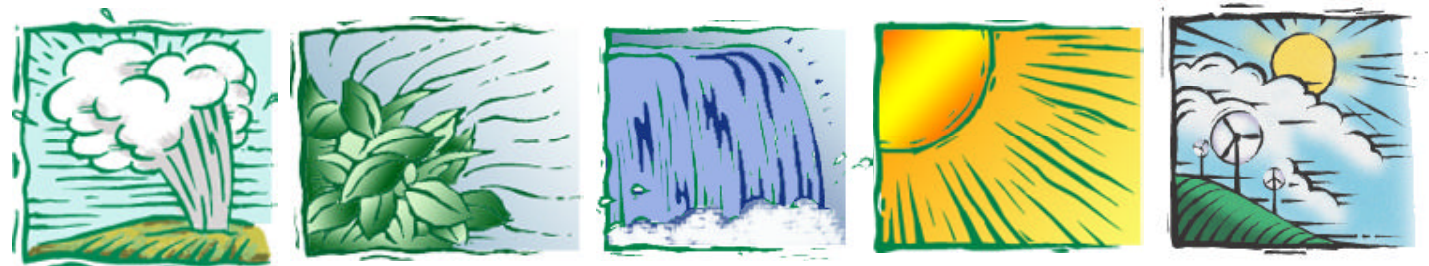




Green-e

2000 Year in Review



Welcome



Green-e entered the new millennium with a bang! We had an ambitious year working in a variety of education, stakeholder, and policy-setting activities. Green-e successfully defined a sustainable biomass criteria in the Mid-Atlantic; developed a persistent promotion program for large commercial and industrial customers around their green power switch; raised awareness in the foundation community on the potential for green power markets to promote pollution prevention; and developed a standard for certifying block products. The Green-e Program continues to be a collaborative force uniting the renewable energy community, and a staunch promoter of the green power market. We are proud to share our accomplishments with you in this report.

Verification

Process Audit

Green-e successfully completed its second annual verification of eleven Green-e participant companies. Each electricity provider participating in Green-e must undergo the annual process audit to verify that they meet Green-e standards. The annual process audit continues to evolve as we field test the methodology. CRS produced several new documents in 2000 reflecting this evolution (see box). CRS also tested its enforcement timeline in 2001, and streamlined the methodology to be more adept at accommodating different state verification regimes.

The Green-e staff remain committed to working with state energy commissions and other state agencies

to ensure that Green-e Verification is complimentary with state requirements. CRS sent the Green-e Verification Protocol to NARUC participants to help inform them on contract-based verification methodologies.

New Verification Guidelines in 2000:

- Green-e Annual Verification Protocol 1999
- Green-e Annual Verification Protocol for Wholesale Power Providers
- Green-e Annual Verification Protocol 1999 for CA Retail Suppliers and Power Pools
- Green-e Customer Disclosure Guidelines

These documents are available on the website, www.green-e.org

Green-e Compliance Review

Green-e Compliance Review procedures were performed twice in 2000 (February and August). The Green-e Compliance Review verifies that participating electricity providers' marketing materials (e.g. radio, website, commercials, print ads, customer bill inserts) meet the Green-e Program's "truth in advertising" standards. A hallmark of the Green-e Program to date has been the responsiveness of electricity providers in

correcting their marketing materials in response to the Green-e Program's Compliance Review. The most common problems included: unclear pricing information, confusing definitions of green power, and incomplete disclosure information on company websites. Staff developed the *Green-e Customer Disclosure Guidelines* to assist electricity providers with compliance with Green-e requirements.

Companies that Successfully Completed Green-e Verification in 2000

Automated Power Exchange
Commonwealth Energy Company
Conectiv Energy
The Energy Cooperative of Pennsylvania
Enron Energy Services
Enron Wind

Green Mountain Energy Company
Mack Services Group
PacifiCorp
PG&E Energy Services
Sacramento Municipal Utility District

*includes all wholesale/ retail providers that sold Green-e certified power in 2000 and successfully completed the Process Audit and Compliance Review

Regional Advisory Committees

The Green-e Program relies on regional stakeholders to help ensure that the Green-e Standard is appropriate for a specific state or region. Representatives from local environmental and consumer protection organizations, electricity providers, renewable developers, energy policy experts and other interested parties meet regularly to consider the regional issues relating to Green-e. Regional Advisory Committees make recommendations to the Green Power Board for modifications to the Green-e Standard based on regional issues such as the availability of renewable resources, the potential market in a region, environmental sensitivities, state laws, and other relevant issues. In 2000, Green-e had three active advisory committees in New England, Mid-Atlantic, and California. Green-e also launched a new committee in the Southwest.



