

# Value of Certification and Verification for Green Power Purchases

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## Presenters:

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# Learning Objectives

1. Introductions to Center for Resource Solutions and the Green-e certification
2. Understanding why certification is important for your renewable energy purchases
3. What goes on behind the scenes for Green-e certified renewable energy products
4. Why Green-e reduces risk and gives you and your customers more confidence

# Center for Resource Solutions



*Creating policy and market solutions to advance sustainable energy*

- Nonprofit founded in San Francisco
- Established in 1997
- Areas of focus:
  - Policy and expert assistance work
  - Education and support for renewable energy markets
  - Certification services

# Green-e

*Powering a renewable future*



- Program of the Center for Resource Solutions
- The only third-party verification and consumer protection program in North America
- What makes Green-e unique
  - Stakeholder-driven standard
  - Independent governance board
  - Strict consumer protection guidelines

# Green-e

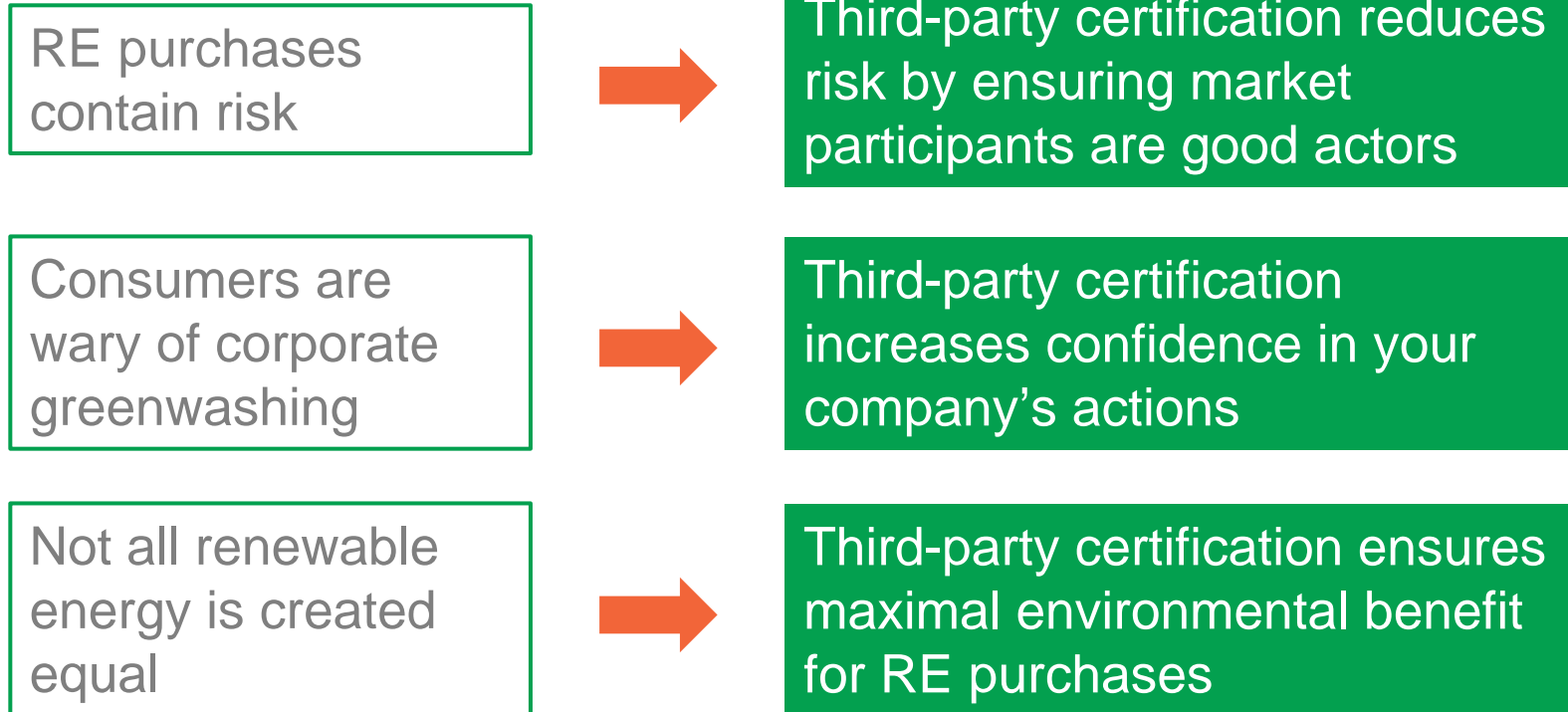
*Powering a renewable future*



## What Green-e certifies

- Renewable Energy Certificates (RECs)
- Utility green pricing programs
- Competitive electricity products
- Carbon offsets
- Direct PPA transactions
- Community solar programs
