evaluated.



EPA Eligibility Information

- Applicants are either currently or will become an EPA Green Power Partner by March 24, 2017.
- Applicants will maintain their EPA Green Power Partner status through 2017.
- Only U.S.-based operations and facilities are eligible.
- Only eligible green power generated from U.S.-based renewable energy resources will be considered. Please review the GPP Partnership Requirements for more information.
- Only green power purchases made and activities conducted since the applicant's last award are eligible. If the applicant has never won an award, the history of green power procurement is eligible for consideration.



EPA Eligibility Information

- Applicants must have completed a green power purchase or have an operational on-site green power generator by March 24, 2017. The green power purchase is considered complete when delivery is executed or commercial operation has commenced.
- Previous winners and applicants are eligible, but will be judged based on their activities since the last award cycle.
- Applicants will be evaluated on the green power use they have reported to the Green Power Partnership as of March 24, 2017.
- Eligibility will be verified during the review process, and finalists will need to pass an EPA compliance screen in order to be selected.

Eligibility Information

- Things to remember:
 - EPA considers eligible green power to be from renewable energy resources such as wind, geothermal, biogas, and low-impact hydroelectric sources.
 - Any procurements seeking award recognition must be substantiated by owning and retaining the renewable energy certificates (RECs).
 - To be considered for GPP, any renewable energy use must be incremental to the “standard mix” provided by utilities and be surplus to regulation.



Questions About What Qualifies as Green Power?



EPA's Green Power Partnership
Partnership Requirements



U.S. Environmental Protection Agency
1200 Pennsylvania Ave, NW (Mail Code 6202J)
Washington, DC 20460
www.epa.gov/greenpower



Last updated: January 2013

If you have questions as to whether your green power use qualifies, review the Green Power Partnership's [Partnership Requirements](#) document or contact EPA.





Insights into EPA Partner Awards

- Because all organizations are using green power as a minimum requirement to be eligible for a GPLA award, each organization will have to differentiate itself on how it made a market impact beyond its green power use alone.
 - Tell a story
 - Bigger is not always recognized as better
 - Innovation and creativity is rewarded



Insights into EPA Partner Awards

- Provide examples of how you highlight your organization's Green Power Partner status (e.g., use of the Partner mark, references to GPP in materials)
- Use examples to illustrate your broader strategy and impact
 - Don't send every piece of marketing collateral you have — hand pick those that support your unique story
 - Don't send a print out of a press release if you can provide a link
 - Pictures say a thousand words



Insights into EPA Partner Awards

- If you are a third-party **nominating** an organization for an award, please be sure to consult that organization while filling out the application.
 - This helps to ensure the application is as complete as possible and covers all their green power use.



Insights into EPA Partner Awards

- What is EPA's compliance review?
 - EPA will review all applicants to ensure that they are in good standing with EPA. Finalists will need to pass an EPA compliance screen in order to be selected.
 - If an applicant is unable to pass this review, they will be removed from further consideration
 - Removal from consideration is not permanent
- If you didn't win this year, consider resubmitting
 - Increase your chances by improving your application

2016 EPA Award Winners

Excellence in Green Power Use

- Biogen, Inc.
- BNY Mellon
- Forest County Potawatomi Community, WI
- Goldman Sachs
- Government of the District of Columbia (Washington, DC)
- Intel Corporation
- SC Johnson

Green Power Partner of the Year

- Cisco Systems
- Jackson Family Wines
- University at Buffalo, the State University of New York

Direct Project Engagement

- General Motors / GM Orion Assembly Plant
- Google Inc.
- HARBEC, Inc.

Sustained Excellence in Green Power

- Apple Inc.
- Kohl's Department Stores

Green Power Community of the Year

- Maplewood Community, Missouri





A Few Quotes from 2016 Winners

Enabling a diverse energy supply through low-carbon and renewable sources is key to meeting Cisco's sustainability goals. We are very proud to win this award in recognition of both our historical support and continued commitment to including renewable energy as a significant part of our global energy and sustainability strategy moving forward."

- Ali Ahmed, Global Energy and Sustainability Leader, Cisco.

