U.S. Environmental Protection Agency • U.S. Department of Energy • Center for Resource Solutions

2001 GREEN POWER *Leadership* Awards





2001 Green Power Leadership Award Winners

Awards for Green Power Purchasers

New Belgium Brewery
University of Colorado at Boulder
Kinko's, Inc.
City of Santa Monica
Carnegie Mellon University
Toyota Motor Sales, U.S.A., Inc.
Fetzer Vineyards

Honorable Mentions:

Batdorf and Bronson Coffee Roasters
U.S. Postal Service and Ray Levinson

Awards for Building the Green Power Market

Green Power Beacon Award

Connecticut Energy Cooperative, "Flip 'Em Off" Campaign

Honorable Mentions:

Green Mountain Energy Company, "100% Pollution-Free Electricity" Campaign
Knoxville Utilities Board, "The Power to Save the World"
TVA Green Power Switch Campaign

Green Power Pilot Award

Rev. Sally Bingham, Episcopal Power and Light
Rudd Mayer, Land and Water Fund of the Rockies

Honorable Mentions:

Stephen Smith, Southern Alliance for Clean Energy
John Hanger, Penn Future
Angus Duncan, Bonneville Environmental Foundation
Power Scorecard

Green Power Purple Heart Award

California Green Power Marketers
(Green Mountain Energy Company, Commonwealth Energy)

Honorable Mentions:

Catawba County, North Carolina
Wescare (India) Limited





Schedule of Events

2001 Green Power Leadership Awards

6:30 p.m. **Dinner**

7:00 p.m. **Dessert**

Welcome and Opening Remarks

Blair Swezey
National Renewable Energy Laboratory

Awards for Green Power Purchasers

Linda J. Fisher (invited)
Deputy Administrator
U.S. Environmental Protection Agency

David K. Garman (invited)
Assistant Secretary, Energy Efficiency and Renewable Energy
U.S. Department of Energy

Awards for Building the Green Power Market

Dr. Jan Hamrin
Executive Director
Presidio Center for Resource Solutions (CRS)

Karl Rabago
Vice President
Rocky Mountain Institute
Chair
Green Power Board

Keynote Address

Carl Weinberg
Weinberg Associates

9:00 p.m. **Conclusion of Evening**

2001 Green Power Leadership Awards

About the Awards

Electricity generated from renewable sources is becoming increasingly available nationwide. By choosing green power instead of conventional electricity, consumers, businesses and organizations can increase renewable electric generation — helping to clean the air, protect the environment, and build a sustainable future. When enough electricity customers choose green power, the result will be long-term economic and environmental benefits.

To recognize the actions of individuals and organizations that are significantly advancing the development of renewable electricity sources, the U.S. Environmental Protection Agency (EPA), the U.S. Department of Energy (DOE), and the Center for Resource Solutions (CRS) are sponsoring the 1st Annual Green Power Leadership Awards. The EPA and DOE awards recognize the nation's leading green power purchasers. The CRS awards recognize innovative green power suppliers, marketers, and others helping to build the market.

Green Power Leadership Awards for Purchasers

EPA and DOE are honoring U.S. organizations — businesses and public- and private-sector institutions — whose leadership actions have helped build a market for green power by making significant purchases or commitments to purchase renewable energy. Award winners were selected based upon criteria including the quantity of renewable energy purchased, the impact of their green power purchases and the extent to which their actions have helped to establish a precedent that may have helped catalyze similar actions by others, and the extent to which they demonstrated innovative purchasing strategies that may be replicated by others.

Green Power Leadership Awards for Building the Green Power Market

The Center for Resource Solutions, a nonprofit organization dedicated to advancing renewable energy as a means to encourage sustainable economic growth and preserve the environment, celebrates the efforts to build the green power marketplace with three awards — the Green Power Beacon, Green Power Pilot, and Green Power Purple Heart Awards. The Green Power Beacon Award honors innovative marketing materials and themes used by green power suppliers; the Green Power Pilot Award recognizes cutting-edge outreach efforts by an individual or organization to boost interest in green power within specific sectors; and the Green Power Purple Heart Award recognizes risk taking that made a contribution to promoting the future development of green power.





