

# 2015 GREEN POWER *Leadership* Awards

## A Review of 2015 Categories, Eligibility, Criteria, and the Application Process

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

March 18, 2015



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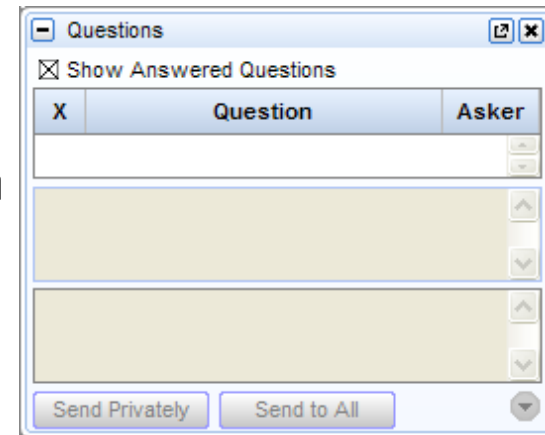
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# Today's Agenda

- Topic: A Review of GPLA 2015 Categories, Eligibility, Criteria, and the Application Process
- Presenters:
  - Roger Fernandez – Director, Corporate and Institutional Engagement, Green Power Partnership, U.S. EPA
  - James Critchfield – Director, Green Power Partnership, U.S. EPA
  - Jeff Swenerton – Communications Director, Center for Resource Solutions
- Questions & Answers

# 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 sessions.
- Presentations are posted to EPA's GPP website:  
[http://epa.gov/greenpower/events/18mar15\\_webinar.htm](http://epa.gov/greenpower/events/18mar15_webinar.htm)



# About the Green Power Leadership Awards

- The awards serve to recognize the leading actions of organizations, programs, suppliers, and individuals that significantly advance the development of green power sources
- The first Green Power Leadership Awards were presented at the National Green Power Marketing Conference in 2001
- Now presented annually at the Renewable Energy Markets Conference
- Co-sponsored by EPA's Green Power Partnership (GPP) & the Center for Resource Solutions (CRS)
  - EPA and CRS awards are administrated separately.



RENEWABLE ENERGY  
MARKETS CONFERENCE  
[www.renewableenergymarkets.com](http://www.renewableenergymarkets.com)



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# Award Categories

## EPA Partner and Supplier Award Categories:

- *Partner Awards*
  - Green Power Purchasing
  - Green Power Partner of the Year
  - On-site Generation
  - Green Power Community of the Year
  - Sustained Excellence in Green Power
- *Supplier Awards*
  - Green Power Supplier of the Year



## CRS Market Development Award Categories:

- Green Power Market Development
- Leadership in Green Power Education
- Green Power Leader of the Year



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# Key GPLA Dates

- **April 17, 2015:** Final application deadline
- **August 2015:** Winner and non-winner notifications by mid August
- **Fall 2015, TBA:** REM Conference & Awards Ceremony

# Applications

The EPA and CRS award applications are located on the program websites:

- EPA: [www.epa.gov/greenpower/awards/application.htm](http://www.epa.gov/greenpower/awards/application.htm)
- CRS: [www.surveymonkey.com/s/GPLA2015](http://www.surveymonkey.com/s/GPLA2015)



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# Next Steps

- Submit any questions regarding the application process and various awards categories by email to [Fernandez.roger@epa.gov](mailto:Fernandez.roger@epa.gov) (for EPA categories) or [lucy@resource-solutions.org](mailto:lucy@resource-solutions.org) (for CRS categories)
- Applications must be submitted by **Friday, April 17, 2015**
  - Applications must be **accurate, complete, and must address all criteria listed** in the application forms in order to be considered
- Application evaluation: EPA's panel includes representatives from EPA. CRS' panel includes reps from CRS and national green power experts.
- EPA will review EPA's applicants to ensure that they are in good standing with the Agency
- EPA and CRS will notify award winners in August 2015



# EPA Partner Award Categories

- **Green Power Purchasing:** Recognizes Partners who distinguish themselves through purchases and use of green power from a utility green-pricing program, a competitive green power marketer, or a renewable energy certificate (REC) supplier.
- **Green Power Partner of the Year:** Recognizes Partners who distinguish themselves through their green power use, leadership, overall strategy, and impact on the green power market.
- **On-site Generation:** Recognizes Partners who distinguish themselves using eligible on-site renewable energy applications including, but not limited to, solar photovoltaic (PV) and wind energy projects.



# EPA Partner Award Categories

- **Green Power Community of the Year:** Recognizes EPA Green Power Communities that distinguish themselves through their green power usage, leadership, citizen engagement, renewable energy strategy, and impact on the green power market.
- **Sustained Excellence in Green Power:** Recognizes continual leadership in advancing green power development.



# EPA Supplier Award Category

- **Green Power Supplier of the Year:** Recognizes green power suppliers (utilities, retail suppliers, REC marketers, renewable energy project developers) that are leaders in offering voluntary renewable energy to their customers.



# EPA Eligibility Information

- Must be a GPP partner and remain so through the awards event.
- Only U.S.-based renewable energy can be considered. (source and application)
- Applicants must have an operational on-site or have completed the green power purchase for award consideration by April 17, 2015.
- Evaluations will be based on green power use reported to the Green Power Partnership as of April 17, 2015.
- Previous winners are eligible.
- EPA award finalists must pass an EPA enforcement compliance screen in order to be selected.