Mid-Atlantic Region

In 2000, the Green-e Program certified three new renewable products in the newly opened retail electricity market in New Jersey. In total, Green-e had four electricity providers selling seven Green-e certified products in New Jersey and Pennsylvania. Outside of Pennsylvania, the Mid-Atlantic market is less developed, though electricity providers in Maryland have expressed interest in Green-e certification.

Green-e certification was successfully used for two state government power procurements in the Mid-Atlantic. The State of Maryland and the New Jersey Department of Transit both included Green-e as a requirement for their green power purchase, bolstering the Green-e Program's reputation as the standard for environmentally preferable power.

Mid Atlantic Outreach

Green-e focused most of its regional outreach work in the Mid-Atlantic in 2000. Green-e sponsored a summer intern in the Mid-Atlantic to develop a Train-the-Trainers program. By summer's end, a marketing package was sent to over 300 environmental non-profits to solicit interest in having a training or becoming a trainer. The Train-the-Trainers model is a successful tool to show non-profit leaders how to teach their members about

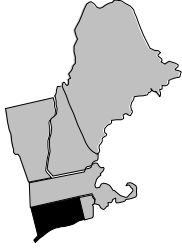
clean power choice. In 2001, Green-e looks forward to hiring a full-time Mid-Atlantic Coordinator to further these and other Mid-Atlantic education efforts.

The Green-e Mid-Atlantic Program was hard at work in 2000 presenting at conferences on Green-e topics from the Train-the-Trainers model to negawatts. Green-e was represented at over thirty national, state and community sponsored green power events throughout the Mid-Atlantic states.

Standard Development

Groundbreaking policy work on biomass, negawatts, and PV premium pricing continued in 2000. After a long stakeholder process, the Green Power Board approved the Mid-Atlantic Advisory Committee's recommendation for sustainable biomass, which places an emissions cap on the biomass portion of a product and defines sustainable biomass fuels. The Advisory Committee has also focused on removing barriers to linking energy efficiency and green power in competitive markets. Additionally, the Green-e Program's Mid-Atlantic Coordinator presented the concept of PV premium pricing to the Pennsylvania PUC and developed a two-page fact sheet on how to incorporate PV premium pricing into the Mid-Atlantic market.

New England Region



In June 2000, Green-e certified its first product in New England, 100% renewable "EcoWatt" offered by the Connecticut Energy Cooperative. Green-e was proud to welcome Connecticut as the fourth state where Green-e certified products are offered, an event that received national press attention in the *New York Times*. Despite the fact four states in New England offer full retail choice, the green power market has been slow to develop. Based on conversations with

electricity providers, Green-e staff expect several new green products to emerge in New England in 2001.

New England Outreach

In 2000, Green-e was represented at several conferences, including the *Faith and Environment* conference. Green-e dedicated much of its time to searching for a full-time New England-based employee. In early 2001, Green-e hired a full-time New England Coordinator to further develop the Green-e New England Program, and to help make green power choice a higher priority in New England states.

California Region

During 2000, California's renewable market continued to grow steadily. There were 13 companies selling 23 Green-e certified products in California, all of which were 100% renewable products.

California Outreach

Green-e continued participation in a statewide collaborative education campaign, along with Global Green and the Center for Energy Efficiency and Renewable Technologies (CEERT). CRS's role in this campaign was to target potential business customers that might be interested in using their Green-e power purchase for some positive public relations benefits. CRS retained a consultant specializing in environmental marketing to help conduct the Business Outreach program. The basic premise of the Business Outreach program was to help stimulate the market for renewable energy by encouraging high profile businesses to switch and promote their switch. The program explored the barriers and benefits for businesses to both switch and promote, and developed a package of promotional ideas for businesses.