Purchaser Award

New Belgium Brewery Sold On Wind Power

The only brewery in the Unites States to rely 100 percent on wind power, New Belgium Brewery signed an agreement to purchase wind energy for at least 10 years. But, this company's commitment goes far beyond an energy purchase, New Belgium considers environmentally responsible business practice a part of its core business ethic.

Initially, the brewery thought to reduce carbon dioxide (CO_2) byproducts from its beer-making process, as beer fermentation releases some CO_2 emissions. Wisely, however, the company evaluated its whole-plant operations first to identify where emissions levels were highest. New Belgium discovered that conventional electricity generation released more CO_2 emissions than the fermentation process. Because switching energy sources would effect the most significant emissions reductions, New Belgium decided to buy wind power.

This decision was not without early challenges. The company found that switching to wind power exclusively increased its energy costs. Yet, determined to help protect the environment, New Belgium Brewery sought ways to offset that premium.

The first obstacle was to budget for the cost increase. The brewery discussed with employees the company's desire to purchase green power and to defray that cost increase with money from the employee profit-sharing program. In an impressive display of environmental commitment, New Belgium employees unanimously accepted the proposal.

The brewery further defrayed costs by taking advantage of peak utility contribution rates and by aggressively monitoring its power system load using sophisticated in-plant controls. As a result, the brewery's end cost in 2000 was $0.069 per kilowatt hour (kWh) — slightly less than the average energy cost for businesses ($0.072 per kWh), according to Energy Information Administration data.

New Belgium's dedication to using wind power influenced other local businesses and the city of Fort Collins, Colorado to also purchase renewable energy. Moreover, the brewery is preparing to expand its green power usage by generating electrical and thermal energy on-site with an anaerobic wastewater treatment system.

New Belgium proudly promotes its use of green power on every box it sells, on its Web site, and through press releases. Through its environmental stewardship and sound business practices, New Belgium truly is a green power leader.

University of Colorado-Boulder Students Vote Yes to Wind Power

Spring 2000, in the largest voter turnout in University of Colorado at Boulder (CU) history, students enthusiastically supported a referendum to increase student fees for the purchase of clean, wind-produced energy. But the story of how renewable energy arrived at CU begins a year earlier.

In spring 1999, the University of Colorado Student Union's Environmental Center decided to focus on energy conservation issues. Initially, university administration and departments and directors of select buildings and the student government were asked to provide the funding for the additional costs of the wind power premium. These proposals proved to be unfeasible at the time.

Not to be discouraged, the center developed a new strategy to bring wind power to CU. A group named Clean Energy Now! composed of Environmental Center staff, students, volunteers, and staff from the Land and Water Fund of the Rockies was formed to run a campaign to bring wind power to CU. The group's goal was to put a referendum question on the CU spring 2000 elections ballot to give students the opportunity to vote for an increase in fees to support renewable energy.

Clean Energy Now! campaigned all over campus, making posters, placing ads in the student newspaper, sending out press releases, and distributing more than two thousand pinwheels to students as a symbol of wind power. The campaign culminated during election week when the group constructed a "CU wind farm" from hundreds of pinwheels on a lawn in the center of campus.

The first in the country to increase fees to purchase clean energy, CU students will purchase two million kilowatt hours of 100 percent new wind energy at a cost of approximately $50,000 per year for a minimum of four years. The Environmental Center is now working with the school's off-campus housing office to encourage students to buy wind power at home. It is also planning a conference on global warming and energy issues for fall 2001 to share its green power model and coordinate with other colleges and universities.





Purchaser Award

Printing Company Duplicates Its Success in Ten States

Kinko's vision for a cleaner and healthier environment includes renewable energy. A national printing chain, Kinko's began purchasing green power in 1999 as a means to help fulfill the company's six-point Environmental Vision Statement.

At first, Kinko's established green power agreements in California and Pennsylvania. Within four months, the company purchased nearly 800,000 kilowatt hours (kWh) of renewable energy.

To expand on this success, Kinko's focused on recruiting new green power subscribers. The company invited more than 6,000 California and Pennsylvania employees to join its "Friends and Family Program" and offered new members $30 in Starbucks, Blockbuster, and Ben & Jerry's coupons. In addition, many Kinko's branches displayed green power information from their energy suppliers on store counters and signed-up customers. As a result of this campaign, more than 100 residential energy customers joined the program.

