

2016 **GREEN POWER** *Leadership* Awards

A Review of 2016 Categories, Eligibility, Criteria, and the Application Process

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

March 3, 2016



CRS

center for
resource
solutions

Today's Agenda

- Topic: A Review of GPLA 2016 Categories, Eligibility, Criteria, and the Application Process
- Presenters:
 - Melissa Klein – Communications Lead, Green Power Partnership, U.S. EPA
 - Roger Fernandez – Manager, Corporate and Institutional Engagement, Green Power Partnership, U.S. EPA
 - Jeff Swenerton – Communications Director, Center for Resource Solutions
- Questions & Answers

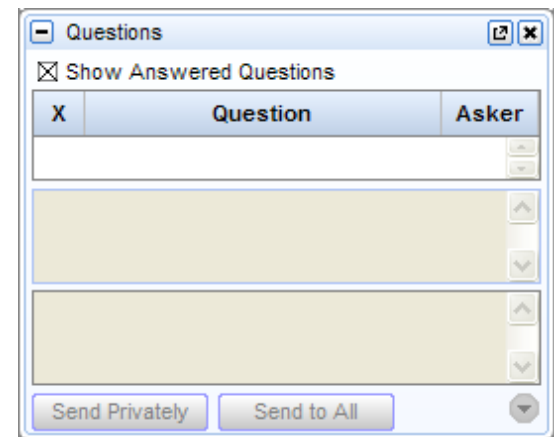


CRS

center for
resource
solutions

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:
https://www3.epa.gov/greenpower/events/3mar16_webinar.htm



About the Green Power Leadership Awards

- The awards serve to recognize the leading actions of organizations, programs, 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) & Center for Resource Solutions (CRS)
 - EPA and CRS awards are administered separately



**Renewable Energy
Markets 2016**



CRS

center for
resource
solutions

Award Categories

EPA Partner Award Categories:

- Excellence in Green Power Use
- Green Power Partner of the Year
- Sustained Excellence in Green Power
- Direct Project Engagement
- Green Power Community of the Year

CRS Market Development Award Categories:

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



CRS

center for
resource
solutions

Key GPLA Dates

- **March 1, 2016:** Application period opened
- **April 18, 2016:** Final application deadline
- **August 2016:** Winner and non-winner notifications by mid August
- **October 16-18, 2016:** REM Conference
- **October 17, 2016:** Awards Ceremony

Applications

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

- EPA: www.epa.gov/greenpower/awards/application.htm
- CRS: www.greenpowerleadershipawards.com



CRS

center for
resource
solutions

Next Steps

- Submit any questions regarding the application process and various awards categories by email to Klein.Melissa@epa.gov (for EPA categories) or lucy.harbor@resource-solutions.org (for CRS categories)
- Applications must be submitted by **Monday, April 18, 2016**
 - 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 compliance with Federal environmental regulations.
- EPA and CRS will notify award winners in August 2016



CRS

center for
resource
solutions

EPA Partner Award Categories

- **Excellence in Green Power Use Award:** Recognizes Partners that distinguish themselves by using green power in amounts that exceed the minimum benchmark requirements, or where the applicant can demonstrate a distinct market impact through innovation, communications, and stakeholder engagement. Winning applicants in this category perform better than what is minimally required and offer a compelling example to their sector peers.
- **Green Power Partner of the Year Award:** Recognizes Partners that distinguish themselves through their green power use, leadership, overall strategy, and impact on the green power market. Winning applicants should represent a beacon for other organizations to follow, represent best in class in terms of market impact, and have a compelling story that is both unique and replicable to a wider set of market participants. This category is the highest organizational honor in EPA's Green Power Leadership Awards and the applicant's activities should be commensurate with this level of recognition.



EPA Partner Award Categories

- **Sustained Excellence in Green Power Award:** Recognizes continual leadership in advancing green power development. This award category recognizes a combination of both "sustained" green power use coupled with "excellence" in procurement size and diversity of supply. Successful applicants shall also demonstrate a similar level of sustained excellence as it relates to communications and market engagement related to their use of green power.
 - Applicants must have won at least three (3) previous Green Power Leadership Awards – including one "Direct Project Engagement" (*previously known as On-site Generation*) Award and one "Partner of the Year" Award. Applicants shall demonstrate excellence by using at least 100 percent green power for its organization-wide purchased electricity use. The Partner must also demonstrate sustained 100 percent green power use for no fewer than 3 years prior to its first award in this category.
 - Organizations can only receive a Sustained award once every 3 years, over which time the applicant must maintain its continued sustained excellence activities.



