



2022 Green Power Leadership Awards Application Process

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

March 1, 2022





Webinar Logistics

- The webinar will be recorded and available on both the CRS and EPA websites.
- All attendees will be muted upon entering the webinar.
- Please submit questions in the Q&A panel on the bottom of the screen.
- If we are unable to answer all of the questions, we will follow up with you separately.





Today's Agenda

- Presenters:
 - Rebecca Taylor, Green Power Partnership, U.S. EPA
 - Rachael Terada, Center for Resource Solutions
- Introduction and Overview
- EPA Awards
 - Steps to apply
 - Insights
- CRS Awards
 - Award categories
 - Steps to apply
- Questions & Answers





Overview

- Background
- Key Dates
- Application Process



Background

- The awards serve to recognize the leading actions of organizations that significantly advance the development of the voluntary green power market
- The Green Power Leadership Awards (GPLAs) were first presented in 2001
- The GPLAs are 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 administer their awards separately

2022
GREEN POWER
Leadership Awards



Background



2022 GREEN POWER *Leadership* Awards



- Both EPA & CRS have separate process for selecting and awarding winners
- Applicants are welcome to apply for both- but understand the application and review are independent of each other



Key GPLA Dates

- **February 21, 2022:** Application period opened
 - **March 21, 2022:** Final application deadline
 - **Summer 2022:** Winner and non-winner notifications
 - **September 14-16, 2022:** REM™ Conference, including the Awards Ceremony
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Application Process Overview

- Where is the application available:
 - The EPA award applications are located at: <https://www.epa.gov/greenpower/green-power-leadership-award-application-process>
 - The CRS award applications are located at: www.greenpowerleadershipawards.com
- How to ask questions about the application process and awards:
 - taylor.rebecca@epa.gov (for EPA)
 - marcia.sitcoske@resource-solutions.org (for CRS)





Application Process Overview

- Submit applications by March 21, 2022
- Application evaluation:
 - EPA's panel includes representatives from EPA
 - CRS' panel includes representatives from CRS and national green power experts
- EPA will review all applicants to ensure that they are in good standing with EPA. Finalists will need to pass an EPA compliance screen to be selected
- EPA and CRS will notify award winners in Summer 2022





EPA Awards

- Steps to apply
- Insights



Steps To Apply for EPA GPLA

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1. Assess Eligibility
 2. Complete a Partner Reporting Form
 3. Complete a Green Power Leadership Award Application
 4. Submit Materials

Assess Eligibility

- Applicants are either currently or will become an EPA Green Power Partner by March 21, 2022
- If you have questions about whether your green power use qualifies, or joining as a partner, review the Green Power Partnership's [Partnership Requirements](#) document or contact EPA



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Assess Eligibility

- Applicants must have completed a green power purchase or have an operational on-site green power generator by March 21, 2022. The green power purchase is considered complete when delivery is executed or commercial operation has commenced
- Applicants will be evaluated on the green power use they have reported to the EPA as of March 21, 2022
- Applicants must substantiate eligible green power by owning and retaining the renewable energy certificates (RECs)
- Eligible green power use must be incremental to the “standard mix” provided by utilities and be surplus to regulation