California Market Crisis

As of February 2001, nearly all green electricity providers stopped accepting new customers in California due in part to the excessively high cost of wholesale power, uncertainty about the regulatory climate, and inability to garner credit to buy power. Several thousand green customers in California will continue to receive Green-e certified electricity, although the majority of green power customers in California were switched back to the utility. CRS is hopeful that a new legislative framework in 2001 will be conducive to green electricity providers reentering the electricity market and offering green power to the hundreds of thousands of customers who demand it.

Southwest Region

Green-e launched a new stakeholder process in 2000 in the Southwest region. In June of 2000, Green-e held introductory stakeholder meetings in Arizona, New Mexico, and Nevada. Green-e was well received in all three states, and there was a significant interest in developing a Green-e

Standard. Due to non-competitive market rules in Arizona, Green-e plans to pursue the development of a Green-e Southwest Standard for New Mexico and Nevada as those markets open in 2001.

Green-e Standard

The Green Power Board tackled several policy issues that pertain to the national Green-e Standard in 2000. Included in these are a national policy on monopoly islands, certification standards for 100% new renewable block products, provisions to include Low Impact Hydropower criteria in the Green-e Standard,

and a timeline for increasing the new renewable standard beyond the 10% level in California and Pennsylvania (see box below). This work enables Green-e to maintain its relevance in rapidly changing green power markets across the United States.

New Renewables

2000 was the first year for electricity providers in California and Pennsylvania to meet the New Renewable Standard. Products in both states were required to contain a minimum of 5% new renewables, which were generated from eligible wind, solar, geothermal, and biomass facilities that have come online since 1997, and since 1998 in New

England. The New Renewable Standard takes effect on January 1, after a Green-e launch, or on January 1, at least six months after the retail electricity market opens, whichever is later. In 2001 the new renewable requirement in California and Pennsylvania will be increased to 10%, and the minimum in New Jersey and Connecticut will be 5%.

Green-e Policy Resolutions

<p>Eligible Hydropower</p> <p>Hydropower facilities certified by the Low Impact Hydropower Institute will qualify for Green-e beginning January 1, 2001 in California and January 1, 2002 in all other regions.</p>	<p>Mid-Atlantic Biomass</p> <ol style="list-style-type: none"> 1. Approved biomass sources include: Landfill gas, digester gas, clean urban wood waste, animal and other organic waste, non-herbaceous agricultural waste, mill residues, bioenergy crops. 2. The combustion of all biomass fuels, except digester gas and landfill gas shall meet the following standard: <p>The weighted average of NOx emissions, will apply to the supplier's biomass portfolio, excluding landfill and digester gas:</p> <ul style="list-style-type: none"> <i>2.9 lbs/MWh for the first three years, 2000 – 2002</i> <i>2.63 lbs/MWh for the next three years, 2003 – 2005</i> <i>2.25 lbs/MWh for the next three years, 2006 – 2008</i>
<p>Block Products</p> <p>Green-e will certify blocks of 100% new, renewable power available for sale in the minimum amount of 150 kWh per month on an annual basis. The block products must be part of an all-requirements electricity offering. Secondary use of the Green-e logo for such products will be granted to business customers when they have purchased enough blocks to satisfy 25% of their electricity load on a per meter basis. Any non-renewable portion of the electricity offering must meet the same emissions requirements and power content requirements as all other Green-e blended products.</p>	<p>Wholesale Certification</p> <p>Green-e will verify wholesale products in restructured markets. The verification does not apply to any portion of the power that is sold into a non-competitive market. The Green-e logo can be used by wholesalers, but must be accompanied by the tag line "Renewable Wholesaler."</p>
<p>New Renewable Standard Start Date</p> <p>All retail products offered in California and Pennsylvania beginning January 1, 2000 must meet the New Renewable Standard. In all other states, the New Renewable Standard will begin on January 1, after the Green-e launch or on January 1, at least six months after the retail electricity market opens, whichever is later. CRS reserves the right to modify the Standard start date on a state by state basis to increase consistency within a region.</p>	<p>Changing the Green-e Standard</p> <p>CRS developed a process for changing the Green-e Standard, including changing regional standards, adding new elements to the standard, and changing the national standard. Any proposal to alter the Green-e Standard must be made to the Green-e Power Board on an annual basis at their end of the year meeting. Recommended changes must be brought to the Green Power Board by staff or advisory committee representatives.</p>

