

2024 Green Power Leadership Award (GPLA) Application

Steps to Apply for a GPLA

1. Assess Applicant Eligibility

An applicant (or organization nominated for an award by a third-party) is eligible for a Green Power Leadership Award (GPLA) if it meets the following requirements:

- An applicant must be an EPA Green Power Partner in good standing by the close of the application period (i.e., April 19, 2024).
- Only the applicant's operations and facilities based in the United States are eligible.
- Only green power generation sources located in the United States are eligible.
 - Please review the [Partnership Requirements](#) for more information.
- Only active green power purchases or green power use are eligible. A green power purchase is considered active when the start of contracted delivery is executed, or commercial operation has commenced. For GPLA eligibility, the green power use is considered active when the purchase or use start date is no later than April 19, 2024.
- Previous GPLA winners are eligible for awards. However, EPA will evaluate applicants on innovative activities and strategies since their last award that EPA has not already recognized. For example, if a Partner won in 2019 for activities they conducted during the calendar year 2018, then activities from January 1, 2019, onward are eligible if they involve an increase in green power demand, or an innovation in procurement strategy or practice.
- Applicants should contact GPLA@epa.gov (or their assigned account manager) if they are unsure of their eligibility or their activities' relevance.

Note: EPA will verify eligibility during the review process, and finalists will need to pass an EPA compliance screening to be selected.

2. Request a Partner Reporting Form

Please contact GPLA@epa.gov to obtain a Partner Reporting Form, which must be completed and submitted with the application. Applicants should submit the completed award application and Partner Reporting Form together. The Partner Reporting Form includes details and instructions on completion and submission.

All green power projects and usage included in the award application must align with the information included in the Partner Reporting Form. EPA strongly encourages Partners to complete the form prior to completing this application.

Note: Applicants who are already EPA Green Power Partners must request a pre-populated Partner Reporting Form.

3. Complete Award Application

Organizations will have the opportunity to highlight their green power leadership and impact throughout the application. Applicants should fill out areas that pertain to relevant achievements. If an applicant does not have activity in a specific area, they should leave that section or question blank.

EPA encourages applicants to include links, images, and other materials that support the information included in the application. Proof of action can be included in the application or in a PDF attached to the application. Only verifiable work will be considered for the awards.

Third-parties may nominate an organization for an award. However, the third party **MUST** copy the organization being nominated on the emailed application. EPA strongly advises that third-parties consult with nominees to accurately capture their full contribution to the green power marketplace, which might be more robust than the nominating third-party's experience with or sales to the nominee. Note: only Partners can request that EPA share their Partner Reporting Form.

If EPA selects the applicant as an award winner, the Agency may use content from this form to write the applicant's award winner profile. Please make sure all the information provided is as accurate as possible.

4. Submit Materials to GPLA@epa.gov

Required

- A completed GPLA application
- A completed Partner Reporting Form

Optional

- Supplemental materials

After the applicant submits its GPLA application and Partner Reporting Form, EPA will confirm receipt and follow up with questions.

5. Questions?

Email GPLA@epa.gov or contact Bailey Rosen at (202) 951-0324 or rosen.bailey@epa.gov.

Deadline

Friday, April 19, 2024 (11:59 p.m. Eastern Time)

Applications will be accepted beginning March 11, 2024.

Contact Details

Applicant Contact Information

Note: Please fill out the contact information below for the applicant

Organization: _____

Contact Name: _____

Title: _____

Address (Street): _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Submitter Contact Information

Note: Please fill out the contact information below if a third-party is submitting an application for another organization

If same as contact information above, check here and skip:

Third-Party Organization: _____

Contact Name: _____

Title: _____

Address (Street): _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Applicant's Communications/Public Relations Contact

If same as applicant contact information, check here and skip:

Contact Name: _____

Title: _____

Phone: _____

Email: _____

- From this point forward, no answers are "required". Applicants should only provide information in a question area if it is relevant to their green power innovations in practice, activities, or strategies. EPA will not consider applications incomplete if there are blank spaces.
- EPA will only recognize past, realized activities that represent measurable performance related to green power. For example, EPA can only consider the delivery of contracted green power, not the action of signing a contract for the future delivery of contracted green power. Please provide a URL or proof of action (e.g., images, screenshots of social media). EPA cannot give awards based on future plans; include only completed or current, ongoing activities in the application.

Intention and Ambition

Intention and ambition to establish and achieve renewable energy or emissions reduction targets using green power are indicators of leadership and success. Applicants that set targets and publicly acknowledge them are more likely to achieve them. Please describe the scope, scale, and timing elements of the applicant's target and how the applicant's current green power use factors into meeting the target.

Please describe how the applicant is meeting set target(s),¹ especially related to innovative strategies such as 24/7, emissionality, and the development of new incremental capacity. If there is broad institutional buy-in (such as an internal carbon price), please describe. (150-word limit):

Please provide a link to a webpage or document where the applicant's target(s) is publicly available:

1. Previous award winners should only focus on green power use and procurement strategies since their last award. EPA is not able to recognize applicants for actions that have already received awards.

Voluntary green power procurement goes above and beyond what the consumer would have otherwise received via their standard-delivered grid mix. EPA views this incremental green power use as a leading action, key in making a difference, and evidence of having an impact. Does the applicant intend to meet its established target entirely through voluntary procurement and use of green power alone?

