



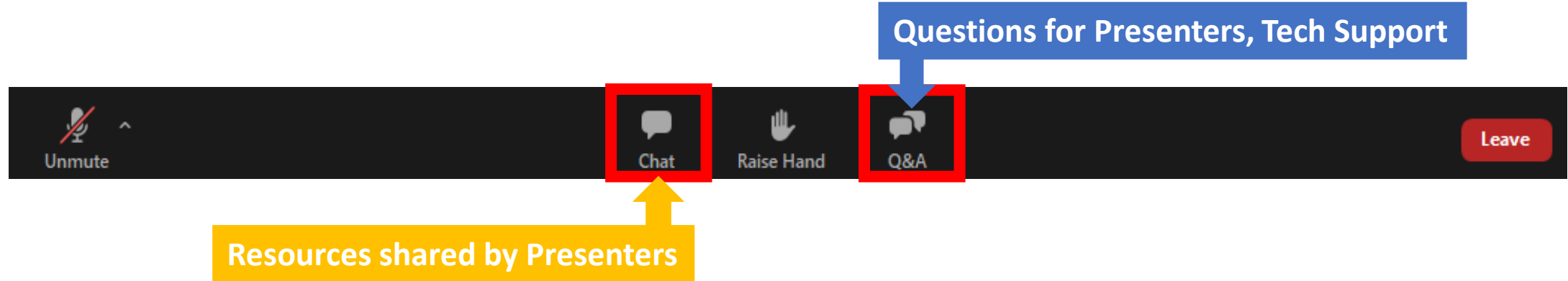
2024 Green Power Leadership Awards Application Process

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

March 20, 2024



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 box
- If we are unable to answer all of the questions, we will follow up with you separately
- If you are experiencing any technical difficulties, please send a message through the Q&A box or send an email to leslie.smith@erg.com



Today's Agenda

- Presenters:
 - Bailey Rosen, Green Power Partnership, U.S. EPA
 - Marcia Sitcoske, Center for Resource Solutions
- Introduction and Overview
- EPA Awards
 - What is new
 - 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



2024
GREEN POWER
Leadership Awards



Background

2024 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

- **March 11, 2024:** Application period opened
- **April 19, 2024:** Final application deadline
- **Summer 2024:** Winner and non-winner notifications
- **September 16-18, 2024:** REM™ Conference, including the Awards Ceremony



Application Process Overview

EPA	CRS
Submit applications and data reporting forms to EPA by April 19, 2024	Submit applications to CRS by April 19, 2024
Application evaluation from representatives from EPA	Application evaluation from representatives from CRS and national green power experts
EPA will review all finalists are in good standing with an EPA compliance screen.	
Notify award winners in Summer	Notify award winners in Summer



Questions about Application Process

Where is the application available?

EPA

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

CRS

www.resource-solutions.org/programs/gpla/

Who to ask questions about the application process and awards

EPA

rosen.bailey@epa.gov

CRS

marcia.sitcoske@resource-solutions.org





EPA Awards

- Areas of Leadership
- Steps to apply
- Insights






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





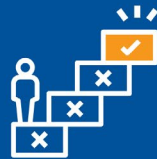
EPA's Areas of Leadership

- **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
- **Equity** – Not an official area leadership at this stage, but a new area of interest that is assessed on the application



EPA's Areas of Leadership: Examples

Intention & Ambition



Elevance committed to 100% renewable electricity by 2025 and achieved the target four years early.

As part of their commitment to achieving net zero emissions across all three scopes by 2040, Palo Alto Networks subscribes to a pilot green tariff program for large customers purchasing extra renewable energy.

Influence



Hormel increased access to renewable energy in the communities where they operate by serving as an anchor tenant in two community solar projects.

In 2021, Elevance became the first major U.S. health benefits company to achieve 100% renewable electricity, and now influences its suppliers to drive upwards of 70% reductions in scope 1 and 2 emissions.

Transparency



TMCC's renewable energy monitoring webpage provides public access to real-time performance metrics for the college's on-site wind and solar installations.

Hormel set a public GHG target with its "20 by 30 Challenge" and developed a low-carbon transition plan that integrates renewables.

Innovation



Palo Alto Networks innovated by linking its line of credit access to its ability to achieve specific renewable and emissions reduction performance indicators.

TMCC innovated by leveraging its solar investments into its educational curriculum using drones!

Green Power Use



The Home Depot's green power investments helped build a new 50 MW Nebraska wind farm and 115 MW Texas solar project.

Hormel increased its green power use from less than 10% to 100% through a power purchase agreement that generates 936 million kWh annually.

Grid Improvements



The Home Depot installed 55 battery storage projects in five states with a total capacity of more than 12 MW to load balance and address demand spikes.

Palo Alto Networks' FLEXBenefits program incentivizes employees to invest in technologies such as solar, batteries, electric vehicles, and energy efficiency retrofits.