- Community choice aggregation
- Businesses and products (RE purchases and onsite generation)

# Why Certification is Important for Renewable Energy Purchasers



# Quick Look: Jackson Family Wines

- EPA Green Power Partner, member of Green-e Marketplace
- Uses > 100% RE
- Certification provides JFW:
  - Trust in their RE purchases
  - Access to industry expertise
- Certification provides consumers:
  - Trust in JFW's marketing
  - Assurance that JFW's investment is making an impact





# Value of Certification for Renewable Energy Purchasers

1. Increased consumer trust in environmental marketing claims
2. Easy to confirm that a purchase has been certified
3. Succinct communication through a certification mark or logo
4. Transparent rules and processes

# Protecting Your Purchase Across All US and Canadian Markets

The only chain-of-custody and consumer protection program for renewable energy in North America

Rules and processes are designed to:

- Independently verify renewable energy quality
- Authenticate ownership
- Reduce risk to all parties
- Protect against double claims and double counting
- Integrate industry best practices, and state or regional policies

Recognized by:



WORLD  
RESOURCES  
INSTITUTE

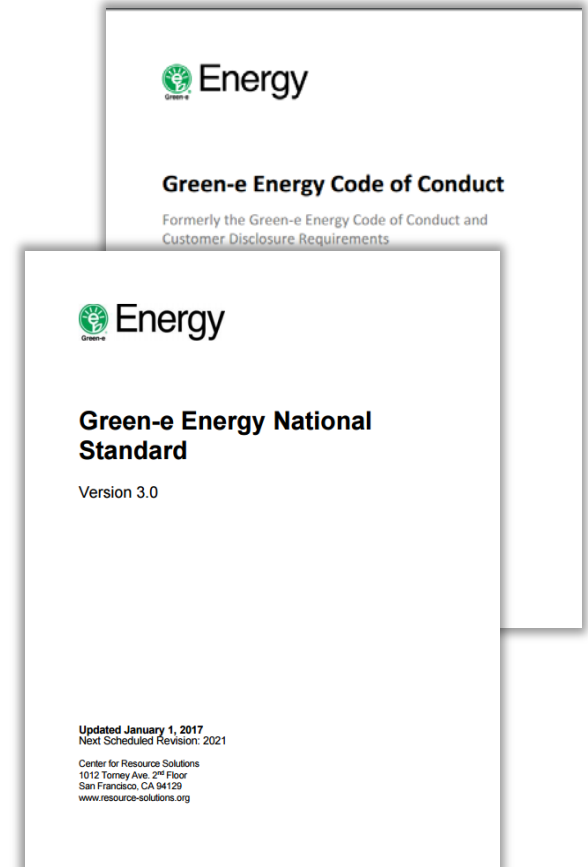


# Rulemaking and Standard-Setting

**Transparent program development.**  
Stakeholder-driven Standard and consumer protection policies.  
Independent Green-e Governance Board.