# Eligibility Information

- Things to remember:
  - EPA considers electricity from renewable energy to be solar, wind, geothermal, biogas, and low-impact hydroelectric sources.
  - On-site users must retain the renewable energy certificates (RECs) for the green power use they are claiming.
  - To be considered for GPP, any renewable energy use must be additional to the “standard mix” provided by utilities (i.e., come from the voluntary market and not the compliance market)



# Questions About What Qualifies as Green Power?



EPA's Green Power Partnership  
Partnership Requirements



U.S. Environmental Protection Agency  
1200 Pennsylvania Ave, NW (Mail Code 6202J)  
Washington, DC 20460  
www.epa.gov/greenpower



Last updated: January 2013

If you have questions as to whether your green power use qualifies, review the Green Power Partnership's [Partnership Requirements](#) document or contact EPA.



# Insights into EPA Partner Awards

- By definition all organizations have either purchased or are using green power as a minimum requirement.
- Thus, each organization will have to differentiate itself on how it made a market impact beyond the purchase itself.
  - Tell a story
  - Bigger is not always recognized as better
  - Innovation and creativity is rewarded

# Insights into EPA Partner Awards

- Use examples to illustrate your broader strategy and impact
  - Don't send every piece of marketing collateral you have — hand pick those that support your unique story
  - Don't send a print out of a press release if you can provide a link
  - Pictures say a thousand words



# Insights into EPA Partner Awards

- 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 to ensure the application is as complete as possible and covers all their green power use.

# Insights into EPA Partner Awards

- What is EPA's compliance review?
  - All applications are subject to a criminal and enforcement review
  - If the nominee is found to be afoul of the law, they will be removed from further consideration
  - It's not forever
- If you didn't win, consider resubmitting
  - Increase your chances by improving your application



# 2014 EPA Partner Award Winners

## Green Power Purchasing

- City of Beaverton, Oregon
- City of Houston, Texas
- Herman Miller, Inc.
- June Key Delta Community Center
- Philadelphia Insurance Companies
- REI
- Steelcase Inc.
- Town of Peterborough, New Hampshire
- Trek Bicycle Corporation

## Partner of the Year

- Apple Inc.
- BD
- Google Inc.
- Oklahoma State University

## On-site Generation

- City of Las Vegas, Nevada
- City of Philadelphia, Pennsylvania

## Sustained Excellence in Green Power

- Intel Corporation
- Kohl's Department Stores

## Green Power Community of the Year

- Medford, Oregon Community
- Oak Ridge, Tennessee Community



# Insights into EPA Supplier Awards

- Many of the same purchaser requirements and insights apply to the supplier awards
- Customer type engagements
  - Commercial, residential, industrial etc.
  - What do your customers say about you?
- How do you look out for your customer?
  - Promoting best practices are lauded (i.e., third party certification/verification)
  - Disclosures
  - Education of the customer

# Insights into EPA Supplier Awards

- Market transformation impact
  - What do you do that demonstrates market transformation?
  - How do you approach customer awareness, community engagement
- Innovation / product offering
  - Is your business model replicable?
  - Lessons learned
  - Cost – do you offer a cost savings to your customer?
  - Unique product/program structures
- Metrics of progress
  - Market penetration level
  - Volume
  - Year on year growth
  - New markets



# 2014 EPA Supplier Award Winners

## **Green Power Supplier of the Year**

3Degrees Group, Inc.

Portland General Electric

Renewable Choice Energy

Washington Gas Energy Services



# CRS Market Development Awards

Three Market Development Awards recognize individuals, companies, or other renewable energy industry leaders that have helped build the market for green power.

## **Green Power Market Development**

Organizations and individuals building and growing the voluntary market for green power.

# CRS Market Development Awards

## **Leadership in Green Power Education**

Effective and unique programs and organizations focusing on green power education.

## **Green Power Leader of the Year**

Outstanding leadership by an individual to increase the prevalence of renewable energy.



# CRS Market Development Awards

## 2014 CRS Market Development Award Winners

### Green Power Market Development

- Apple Inc.
- Mary Sotos
- Sacramento Municipal Utility District (SMUD)
- The White House Council on Environmental Quality (CEQ)

### Leadership in Green Power Education

- Puget Sound Energy

### Green Power Leader of the Year

- Robert Maddox

# CRS Market Development Awards

## CRS Application Process

- Why should they win a GPLA?  
(300 words)
- Optional supplemental material  
(5 pages max)
- Apply at [greenpowerleadershipawards.com](http://greenpowerleadershipawards.com)

# 2014 GPLA Award Winners



# Question & Answer

- Basic Information

- EPA Green Power Leadership Awards: [www.epa.gov/greenpower/awards/index.htm](http://www.epa.gov/greenpower/awards/index.htm)
- CRS Market Development Awards: [www.greenpowerleadershipawards.com](http://www.greenpowerleadershipawards.com)

- More Questions?

- Roger Fernandez, EPA, 202.343.9386, [fernandez.roger@epa.gov](mailto:fernandez.roger@epa.gov)
- James Critchfield, EPA, 202.343.9442, [critchfield.james@epa.gov](mailto:critchfield.james@epa.gov)
- Jeff Swenerton, CRS, 415.561.2119, [jeff@resource-solutions.org](mailto:jeff@resource-solutions.org)



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