

Climate Change Policy and Voluntary Markets

The Role of Renewable Energy and Energy Efficiency

28th Annual Utility Energy Forum

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Center for Resource Solutions

- CRS is an NGO, U.S. 501.c.3
- Established in 1997
- Focus on environmental issues, renewable energy and energy efficiency policy
- We work in the US and internationally

CRS (cont.)

Mission: To make it easier for people and organizations to use renewable energy and energy efficiency as tools for mitigating global warming

Funding: 35% Foundations
15% Government
50% Certification Fees
and Expert Assistance

(2008 estimated)

CRS Stakeholders

- Consumers of renewable energy and climate “offset” products
- Renewable energy market players
 - Generators
 - Sellers of renewable energy products
- Environmental community
 - Leading environmental and consumer protection organizations on our advisory and governance boards
- Our funders

What We Do

Support Individual and Corporate Action

- Green-e Energy
- Green-e Marketplace
- Green-e Climate
- Carbon Neutral Alliance



Energy & Environmental Policy

- State
- Federal
- International

CRS and Western Climate Policy

- CRS active in both California and WCI processes
- Carbon cap and trade regulatory design is very important for the growth of renewable energy and energy efficiency markets
- Special consideration must be given to preserve carbon value of voluntary RE and EE actions

Major Issues in Cap and Trade Design Relating to RE and EE

- Allocation of Allowances
- How RE and EE are modeled into the cap
 - Voluntary RE and EE- Need to preserve benefits created by voluntary actors
 - Compliance programs should directly incent investments in EE and RE
- Emissions tracking and accounting

CRS Role in Voluntary Markets

- Consumer Protection and Market Organization
 - Green-e Energy
 - Green-e Climate
- Promoting businesses and organizations that make meaningful commitments to renewable energy and reducing GHG emissions

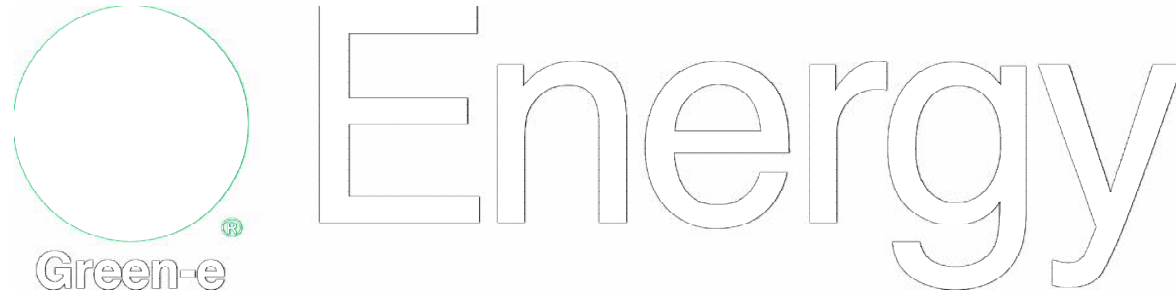




Green-e Program Governance

- Independent Governance Board
 - Natural Resources Defense Council
 - Union of Concerned Scientists
 - Environmental Defense Fund
 - WWF
 - Regulatory Assistance Project, and
 - Several other environmental and industry leaders.
- All standards and policies developed through open stakeholder consultations
- Associate Member of the International Social and Environmental Accreditation and Labeling (ISEAL) Alliance