Environmental Benefits

Preliminary Green-e Process Audit reports show that in 2000 Green-e certified products contained approximately 152,000 MWh of new renewables. This is equivalent to approximately 35 MW of new renewable capacity. This contribution to the electricity market results in enormous pollution savings (see box at right). The greenhouse gas emissions saved from 152,000 MWh of new renewables has the equivalent effect of taking over 8,000 cars off of the road, or planting over 11,000 acres of trees. For more information, the Green-e Verification Report will offer complete data on the environmental benefits of new renewables in the



Pollution Prevention

The pollution savings earned from 152,000 MWh of new renewables results in emissions savings of:

83,159,643 lbs/ year of CO2
119,095 lbs/ year of SO2
95,383 lbs/ year of NOx

Green-e Program. This report will be released in mid 2001 and available on the Green-e website, www.green-e.org.

Outreach

2000 was a highly productive year for spreading the word about Green-e! Regional collaborative networking relationships continued to be a core element of the Green-e Program, which enabled Green-e to have a national presence. Green-e is a member of the Mid-Atlantic Renewable Education Campaign (MAREC), was a partner member of the collaborative California education campaign administered by the Renewable Energy Marketing Board, and works with the Power Scorecard to help equip consumers with information about their renewable power options.

Earthday

Green-e also made an increased effort to reach out to environmental organizations nationally and to disseminate Green-e materials through communication channels in membership organizations. Green-e sent out samples of Green-e materials along with an order form to supply advocates with educational materials for Earth Day. Green-e was well represented, with materials at over 70 Earth Day events nationwide.

Speaking Engagements

It was also a whirlwind year for speaking engagements. CRS staff were asked to present Green-e at numerous conferences on renewable power, federal procurement, business procurement, bioenergy, and tradable renewable certificates. CRS sponsored a luncheon at the Fifth National Green Power Marketing Conference in Denver at which the Green Power Board Chair, Karl Rabago, presented a multimedia retrospective of green power marketing

efforts in the United States. The mix of commercials, radio spots and print ads left everyone in high spirits about the limitless possibilities of advertising green power. In September, CRS hosted a full day symposium in New York City on green power and green power markets for the foundation community. The symposium showcased the need for continued foundation support of green markets and education efforts.

Business Plan

During the 2000 calendar year, program staff and partners of CRS, with the help of the Surdna Foundation, went through a business-planning exercise for the national green power certification programs, including Green-e. The process was intended to evaluate program effectiveness, map future pathways, and explore self-sufficiency. The process showed that green power choice will continue to be an option for an increasing number

of people in the United States. Certification aimed at ensuring the acceptability of green power offerings will continue to be a vitally important component in the growth of the market. The collaborative effort of stakeholders committed to the public interest values embodied in green power choice will serve as a critical link between a public ready to purchase electricity that is better for the environment and the companies capable of providing it.

Performance & Evaluation

While the Green-e Program took many steps forward in 2000, we decided to take a step back and see how others thought of our progress to date. The Green-e Performance Evaluation was sent out in September 2000. In an effort to assess our effectiveness, the survey asked questions on a wide range of issues relating to Green-e. Eighty-eight percent of respondents agreed or strongly agreed that Green-e was effective at meeting its goals of bolstering consumer confidence in renewable

electricity, expanding the retail market for renewable electricity products, and providing consumers with information to make informed decisions.

Green-e received international attention when it was recognized at the Energy Globe 2000 awards event in Austria. Competing among 1,000 projects, Green-e received an Energy-Oscar for its successful work in the sustainable energy field.

Upcoming 2001

Regional

Green-e will begin stakeholder processes in three states in 2001: Ohio, Texas, and New York. Green-e expects to have standards set for the Southwest (Nevada and New Mexico), Ohio and Texas by the summer of 2001. To maintain consistency and avoid confusion, Green-e is working with the Mid-Atlantic and New England Advisory Committees to develop a single Northeast Standard. Hopefully, a unified standard will enable electricity providers to easily sell products in multiple states, and for consumers to more easily understand the standard by which Green-e certifies products in their area.

and to ensure that the Program's verification remains relevant and complimentary with state rules.