Last year, Kinko's set out to extend its renewable energy purchase plan to branches in other states. Although the fluctuating status of regulated and deregulated energy markets across the country was a barrier, Kinko's carefully researched, then signed agreements with 10 utility and energy providers for facilities in Washington, Oregon, Arizona, Colorado, Kentucky, Tennessee, Indiana, and New York within a 17-month period.

Currently, the company is pursuing green power purchasing opportunities in Texas, Nebraska, and New Jersey. It is also monitoring energy and green power supply stability and developing contingency renewable energy strategies, particularly for branches in California, Pennsylvania, and Colorado. To date, Kinko's has provided 124 branches in 10 states with green power and continues its vigilant efforts to improve the company's environmental performance.

City of Santa Monica 1st to Go Green

What comes to mind when you think of the city of Santa Monica? Sand? Surf? Sun? Or maybe, the fact that Santa Monica was the first U.S. municipality to purchase 100 percent renewable energy for its facilities and continues to be a leader in the green power marketplace.

In 1998, in response to the restructuring of California's electric industry, the city of Santa Monica hired a consulting firm to evaluate energy management options available to the city and its residents. In addition to analyzing the city and community's energy consumption and usage patterns, Henwood compared the environmental and economic benefits and costs of purchasing renewable energy for both groups.

To gauge community interest in purchasing renewable energy, the City Council authorized a telephone survey of approximately 400 residential and commercial customers. The survey determined that green power would receive strong community support as long as the price was competitive with non-renewable energy.

Following City Council approval, in November 1998, the city issued a Request for Qualifications/Proposals to California Public Utility Commission-certified Energy Service Providers (ESPs). ESPs were asked to submit proposals to serve the Santa Monica residential, commercial, industrial, and municipal sectors with either renewable or a mix of renewable and non-renewable electricity sufficient to meet the city's demand. The objective of this bidding process was to identify the best immediate proposal for the purchase of renewable energy for city facilities as well as qualify ESPs for eventual community green power purchases.

The city of Santa Monica selected Commonwealth Energy Corporation as its supplier of renewable energy and negotiated a one-year contract, with an option to renew for four additional one-year periods. Commonwealth Energy established contracts with Calpine Corporation to supply up to 20 megawatts of geothermal power and with Cal Energy to provide new renewable energy from its expanded geothermal plant at the Salton Sea.

Due to California's energy crisis, many ESPs have not been able to obtain green power at a competitive price and have returned their residential and commercial customers back to service utilities. However, because of Commonwealth Energy's contract with Calpine, the city is able to renew its agreement for a third year. As the city of Santa Monica looks to the future, it plans to continue its commitment to renewable energy through increased investments in solar photovoltaics and other forms of renewable distributed generation.





Carnegie Mellon University to Make Largest, Retail Wind Energy Purchase

Carnegie Mellon University will make the nation's largest, single, retail purchase of wind energy to date when it purchases five percent of its total electricity over the next year from the Exelon-Community Energy Wind Farm in western Pennsylvania. Totalling 4.8 million kilowatt hours (kWh), the Carnegie Mellon wind energy purchase will require more than an entire dedicated turbine to meet its annual demand.

The process leading up to the purchase began in 1997 when Carnegie Mellon formed the Environmental Practices Committee. Composed of staff, faculty, and students, the committee was tasked with the mission of identifying campus opportunities for more environmentally sustainable practices, decreased waste production, and conservation of natural resources and energy. Working for nearly four years to make the switch to renewable energy, the committee made it a goal to purchase one to five percent green power.

To help the university evaluate each potential green power provider, faculty and graduate students associated with the Carnegie Mellon Green Design Initiative evaluated green power supply bids to determine which bid was the most environmentally friendly and cost effective. Informed by the analysis, the committee determined that wind power was the best "environmental" buy for the University's five percent purchase.

Carnegie Mellon intends to promote its commitment to wind energy and to encourage other education institutions to follow its lead. Carnegie Mellon will launch outreach efforts to students, faculty, and alumni through its publications and also will create a "University Challenge" to help pay the renewable energy cost differential though reduced energy use. The university plans to implement energy efficiency measures on campus and develop evaluation criteria to determine the success of its program.