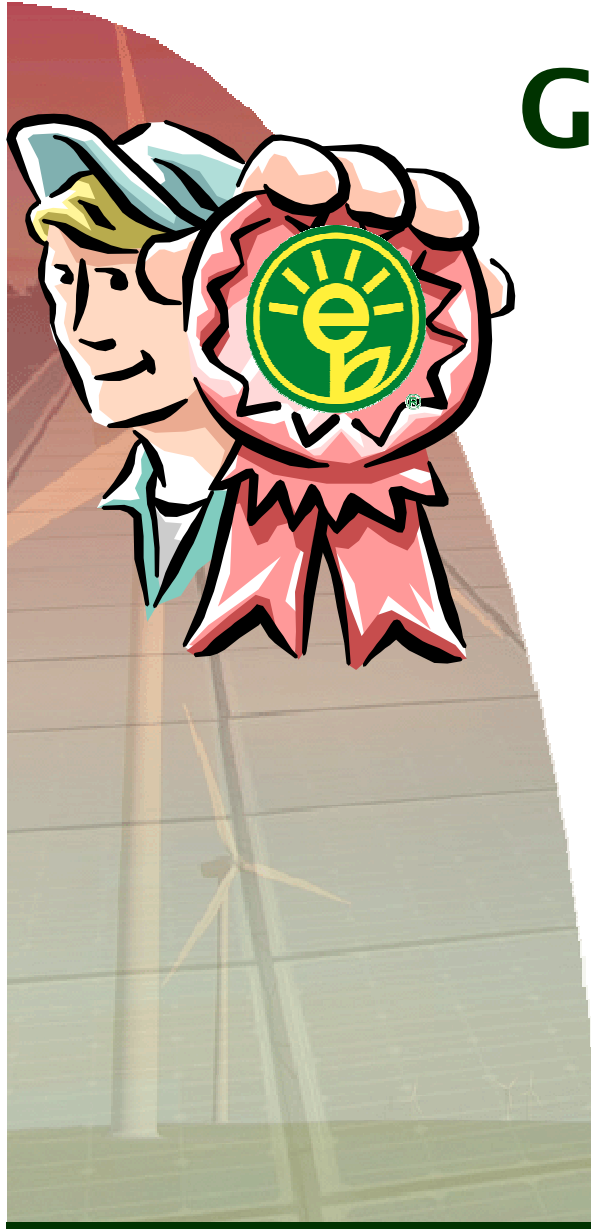


The logo for Green-e Energy. It features a green circle with a white outline on the left, containing the text 'Green-e' in a sans-serif font. To the right of the circle, the word 'Energy' is written in a large, white, outlined sans-serif font.

Green-e Energy

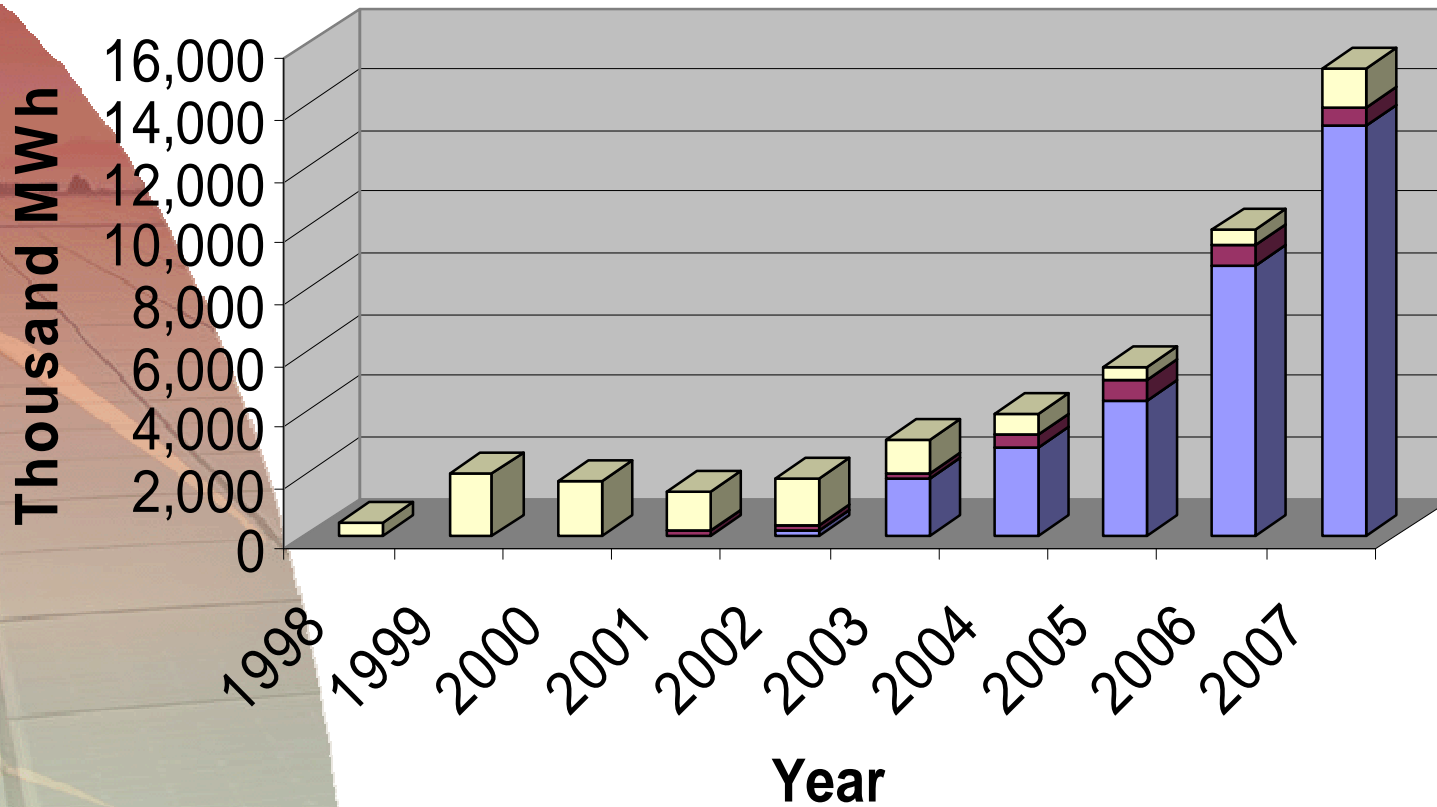
- Consumer protection program for renewable energy products, established 1997
- Covers all 50 states and Canada
- Certification of three product types
 - Renewable energy certificates (RECs)
 - Renewable electricity sold in competitive retail and wholesale markets
 - Utility green pricing programs

What Functions Does Green-e Energy Provide?



