

The Solar Roadmap: Navigating the Evolving Solar Energy Market

Hosted by the U.S. EPA's Green Power Partnership



*Green Power Partnership Webinar
March 20, 2013
1:00 – 2:00 p.m. Eastern*

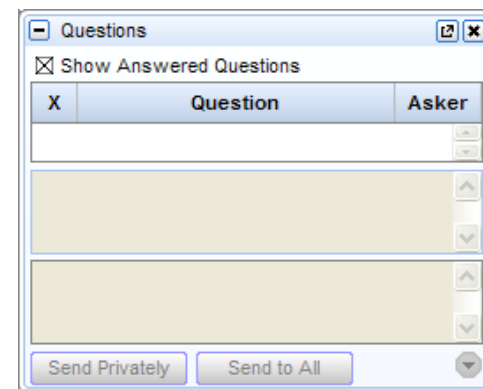
Today's Agenda

- Introduction and Webinar Logistics
 - Blaine Collison, GPP Director
- The Solar Roadmap: Navigating the Evolving Solar Energy Market
 - Ben Foster, Senior Vice President, Optony Inc.
- Questions & Answers
- Post-webinar survey

Webinar Logistics

- Attendees are muted to reduce background noise.
- Submit questions and comments in writing via the online control panel. ➡
- To minimize or maximize the control panel, click on the button at the top left of the tool bar.
- Post-webinar survey on this webinar and topics for future webinars.
- Today's presentations are available at:

http://www.epa.gov/greenpower/events/20mar13_webinar.htm



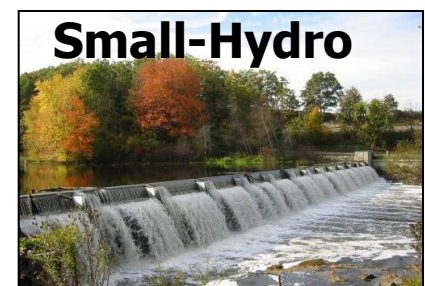
GPP Webinar Series

- More info and to register:
<http://www.epa.gov/greenpower/events/index.htm>
- April 2nd: Microsoft's Internal Carbon Fee
- April 9th: Long-term PPAs for Wind: University Perspectives
- May 29th: On-site Generation at SC Johnson and Coca-Cola Refreshments (registration will open in April)
- Past Webinars of Interest:
 - Market Outlook and Innovations in Wind and Solar Power (Feb. 12, 2013)
 - Solar Economics: The Benefits of Hedging with Solar Power (Nov. 14, 2012)
 - Addressing Barriers to Renewable Energy Procurement (Sept. 19, 2012)
 - Community Choice Aggregation (March 6, 2012)



What is Green Power?

- Electricity generated from natural resources that replenish themselves over short periods of time, including the sun, wind, moving water, organic plant and waste material (biomass), and the Earth's heat (geothermal).



Green Power Value Proposition

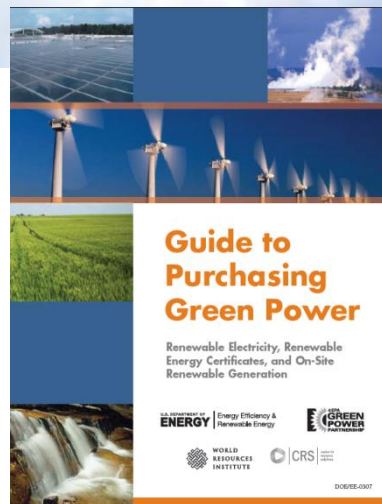
- Environmental
 - Address indirect GHG emissions (Scope 2 emissions)
- Financial
 - Capture potential electricity cost savings
 - Reduce exposure to fossil fuel price volatility
- Economic
 - Support job creation and local/regional economic growth
- Leadership
 - Respond to customers & stakeholders
 - Differentiate brand/products/services
 - Improve employee morale

“Purchasing green power helps our organization become more sustainable while also sending a message to others that supporting clean sources of electricity is a sound business decision and an important choice to help fight climate change.”
- Jodi Shapiro, Vice President, Environment, Health and Safety, Motorola.



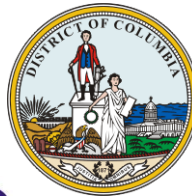
EPA's Green Power Partnership

- **Credible Benchmarks & GHG Quantification**
 - Metrics for "How much green power is enough?"
 - Definition of eligible renewables & products
 - GHG reduction guidance and calculations
- **Planning & Implementation Resources**
 - Green power locator
 - Purchasing strategy guidance
 - Marketing and communications support
- **Recognition**
 - Top Partner Lists
 - Use of the Partner mark →
 - **Green Power Leadership Awards**
 - Promotional opportunities
- **Best Practices & Innovation**
 - Collaborative procurement
 - New contract mechanisms



EPA's 1,400+ Green Power Partners

- Includes 45 Green Power Communities and more than 120 Local & Municipal Governments



GPP Updates

- **2013 Green Power Leadership Awards nomination period is open; closes on April 15. Nomination forms:**
www.epa.gov/greenpower/awards/nomination.htm
- Our next Top Partner Rankings will be released on April 17:
www.epa.gov/greenpower/toplists/index.htm
- Sign up for our monthly program updates and other GPP news on our website: www.epa.gov/greenpower/contactus.htm
- [GPP LinkedIn group](#): 400+ members

GREEN POWER
Leadership Awards



Want to Know More?

- Basic Information
 - Overview of the Green Power Partnership: www.epa.gov/greenpower
 - Full details of program requirements:
www.epa.gov/greenpower/documents/gpp_partnership_reqs.pdf
 - EPA's Green Power Purchasing Guide:
www.epa.gov/greenpower/documents/purchasing_guide_for_web.pdf
 - EPA's Green Power Locator:
www.epa.gov/greenpower/pubs/gplocator.htm
- More Questions?
 - Blaine Collison, GPP Director, 202.343.9139, collison.blaine@epa.gov
 - Mollie Lemon, Communications, 202.343.9859, lemon.mollie@epa.gov
 - Anthony Amato, 781-674-7225, anthony.amato@erg.com