Toyota Motor Sales, in the Fast Lane for Renewable Energy Purchases

Toyota Motor Sales, U.S.A., Inc. was the first, large company in California to purchase direct access to renewable electricity for its facilities in April 1998, just 29 days after the state's electricity market deregulated. This agreement also marked the largest purchase of renewable energy at the time.

Originally, Toyota purchased 100 percent renewable energy from Edison Source. Toyota promoted its use of renewable energy to customers, employees, and other companies in company marketing and advertising materials. This awareness effort led many Toyota employees and customers to also opt for green power alternatives.

In 1999, Toyota's renewable energy supplier stopped selling direct access electricity. Toyota then contracted with Green Mountain Energy Company in January of 2000 for approximately 40 million kilowatt hours annually. This purchase was estimated to be the equivalent amount of power consumed annually by 6,000 average California homes.

Today, Toyota Motor Sales is actively in the process of identifying renewable on-site generation, green pricing programs, and direct access purchasing opportunities around the country. Toyota's forward-thinking efforts have played a part in driving other businesses to pursue the use of renewable energy.





Purchaser Award

Fetzer Vineyard Grows Greener

Organic farming, earth friendly waste reduction and water management, recycled packaging… if it's environmentally friendly, Fetzer Vineyards does it. A grower, producer, and marketer of fine wines, Fetzer Vineyards is the first and only U.S. winery to buy 100 percent green power.

Fetzer Vineyard's President, Paul Dolan and Senior Vice President, Pat Voss began to explore renewable energy as a way to meet the company's voluntary commitment to EPA's Climate Wise Program. With California's deregulation, energy companies approached Fetzer Vineyards with green power packages, which quickly encouraged the company to make the switch.

In May 1999, Fetzer signed a contract with Pacific Gas and Electric Energy Services to purchase 100 percent renewable energy over three years. Fetzer believed it could offset the premium it would have to pay by implementing energy efficiency measures. Enron purchased Fetzer's contract in March 2000 and continues to supply the company with renewable power primarily though biomass and wind purchases.

Also in 1999, Fetzer purchased and mounted on the roof of its administration building a 40 kilowatt hour (kWh) photovoltaic display. The 90 solar panels feed directly into the electric grid, producing 56,800 kWh of electricity in 2000 and supplying 75 percent of the building's energy needs. The photovoltaic system is featured on the cover of the Sandia National Laboratories catalog and in the Real Goods sales catalog. Fetzer was also featured in a PBS film describing sustainable business practices.

Honorable Mentions

Batdorf and Bronson Coffee Roasters

U.S. Postal Service and Ray Levinson

Market Builder Awards

Green Power Beacon Award Winner: Connecticut Energy Cooperative, "Flip 'Em Off" Campaign

Bringing Green Power to the People

Connecticut is one of the only states in the union without a tradition of electric consumer cooperatives, so the state has been dominated by investor-owned utilities and some municipalities. Many in Connecticut dreamed of the day they would have a cooperative of their own, empowering them to choose their own energy destiny. The formation of the Connecticut Energy Cooperative is the fruition of those dreams.

Since its inception a year-and-a-half ago, the cooperative has developed the board of directors, hired staff, received a license to sell power, and contracted for two power offerings — one below the standard offer and another that is 100 percent renewable, Green-e certified and only one cent more than the standard offer. If this was not enough for a start-up, the cooperative also has the proud distinction of being the first and only entity in Connecticut to have successfully switched customers off the standard offer in spite of competing against firms far more established and with far more resources.

The Connecticut Energy Cooperative designed a marketing campaign around the concept of the small cooperative versus the utilities. The "Flip 'Em Off" Campaign included a television commercial and billboard. Funny and successful, this innovative campaign showed that there is more than one way to sell green electricity. By tapping into the Connecticut consumer's desire for the small and local, the Connecticut Energy Cooperative has developed a campaign worthy of applause.