Intel is committed to continue its strong dedication to increasing its use of green power globally. We implement a portfolio of technology supplies, both from the grid and on-site projects directly supplying our buildings. By installing and testing innovative projects...we learn new opportunities for greener energy supplies and support the scaling of their implementation. The solution to a cleaner energy supply will require new innovation, multiple supply technologies and willingness to try new approaches."

- Marty Sedler, Director of Global Utilities and Infrastructure, Intel

"Targeting 100% renewable energy across our operations by 2020 is part of our broader commitment to minimizing our operational impact and achieving carbon neutrality. As a creditworthy long-term off-taker, we can help facilitate deployment of new renewable energy projects. This is a prerequisite of sound environmental policy and a necessary complement to our core business activities."

- Anthony Cammarata, Managing Director in Corporate Services and Real Estate, The Goldman Sachs Group





...Quotes from 2016 Winners

"Kohl's seeks to be an environmentally responsible retailer through initiatives including the use and support of renewable energy and energy efficiency initiatives, among others. Providing healthy and engaging store environments for our customers, associates and communities is important both as a national retailer and good corporate citizen."

- John Booher, Senior Manager of Environmental Standards, Kohl's Department Stores

"Building the Bolt EV in a facility that is 54 percent powered by clean energy further adds to the car's environmental credentials. It's an example of how we live our global sustainable manufacturing commitment while improving our bottom line."

- Alicia Boler-Davis, Vice President of Global Manufacturing, General Motors

"UB is honored to be recognized by the EPA as a national leader in using clean, renewable energy. We are committed to making UB a more sustainable campus through a variety of green power initiatives."

- Laura Hubbard, Vice President for Finance and Administration, University at Buffalo, The State University of New York



CRS Market Development Awards

The four CRS award categories recognize individuals, companies, or other renewable energy industry leaders that have helped build the market for green power in the U.S. and internationally.



CRS Market Development Awards

1. Green Power Market Development
2. International Green Power Market Development
3. Leadership in Green Power Education
4. Green Power Leader of the Year



CRS Market Development Awards

- **Green Power Market Development:** Recognizes organizations and individuals building and growing the voluntary market for green power. This may include organizations using renewable energy, electricity suppliers and REC providers, policy advocates, leaders in project development, and others influential in driving green power. The award honors industry leaders that are innovators and champions of renewable energy and whose actions are supporting the accelerated development of green power markets.
- **International Green Power Market Development:** Recognizes organizations and individuals who are building markets or demonstrating leadership in green power procurement outside North America. This may include organizations using renewable energy, project developers, policy advocates, certificate providers, electricity suppliers, or others influential in developing and growing green power markets.
- **Leadership in Green Power Education:** Recognizes effective and unique programs and organizations focusing on green power education. This award honors work that spreads the word about the environmental benefits of green power, and efforts to boost public interest in renewable energy.
- **Green Power Leader of the Year:** Recognizes outstanding leadership by an individual who is leveraging his or her influence, power, position, or purchasing power to increase the prevalence of renewable energy. Evaluation criteria include: efforts and achievements of an individual, contributions to building the green power market, and dedication to and vision for renewable energy.



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CRS Market Development Awards

2016 CRS Market Development Award Winners

- Green Power Market Development
 - Robert Griffin, Department of the Navy REPO
 - Bloomberg LLP
 - Pacific Power's Blue Sky Program
 - APEX Clean Energy
 - MCE (Marin Clean Energy)
- International Green Power Market Development
 - Google, Inc.
 - Apple Inc.
- Green Power Leader of the Year
 - California Governor Jerry Brown
- Leadership in Green Power Education
 - John Schaeffer, Real Goods Solar Living Institute



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CRS Market Development Awards

CRS Application Process

- Why should the applicant win a GPLA? (300 words)
- Optional supplemental material (5 pages max)
- Apply at greenpowerleadershipawards.com

2016 GPLA Award Winners



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Question & Answer

- Basic Information
 - EPA Green Power Leadership Partner Awards: www.epa.gov/greenpower/green-power-leadership-awards
 - CRS Market Development Awards: www.greenpowerleadershipawards.com
- Questions?
 - Melissa Klein, EPA, 202.343.9207, klein.melissa@epa.gov
 - Marcia Sitcoske, CRS, 415.561.2103, Marcia.Sitcoske@resource-solutions.org



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