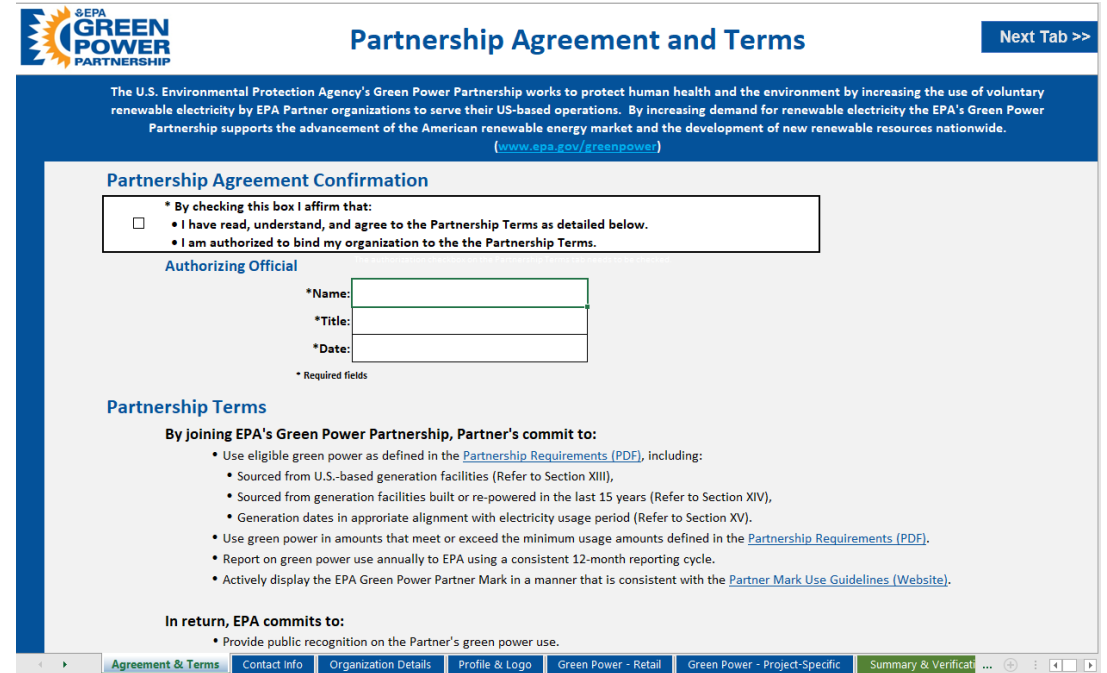


Assess Eligibility

- Only U.S.-based operations and facilities are eligible
- EPA will consider only green power generated from U.S.-based renewable energy generators as eligible. EPA considers eligible green power to be from resources such as solar, wind, geothermal, biogas, and low-impact hydro
- Previous winners are eligible but will be judged based on their incremental activities since their last successful award submission. If the applicant has never won an award, the applicant's total history of green power procurement is eligible for consideration

EPA Partner Reporting Form

- Complete the Partner Reporting Form to ensure eligibility
- Current GPP Partners can contact gpla@epa.gov for a pre-populated Partner Reporting Form
- Ensure answers in the Award Application align with information in Partner Reporting Form



The screenshot shows the "Partnership Agreement and Terms" form. At the top left is the EPA Green Power Partnership logo. The title "Partnership Agreement and Terms" is centered, with a "Next Tab >>" button on the right. Below the title is a blue banner with white text: "The U.S. Environmental Protection Agency's Green Power Partnership works to protect human health and the environment by increasing the use of voluntary renewable electricity by EPA Partner organizations to serve their US-based operations. By increasing demand for renewable electricity the EPA's Green Power Partnership supports the advancement of the American renewable energy market and the development of new renewable resources nationwide." A link to www.epa.gov/greenpower is provided. The main content area is titled "Partnership Agreement Confirmation" and contains a checkbox for affirmation, followed by a list of terms: "I have read, understand, and agree to the Partnership Terms as detailed below." and "I am authorized to bind my organization to the the Partnership Terms." Below this is the "Authorizing Official" section with fields for Name, Title, and Date, and a note that these are required fields. The "Partnership Terms" section follows, stating that by joining the partnership, partners commit to: using eligible green power as defined in the Partnership Requirements (PDF), including sourcing from U.S.-based generation facilities (Section XIII), sourcing from facilities built or re-powered in the last 15 years (Section XIV), and reporting green power use annually to EPA using a consistent 12-month reporting cycle. It also states that partners must actively display the EPA Green Power Partner Mark in a manner consistent with the Partner Mark Use Guidelines (Website). The "In return, EPA commits to:" section states that EPA will provide public recognition on the Partner's green power use. At the bottom, a navigation bar includes tabs for "Agreement & Terms", "Contact Info", "Organization Details", "Profile & Logo", "Green Power - Retail", "Green Power - Project-Specific", and "Summary & Verification".