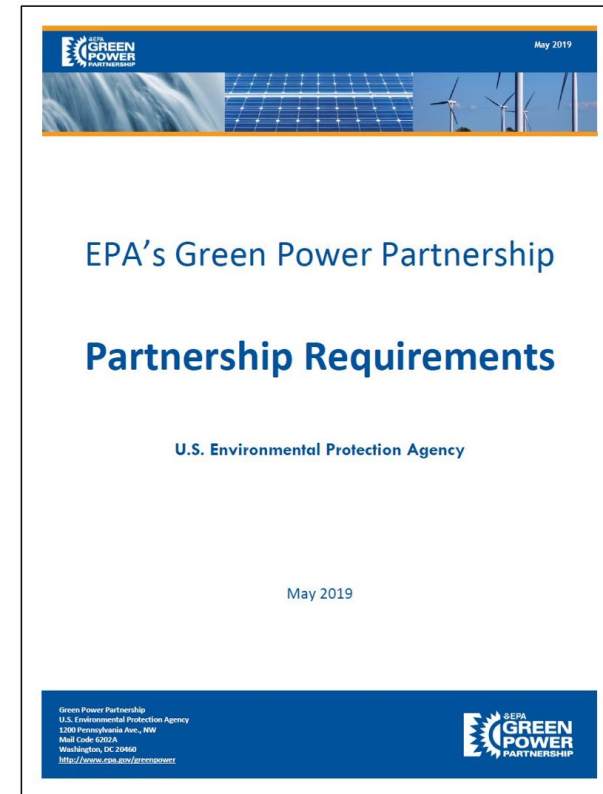
Steps To Apply for EPA GPLA

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



1. Assess Eligibility

- Applicants are either currently or will become an EPA Green Power Partner by April 19, 2024
- 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



CRS






1. Assess Eligibility

- Applicants must have completed a green power purchase or have an operational on-site green power generator by April 19, 2024. 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 April 19, 2024
- 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



1. Assess Eligibility

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- 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 uses the market definition of 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



2. Complete 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 the Partner Reporting Form

Organization Details << Prior Tab Next Tab >>

SEPA GREEN POWER PARTNERSHIP

Important Note: In filling out the information on this sheet, you may find that Excel will not allow you to paste information directly into certain cells. In the event that this occurs, select the cell you wish to paste into but paste the information into the formula bar in Excel's menu ribbon instead.

Partner Organization Information

*Partner Name:

*Street Address:

*City, State ZIP:

*Industry Sector: Select from picklist provided.

*Number of U.S. Employees: Estimated (U.S. only)

*Website: General website for your organization

Sustainability Webpage: Webpage highlighting your green power usage

LinkedIn Page: Optional

X (formerly Twitter) Handle: Optional

* Required fields

Reporting Period

The reported electricity and green power use information contained within this form shall be specific to the 12-month period entered below. A Partner may choose a "reporting period" to align with the calendar year, fiscal year, or some other 12-month period. Once a Partner chooses a 12-month reporting period they shall use the same reporting cycle moving forward. Partners new to the Partnership may initially report their first year in the program on a forward looking 12-month basis, but will be required to transition to a retrospective 12-month reporting period after they have completed a year in the program. The start date of a chosen 12-month reporting period may not be more than 24 months prior to the date when this report is completed.

*Reporting Period Start Date: Enter as mm/dd/yyyy

Reporting Period End Date: End Date is auto-calculated.

* Required field

Scope of U.S. Operations

Identify the scope of U.S.-based operations that will be recognized under the EPA's Green Power Partnership. A Partner must report its total annual electricity use that aligns with the identified scope. Note, not all facilities included in the scope need to be using green power, but the Partner must meet the minimum green power use requirement as a percentage of total annual electricity use. EPA encourages Partners to join with a scope covering all their U.S.-based operations if possible.

*Scope of U.S. Operations: All Partner-owned or leased U.S. facilities
 Subset of Partner-owned or leased U.S. facilities (e.g., division or region)
 Single Partner-owned or leased U.S. facility (e.g., headquarters building)

Descriptive text for facilities if Subset or Single is selected above (e.g., headquarter's campus):

* Required field

Total Annual Electricity Use



Enter the total electricity use (kWh) within the partnering scope of operations for the identified 12-month reporting period indicated above. Total annual electricity use shall include both grid-purchased electricity as well as all onsite generated electricity (if applicable).

*Total Annual Electricity Use (kWh/12-month reporting period):

* Required field



3. Complete EPA Award Application

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- EPA has updated the award application to reflect the simplified single award category
 - The new application features more questions
 - 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



4. Submit EPA GPLA Application

- Submit all required materials to GPLA@epa.gov by April 19, 2024
- 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





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





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





Insights Into EPA's GPLA Application

- Because all applicants are Green Power Partners and thus 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 necessarily 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 credible practices are rewarded
- Use examples to illustrate your broader strategy and impact-tell a story!



2023 EPA GPLA Winners



[Register](#) for EPA's webinar with the
2023 GPLA awardees
on March 27, 2024 at 2:00 PM EDT



CRS Awards

- Award Categories
- Steps to Apply
- Insights





About Center for Resource Solutions

Nongovernmental Organization (NGO) creating policy and market solutions to advance sustainable energy since 1997.

- Expert assistance
- Renewable energy and climate policy
 - Clean Energy Accounting Project (CEAP)
- Renewable Energy Markets annual conference
 - REM Asia, Singapore, April 29-30
 - REM US, Denver, September 16-18
- Green-e[®] certification for suppliers and users of renewable electricity, carbon offsets and biomethane in the voluntary market



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

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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.
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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 www.resource-solutions.org/programs/gpla/





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.resource-solutions.org/programs/gpla/

- **Questions?**

- Bailey Rosen, EPA, (202) 951-0324, gpla@epa.gov
- Marcia Sitcoske, CRS, (415) 561-2103, marcia.sitcoske@resource-solutions.org