- Green-e Energy Standard defines eligible renewable electricity products
 - Eligible resource types
 - Product specifications and exclusions
 - Additional requirements for utility green pricing programs
- Verification ensures that there is clear ownership and no double counting of renewable energy attributes
 - Independent audits
 - Electronic tracking systems
- Code of Conduct requires disclosures and monitors sellers
 - Consumer Product Content Label and product disclosures
 - Marketing material reviews

Green-e Energy Certified Sales by Product Type, 1998-2007*



REC's
 Green Pricing
 Competitive Electricity

*2007 sales are based on unaudited data received as of April 2008. 2006 sales represented over 63% of total voluntary retail sales in the U.S.



Marketplace

- Program enables companies and organizations to use the Green-e logo
- Logo use attracts customers to utility green pricing programs
- Intel recently bought 1.3 million MWh of Green-e Energy Certified RECs, the largest renewable energy purchase in history

The Green-e Logo next to claims adds validity, credibility and independent verification - consumers want this assurance.

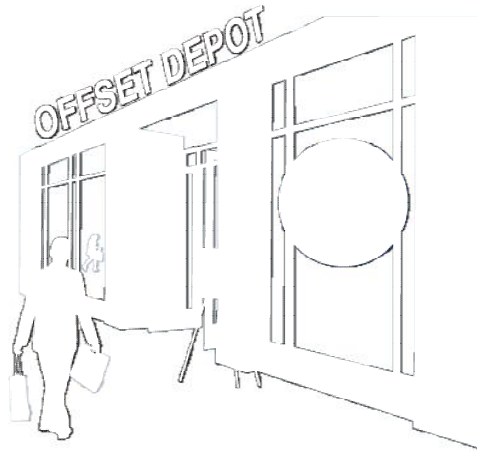
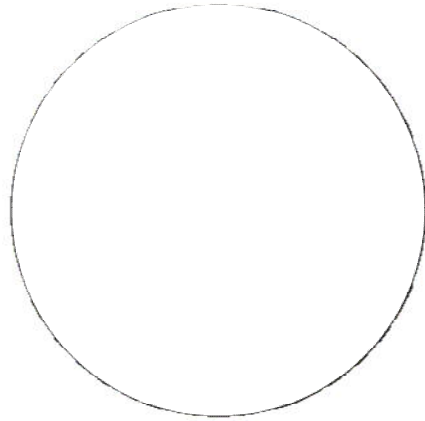




Green-e Climate

- Consumer protection program for greenhouse gas emission reductions (aka "offsets")
- Certifies "offset" products sold at retail level
- Standard and program developed through advisory group and stakeholder processes 2006-2007

How Green-e Climate certification works, from project to consumer.



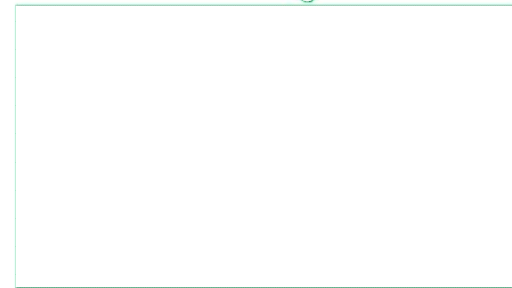
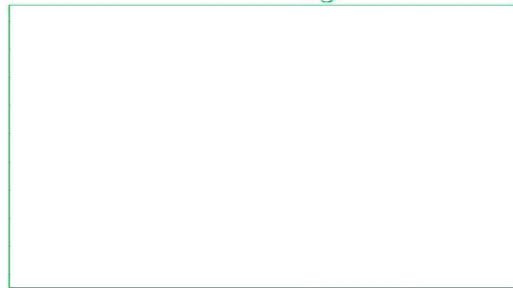
The Project. A greenhouse gas emission reduction (offset) project, such as renewable energy, energy efficiency, methane capture, or forestry.



The Vendor. A company buys the offsets produced from the project, and packages them together into a product that is then sold to consumers.



The Consumer. Buys a Green-e Climate certified offset to balance their own greenhouse gas footprint.



Climate

What Functions Does Green-e Climate Provide?

- Requires GHG reductions are independently certified to be real, verified, permanent, enforceable and additional
 - Can include a variety of project types, including energy efficiency, renewable energy, methane capture, and biological sequestration.
- Verifies that consumers get what they pay for -- supply and sales audit
- Ensures consumers are given full and accurate product disclosures

Contact

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