Outreach

Green-e will launch a new website in early 2001 which will highlight the Green-e Program's commitment to green power and to the environmental and health effects of traditional power generation. Consumers will be able to see which of their local businesses have switched, and will be able to switch their household to green power. Green-e will also introduce a new residential brochure.

Standard

Green-e has been on the cutting edge of green power markets and policy, and our work in 2001 will be no exception. Green-e will be tackling the certification issues surrounding tradable renewable certificates, sustainable biomass, PV premium pricing, and negawatts. Green-e will hire a new Verification Manager in 2001 to direct the verification process

CRS will again participate in the National Green Power Marketing Conference, as co-host of an awards event with Department of Energy and Environmental Protection Agency. The awards will applaud the many groundbreaking accomplishments of renewable energy advocates, electricity providers, and enthusiasts.

Who We Are

Green Power Board Members

Karl R. Rabago, Chair Rocky Mountain Institute	Alan Noguee Union of Concerned Scientists
Sheryl Carter Natural Resource Defense Council	Liz Robinson Energy Coordinating Agency
Blake Early American Lung Association	Jan Smutny-Jones Independent Energy Producers
Matt Freedman The Utility Reform Network	Bill Spratley Legislative Energy Advisory Program
Dan Kirshner Environmental Defense	John White Center for Energy Efficiency and Renewable Technologies

Ex Officio Members

Public Utilities Commission

Bob Lane

Jan Hamrin

Center for Resource Solutions

Non-voting Member

Power Marketers Representative

Rick Counihan

2000 Green-e Staff

Jan Hamrin	Kirk Brown
Keri Bolding	Vanessa Mercer
Meredith Wingate	Carrie Harvilla
Suzanne Tegen	

Green-e Contractors

Martha Mahony	Hap Haven
Liz Robinson	Ryan Wiser
Ashley Vandergraft	Scott Hunter
Jane Hotchkiss-Gordy	

Mid-Atlantic Advisory Committee

Citizens for Pennsylvania's Future
Clean Air Council
Delaware Division of the Public Advocate
Energy Coordinating Agency of Philadelphia
Enron Energy Services
Environmental Defense
Exelon Corp.
GPU Solar Inc.
Green Delaware
Green Mountain Energy Company
Lawrence Berkeley Labs
Mack Services Group
Maryland Public Interest Research Group
Maryland Safe Energy Coalition
Maryland Department of Environmental Protection
Maryland DNR Power Plant Research.
Maryland Office of People's Counsel
Mid-Atlantic SEIA
New Jersey BPU, Division of Energy
New Jersey Commerce & Econ. Growth
NJ DEP, Office of Innovative Technology
New Jersey Environmental Lobby
New Jersey Public Interest Research Group
Natural Resources Defense Council
National Renewable Energy Laboratory
Pennsylvania Public Utilities Commission
PACE PowerScorecard
PACE Energy Project
Philadelphia Solar Energy Association
PSE&G
Sierra Club, Pennsylvania chapter
Society of Friends/ Pennsylvania Interfaith
Climate Co.
The Energy Cooperative of Pennsylvania
The Reinvestment Fund
University of Delaware
US DOE- Philadelphia Regional Office
US EPA- Region III

New England Advisory Committee

Appalachian Mountain Club
Boston Oil Consumer Alliance
Center for Energy Efficiency and Renewable
Technology
Clean Energy Group
Clean Water Action
Connecticut Energy Cooperative
Ed Holt and Associates
Enron Energy Services
Environmental League of MA
Green Mountain Energy Company
Integrated Waste Services Association
Massachusetts Public Interest Research
Group
National Renewable Energy Laboratory
Ontario Power Generation
PACE Energy Project
PG&E National Energy Group
Save the Bay
Sustainable Energy Advantage, LLC
Union of Concerned Scientists

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Surdna Foundation
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California Public Utilities Commission
California Energy Commission
Power Marketers Licensing Fees

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Automated Power Exchange
Bonneville Power Administration
Commonwealth Energy Company
Enron Energy Services
Enron Wind
Go-Green.com
Green Mountain Energy Company
New West Energy
PacifiCorp
PG&E Energy Services
Sacramento Municipal Utility District

Connecticut

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Mid-Atlantic

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