EPA Partner Award Categories

- **Direct Project Engagement Award:** Recognizes Partners that distinguish themselves through direct project engagement with on- and off-site projects using a variety of financing structures to access renewable energy certificate (REC)-based green power.
 - Eligible direct project engagements include on- and off-site self-generation and physical power purchase agreements (PPAs) as well as direct investments and synthetic/virtual PPAs with off-site projects.
 - Eligible generation must come from new projects that were a result, in part, from the engagement of the applicant. EPA's intent, in part, is to recognize direct long-term commitments with eligible projects. An applicant's contractual relationship to the project shall be for no fewer than five (5) years. Self-generation shall be considered a 20-year contract term.



EPA Partner Award Categories

- **Green Power Community of the Year Award:** 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.
 - These applicants coordinate successful community campaigns to buy green power in amounts that exceed the minimum GPC requirements.
 - Both the success of the GPC campaign as well as the leadership of the local government will be evaluated.



EPA Eligibility Information

- Applicants are either currently or will become an EPA Green Power Partner by April 18, 2016.
- Applicants will maintain their EPA Green Power Partner status through 2016.
- Only U.S.-based operations and facilities are eligible.
- Only eligible green power generated from U.S.-based renewable energy resources will be considered. Please review the GPP Partnership Requirements for more information.
- Only green power purchases made and activities conducted since the applicant's last award are eligible. If the applicant has never won an award, the history of green power procurement is eligible for consideration.



EPA Eligibility Information

- Applicants must have completed a green power purchase or have an operational on-site green power generator by April 18, 2016. The green power purchase is considered complete when delivery is executed or commercial operation has commenced.
- Previous winners and applicants are eligible, but will be judged based on their activities since the last award cycle.
- Applicants will be evaluated on the green power use they have reported to the Green Power Partnership as of April 18, 2016.
- Eligibility will be verified during the review process, and finalists will need to pass an EPA 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.
 - Any procurements seeking award recognition must be substantiated by retaining the renewable energy certificates (RECs).
 - 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



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

- Provide examples of how you highlight your organization's Green Power Partner status (e.g., use of the Partner mark, references to GPP in materials)
- 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 applicant 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



2015 EPA Award Winners

Green Power Purchasing

- Ahold USA
- Crossroads School for Arts & Sciences
- Government of the District of Columbia
- H&M
- Hypertherm, Inc.
- Kaiser Permanente / California, Colorado, Northwest, and Mid-Atlantic Regions
- Northwestern University
- Saunders Hotel Group
- State Street Corporation
- Traditional Medicinals
- Ulster County, NY

Green Power Partner of the Year

- Apple Inc.
- Microsoft Corporation
- National Hockey League
- Phipps Conservatory and Botanical Gardens
- Tucson Unified School District

On-site Generation

- City of Hayward, CA / Water Pollution Control Facility
- General Motors / GMVM Ft. Wayne
- New Belgium Brewing Company

Sustained Excellence in Green Power

- Intel Corporation
- Kohl's Department Stores
- TD Bank

Green Power Supplier of the Year

- 3Degrees
- Renewable Choice Energy
- Silicon Valley Power



CRS Market Development Awards

The four CRS award categories recognize individuals, companies, or other renewable energy industry leaders that have helped build the market for green power in the U.S. and internationally.

CRS Market Development Awards

1. Green Power Market Development
2. International Green Power Market Development (*New!*)
3. Leadership in Green Power Education
4. Green Power Leader of the Year

CRS Market Development Awards

2015 CRS Market Development Award Winners

Green Power Market Development

- Apple Inc.
- California Public Utilities Commission (CPUC)
- U.S. Green Building Council (USGBC)

Leadership in Green Power Education

- Bonneville Environmental Foundation

Green Power Leader of the Year

- Marty Sedler, Intel

CRS Market Development Awards

CRS Application Process

- Why should the applicant win a GPLA?
(300 words)
- Optional supplemental material
(5 pages max)
- Apply at greenpowerleadershipawards.com

2015 GPLA Award Winners



Question & Answer

- Basic Information

- EPA Green Power Leadership Partner Awards:
www.epa.gov/greenpower/awards/index.htm
- CRS Market Development Awards:
www.greenpowerleadershipawards.com

- Questions?

- Melissa Klein, EPA, 202.343.9207, klein.melissa@epa.gov
- Roger Fernandez, EPA, 202.343.9386, fernandez.roger@epa.gov
- Jeff Swenerton, CRS, 415.561.2119, jeff.swenerton@resource-solutions.org



CRS

center for
resource
solutions