Yes

No, through both voluntary and non-voluntary sources
(i.e., standard-delivered grid mix) of renewable electricity

Electrification is part of a robust corporate strategy to reduce emissions associated with direct fuel use. Describe the applicant's goals, strategies, and actions taken to electrify operations. Examples of electrification include conversion to electric water and space heating, or conversion of corporate fleets to electric vehicles. How do the applicant's actions demonstrate leadership in electrification innovation? How does the applicant measure progress towards end-use electrification goals? How does the applicant's green power procurement align with its electrification activities? (150-word limit)

Green Power Use

Green power use is central to an applicant's award-worthiness. Significant green power use (above EPA's minimum requirements) demonstrates leadership, drives demand, and increases market impact. In this section, please provide information on the applicant's green power use.²

Describe why the applicant is worthy of national recognition for its green power usage. What is unique and innovative about the applicant's green power portfolio, strategy, and commitment? How does the applicant's green power use differentiate it from other applicants who are also using green power? (300-word limit)

2. Previous award winners should only focus on green power use and procurement strategies since their last award. EPA is not able to recognize applicants for actions that have already received awards.

Communications

An applicant’s communication about its green power use is critical to demonstrating leadership. Promoting green power use helps raise awareness, provides social proof of concept, inspires others, and supports market principles and best practices. EPA will evaluate applicants based on how they publicize their green power use and Green Power Partner status to stakeholders.

Identifying your organization as an EPA Green Power Partner is an important way to communicate your commitment to green power use. Please identify, from the range of strategies below, how the applicant promotes its green power use and partnership with EPA, including where the Green Power Partner Mark (shown at right) can be found on communications materials. Please provide examples, with links whenever possible, in the box below. You may also attach a maximum of ten pages of supplemental materials to support your application (i.e. copies of communications products mentioned in the table). One of those pages may be an additional table listing communications products that mention GPP. We encourage you to provide links to those products whenever possible.



- | | |
|---|--|
| Website | Overhead messaging |
| Newsletters | On-hold messaging |
| Podcasts | Mailers |
| Whitepapers | Press releases |
| Reports | Media interviews |
| Webinars | Sponsorships |
| Blogs | Speaking events, conferences |
| Social media (Facebook, LinkedIn, X/Twitter, Instagram) | Sustainability reports |
| Exterior/interior signage | Other not noted (enter details below): |
| Brochures | |

Communications Strategy (most recent first)	Title	Link	Date
<i>Example: Blog</i>	<i>Blog announcing achievement of 80% green power use</i>	<i>http://www.site.com</i>	<i>01/23/2023</i>

Influence

Influencing others to use green power is another significant area of leadership. EPA will evaluate applicants on concrete actions taken that help increase access to and use of green power within the local community or stakeholder groups. Stakeholder groups could include industry peers, suppliers, employees, community residents, customers, underserved communities, and load-serving entities. Supporting employee green power use, particularly for telecommuting/remote employee workforce, is a growing sphere of influence.

Describe how the applicant's actions have increased green power use within the local community or across stakeholder groups in which it operates. Examples may include engagement with suppliers to offer new green power product options, procurement collaborations in the community, value chain engagement, formation of buying groups, or playing a key role in the development of a shared renewable energy project. Applicants may also describe actions that have increased access in the green power marketplace. (300-word limit)

Transparency

Transparency speaks to an applicant's willingness to collaborate, share information, report data, and advance best practices and market principles. Based on the evidence provided, the EPA will assess the applicant's leadership on demonstrating sound market principles and best practices; accountability in reporting and involvement in related groups, programs, and initiatives; and actively sharing and advancing knowledge to others.

By checking this box, the applicant agrees that they publicly support core [market principles](#) and best practices that foster credibility, confidence, and market participation by others, including:

- My organization validates its green power use claims with market instruments, such as renewable energy certificates (REC).
- My organization takes actions to avoid double-counting and double-claiming of attributes by ensuring that claims can be backed by market instruments, such as REC.
- My organization follows best practices to align green power procurement within the same market boundary as where electricity consumption occurs. (The United States is considered a single market).
- My organization uses credible terms like "incremental" or "new" capacity or generation, and avoids using terms, such as "additionality," which have specific meaning under emissions accounting and can be misleading or inaccurate with respect to green power claims.

If the applicant does not support any of the above market principles, please explain why. (150-word limit)

Innovation

Innovation is critical for the development of new technologies, deployment of cleaner sources of power, advancement of new procurement strategies toward the realization of a clean energy economy. EPA will evaluate the applicant's novel and innovative actions around green power development and use that address specific barriers and are replicable by others in the market.

Describe innovative strategies the applicant has used to procure green power or deploy enabling technologies, such as storage assets. Past examples include creative financing, the locational value of projects, implementation of microgrids, integration of storage, use of next-generation technologies, and other strategic approaches to the market to advance a renewable electricity future.

Please structure answers as follows:

- *Innovative action*
 - *Barrier action addresses*
 - *Relative impact of innovative action (quantitative/measurable effect)*

(300-word limit)

Environmental Equity

Actions that promote an equitable transition to a clean energy economy and/or benefit communities with environmental justice concerns demonstrate green power leadership. EPA will evaluate applicants on their actions to have a positive impact on overburdened/underserved communities.

Does the applicant have an environmental equity strategy, plan, or goal that incorporates green power?

Yes

No

If yes, how do the applicant's investments in green power support or serve overburdened/underserved communities? Examples may include increasing local clean energy access, creating clean energy jobs or training opportunities, increasing access to low-cost capital, improving environmental conditions in overburdened/underserved communities, etc. Please quantify the impacts of the applicant's actions where possible (including emissions reductions, cost reductions, size of community, etc.). (150-word limit)

End of Application. Please submit to GPLA@epa.gov.