EPA Award Application

- Applicants should understand that not all questions are required for the application to be submitted
- Applicants should only provide information in a question area if it is relevant to their green power activities
- If the applicant has not undertaken activities in a question area, it is acceptable to leave it blank. Applications will not be considered incomplete if there are questions left blank




EPA's Areas of Leadership

- **Intention and Ambition** – Applicants' intention and ambition to establish and achieve a renewable energy or emissions reduction target using green power
- **Green Power Use** – Applicants' green power use demonstrates leadership, drives demand, and increases market impact
- **Communication** – Applicants' communications related to green power use help raise awareness, provide social proof, inspire others, and support market principles and best practices



EPA's Areas of Leadership

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- **Influence** – Applicants' concrete actions to influence green power access and use within various communities
 - These communities could be defined as: where they operate; stakeholder groups such as competitors, suppliers, employees, customers, and load-serving entities; communities disproportionately burdened by environmental harms and risks, such as minority, low-income, and tribal communities; and others
 - **Transparency** – Applicants' willingness to collaborate, share information, report data, and advance best practices and market principles



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EPA's Areas of Leadership

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- **Innovation, Sustainability, and Grid Improvements** – Applicants' innovative actions help create a more sustainable and improved grid to help accelerate the transition to a clean energy future
 - This includes actions around the deployment of storage, electrification of operations, support of resilient grid infrastructure, and supporting market principles and best practices



Submit EPA GPLA Application

- Submit all required materials to GPLA@epa.gov by March 21, 2022
- Required materials include:
 1. Partner Reporting Form
 2. Green Power Leadership Award Application
- Note: Applicants can attach supplemental materials directly relevant to the information in the award application
 - Don't send every piece of marketing collateral you have — hand pick those that support your unique story
 - Don't send a printout of a press release if you can provide a link



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Insights Into EPA's GPLA Application

- Because all applicants are using green power as a minimum requirement to be eligible for a GPLA, each applicant will have to differentiate itself on how it made a market impact beyond its green power use alone
- Bigger is not always better, but it is relative to your peers
 - EPA will evaluate applicants against their peers and consider the applicant's relative size, industry, and access to green power
- Innovation and creativity is rewarded
- Use examples to illustrate your broader strategy and impact- tell a story!



Third Party Nominations

- 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 ensure the application is as complete as possible and covers all their green power use
- If you're a third-party nominating an organization, please be sure to also copy the main contacts for the organization on your email submission



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Insights into EPA Compliance Review

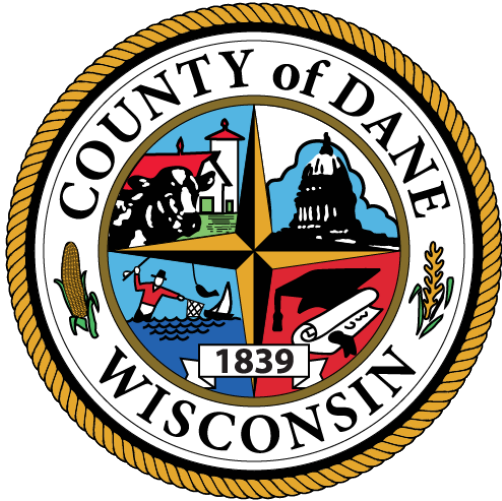
- What is EPA's compliance review?
 - EPA will review all applicants to ensure that they are in good standing with EPA. Finalists will need to pass an EPA compliance screen to be selected
 - If an applicant is unable to pass this review, EPA will remove them from further consideration
 - Removal from consideration is not permanent



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2021 EPA GPLA Winners





CRS Awards

- Award Categories
- Steps to Apply
- Insights





CRS 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 Awards

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



CRS Awards

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- 1. 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.





CRS Awards

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- 2. International 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.





CRS Awards

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- 3. Leadership in 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.




CRS Awards

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4. **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.



CRS Application Process

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1. Why should the applicant win a GPLA? (300 words)
 2. Optional supplemental materials (5 maximum)
 3. Apply at greenpowerleadershipawards.com




CRS Awards

2021 CRS Award Winners:

- Green Power Market Development
 - CalCCA
 - Google / M-RETS
 - Microsoft
 - Seattle City Light / Washington State Housing Finance Commission
 - SEIA
- International Green Power Market Development
 - Microsoft Corporation
- Leadership in Green Power Education
 - BEF
 - Climate Action Pathways
- Green Power Leader of the Year
 - Chris Pennington (Iron Mountain)



Reminder Key GPLA Dates

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Question & Answer

- **Basic Information**

- EPA Green Power Leadership Partner Awards: www.epa.gov/greenpower/green-power-leadership-awards
- CRS Awards: www.greenpowerleadershipawards.com

- **Questions?**

- Rebecca Taylor, EPA, 202.564.5211 taylor.rebecca@epa.gov
- Marcia Sitcoske, CRS, 415.561.2103, marcia.sitcoske@resource-solutions.org