Honorable Mentions

Green Mountain Energy Company, "100% Pollution-Free Electricity" Campaign

Knoxville Utilities Board, "The Power to Save the World" TVA Green Power Switch Campaign





Green Power Pilot Award (tie): Rev. Sally Bingham, Episcopal Power and Light

Stewardship through Green Power

In 1998, Rev. Sally Bingham and Steve MacAusland developed a ministry to promote environmental stewardship throughout the Episcopal Church. The Episcopal Power and Light initiative promotes energy efficiency and conservation and encourages faith-based organizations to purchase green energy when the choice is available.

Traveling throughout California and around the country in 1998, 1999, and 2000, Rev. Bingham spread the word on the importance of choosing cleaner electricity in the battle against climate change. More than 30 churches and 300 parishioners signed up with Green Mountain Energy Company in California alone in support of the Episcopal Power and Light mission, which stands as the poster child for faith-based energy initiatives across the country.

Since Rev. Bingham's introduction of Episcopal Power and Light, a number of congregations across varying faiths have embraced the idea of educating and advocating for green power in their communities. This has spurred the development of similar groups across the country including: Maine Interfaith Power and Light, Oregon Interfaith Power and Light, and New Jersey's Partnership for Environmental Quality. Rev. Sally Bingham continues to promote faith-based programs and serves as a true advocate on behalf of green power.

Green Power Pilot Award (tie): Rudd Mayer, Land and Water Fund of the Rockies

Bringing Green Power to a Mountain Near You

The Land and Water Fund of the Rockies has developed a cutting-edge, community-based, grassroots marketing strategy designed to build a clean energy ethic into the consciousness of communities and to drive market demand for clean energy from the ground up. Working in partnership with electricity providers, the Land and Water Fund adds credibility to renewable energy and uses grassroots organizing techniques to cost-effectively reach a broader set of potential customers.

Rudd Mayer has been essential to the inspiration and implementation of wind power in the West. Mayer directs the Grassroots Campaign for Wind Power and has convened meetings between diverse groups, including utilities, marketers, government officials, students, and local environmental activists, to promote wind power as a viable and affordable choice for business and household consumers.

In Colorado, this approach has played a vital role in encouraging more than 20,000 households, 500 businesses, and a dozen cities and towns to buy some or all of their electricity from wind power. In four years, the wind power campaign in Colorado has resulted in a commitment to 80 MW of wind power coming on line by 2004 and more than 20 utilities in the state offering a wind power program to their customers.

Mayer piloted the grassroots campaign in Colorado in order to help educate energy customers about the environmental and economic impacts of their electric choices. This cutting-edge, community-based marketing strategy was designed to instill a clean energy consciousness and to drive market demand for clean energy. Mayer's tireless efforts in the energy arena have helped the Land and Water Fund catalyze close to $500 million worth of investments in clean energy technologies. The Land and Water Fund's work has helped reduce pollutants by tens of thousands of tons.

Honorable Mentions

Stephen Smith, Southern Alliance for Clean Energy

John Hanger, Penn Future

Angus Duncan, Bonneville Environmental Foundation

Power Scorecard





Market Builder Awards

Green Power Purple Heart Award Winner: California Green Power Marketers

Pioneers of the Deregulation Experiment

Green Mountain Energy Company was the first renewable energy provider to brand green power as a premium option for environmental consumers. Through innovative campaigning efforts, Green Mountain educated the public on the negative environmental effects of traditional fossil and nuclear power generation. In California, Green Mountain effectively reached residential consumers through original, grassroots sign-up movements and by sponsoring community-based events and activities.

Commonwealth Energy led the market in advertising renewable-based electricity at a price below what consumers would normally pay. Focused on residential, small business, commercial, and industrial consumers, Commonwealth Energy earned a loyal consumer base and retained it by meeting the needs of its customers with reliable, renewable power at low prices. Commonwealth Energy signed the first city, Santa Monica, to the exclusive use of renewable electricity in all city-run facilities and followed that deal with a similar one for the City of Palmdale.

These two California renewable energy providers conquered the odds during challenging times in the California market and achieved notable results in the green power market. As the two leading sellers of green power in the state, they both deserve recognition for being risk leaders in the new territory of green power choice.

Honorable Mentions

Catawba County, North Carolina

Wescare (India) Limited

GREEN POWER *Leadership* Awards

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