**Technical expertise.** Over 20 years of renewable energy markets experience and an active policy team.

**Enforcement and censure mechanisms.**  
Contractual obligations to make the customer whole.



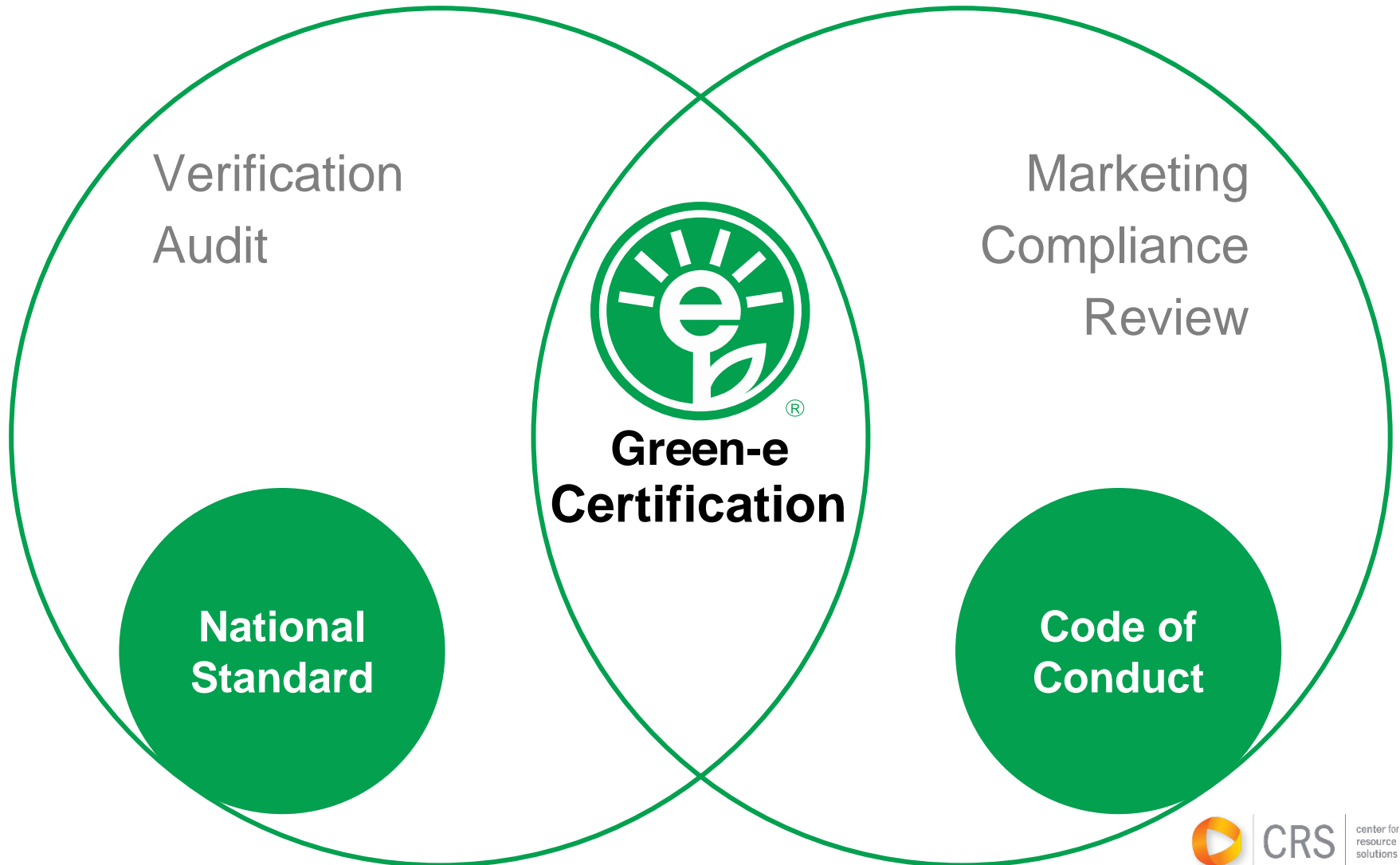
# Green-e Governance Board

Current representatives from:

- Southern Alliance for Clean Energy
- Natural Resources Defense Council (NRDC)
- Union of Concerned Scientists (UCS)
- Carbon Disclosure Project (CDP)
- National Renewable Energy Laboratory (NREL)
- Renewable Northwest
- SunPower Corporation

Plus, non-voting members from 3Degrees, Carbon Solutions Group, and Puget Sound Energy

# What is Certification?



# Supply Criteria for Renewable Energy



- All certified products contain RECs
- RECs must be fully aggregated
- Only eligible renewable energy sources: Wind, solar, geothermal, biomass\*, hydropower\*
- Limitation on time of REC generation: 21-month vintage
- Limitation on age of facility: Built within the last 15 years
- Purchase goes above and beyond RPS
- No double counting, selling, or claiming
- “Electricity” products sourced within customer region
- Incorporation of state-specific requirements and restrictions

# Marketing and Disclosure Criteria



Code of  
Conduct

- Receipt of “Product Content Label” at purchase
  - Upfront or historical disclosure of resource type, proportion, generation location by state
  - Disclosure for unique cases: facility-specific purchase, hydropower, repowered facility, REC-only purchase, RPS renewables
- Disclosure of contract terms in simple language
- Accurate representation of product benefits
- Alignment with Federal Trade Commission
- **TIP:** Buyers can request additional information about specific facility, stricter new date, quarter of REC generation
- **TAKEAWAY:** Green-e verifies that all information on the PCL is accurate

# Certification Processes

- **Verification Audit (Annual)**

  - Chain-of-custody evaluation

  - Claims review

  - Comparison of supply vs sales

- **Marketing Compliance Review (Semi-annual)**

  - Evaluates all certified product marketing

  - Reviews sale channel and enrollment process

  - Confirms accurate disclosure

**TIP:** “Green-e Eligible” does not equal “Green-e Certified.”



## Best Practices

## Green-e oversight activities

Using new and renewable energy

No double counting throughout supply chain

No double claiming

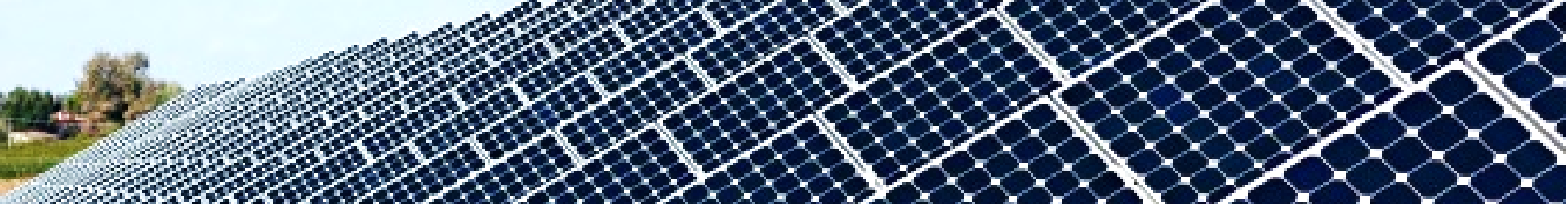
Buyer has sole claim to purchase

Integrity within diverse policy and regulation environments

Disclosure matches purchase

Noncompliant supply and/or disclosure is remedied

- ✓ Resource eligibility, facility age, and time of REC generation verified by Green-e.
- ✓ RECs tracked through electronic tracking system or offline contractual agreement.
- ✓ Claims evaluation of renewable energy facility to ensure sole ownership.
- ✓ RECs are retired on behalf of the buyer.
- ✓ Additional actions performed to maintain integrity of voluntary renewable energy purchasing.
- ✓ What was promised to the customer matches the purchase, such as quantity, renewable energy type, generation location, and specific facility.
- ✓ Green-e evaluates compliance and employs enforcement mechanisms.



## Resources:

[www.resource-solutions.org](http://www.resource-solutions.org)

[www.green-e.org/buy](http://www.green-e.org/buy)

[www.renewableenergymarkets.org](http://www.renewableenergymarkets.org)

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