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



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## 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.

