



CHAPTER

9

Conclusion

To view the full Guide, visit <https://www.epa.gov/greenpower/guide-purchasing-green-power>



DOCUMENT MAP

Summary

Chapter 1. Introduction

Chapter 2. Introducing Green Power

What is Green Power?

Introduction to Renewable Energy Certificates

Introduction to the Voluntary Market

Certification and Verification

Tracking Systems

Chapter 3. The Benefits and Costs of Green Power

The Benefits

The Costs

Public Relations Considerations

Chapter 4. Green Power Product Options

Purchase Options

Self-Generation Options

Green Power Supply Options Summary

Chapter 5. Using Organizational Goals to Guide Green Power Purchases

Setting Goals

Identifying Key Decision-Makers

Gathering Energy and Facility Data

Choosing Green Power Options

Chapter 6. Contracting for Green Power

Developing Criteria for Screening Green Power Suppliers and Products

Collecting Product Information

Creating a Procurement Plan

Chapter 7. Planning a Self-Generation Renewable Project

Screening the Options

Obtaining Resources and Assistance

Creating a Project Plan

Installing and Operating a Renewable Generation Project

Chapter 8. Capturing the Benefits of the Purchase

The Environmental Benefits

Promoting the Organization's Purchase

Chapter 9. Conclusion

Chapter 10. Resources for Additional Information

Glossary

Appendix A. Green Power Considerations for Federal Agencies

Appendix B. Commercial Solar Financing Options

Appendix C. Purchasing renewable energy as a residential customer



Conclusion

Purchasers of electricity can have a significant impact on the way that power is produced, both now and in the future. Businesses, governments and nonprofit organizations have an unprecedented range of options for purchasing, generating and using green power. Although the rules vary from state to state, these organizations can choose how their electricity is produced, either by selecting an off-the-shelf product, by negotiating with their utility or other electricity supplier, by directly contracting with a renewable energy generator, or by participating in aggregate purchasing. Organizations that wish to purchase green power have more options now than ever before. Additionally, the decline in renewable energy equipment costs has significantly increased the economic viability of self-generation projects.

Over the past decade, renewable energy purchasing has proliferated in the United States, in part due to the voluntary green power market. As a result of this growth, project developers, utilities and businesses have gained a wealth of experience as they purchased unbundled RECs, entered power purchase agreements, or installed green power generation. Businesses in the commercial sector are principal drivers in today's markets as they use green power to realize their economic and environmental goals while improving relations with customers and shareholders.

Renewable energy technologies, a greater variety of procurement models and self-generation options are becoming mainstream, allowing organizations everywhere to support green power and reduce their environmental impact. Organizations that act in their own—and in society's—best interests can take advantage of the strategies outlined in this guide to help move the United States towards a more sustainable energy future.

