



EPA's Green Power Partnership

An Environmental Choice for Your Organization



What Is Green Power?

Addressing climate risk is increasingly recognized as an important strategic issue for businesses and other organizations. Green power purchasing can reduce your organization's climate risk and identify your organization as an environmental leader to important stakeholder groups, such as customers, Wall Street analysts, shareholders, investors, government officials, and employees. The U.S. Environmental Protection Agency's (EPA's) Green Power Partnership is ready to assist you in determining if a green power purchase is right for your organization.

Reducing the Risk of Climate Change

EPA's Green Power Partnership is a voluntary program helping to increase the use of green power among leading U.S. organizations. Organizations are encouraged to purchase green power as a way to reduce the environmental impacts associated with conventional electricity use.

The Green Power Partnership works with hundreds of leading organizations, including Fortune 500 companies, local, state, and federal government agencies, manufacturers and retailers, trade associations, as well as a growing number of colleges and universities. Partners are purchasing billions of kilowatt-hours (KWh) of green power annually, which has the equivalent impact of removing the emissions of hundreds of thousands of passenger cars from the road each year.

Your organization can benefit from partnering with EPA's Green Power Partnership by taking advantage of the credibility, expert advice, recognition, and up-to-date market information that EPA provides.

Clean Renewable Energy

Green power is electricity generated from environmentally preferable renewable resources, such as solar, wind, geothermal, low-impact biomass, and low-impact hydro resources.

An Environmental Choice

Conventional electricity use can be one of the most significant environmental impacts associated with your organization's operations.

A green power purchase is one of the easiest ways for an organization to reduce its carbon footprint.

Supporting Domestic Energy Supply

A green power purchase helps to accelerate the development of new, domestic renewable energy sources, while playing an important role in the security of America's energy supply.

Join Now and Position Your
Organization for the Future



Why Are Organizations Buying Green Power?



Differentiation and Competitiveness

Whole Foods Market, a leading grocery store chain, strives to “satisfy and delight” its customers through inviting store environments, wise environmental practices, and retail innovation. In part, Whole Foods is accomplishing this by implementing a store-level green power purchasing strategy that allows store managers to respond to local customer needs, stay competitive, and differentiate their retail environment from competitors.



Climate Change Commitment and Energy Stability

As part of its broader environmental strategy, Johnson & Johnson, a leading healthcare products manufacturer, has committed to reduce its carbon dioxide emissions 7 percent below 1990 levels by 2010. Johnson & Johnson believes that investing in green power is an excellent strategy to help the company achieve its corporate environmental leadership goals, as well as a good business decision because it provides the company with a reliable supply of energy that exhibits long-term price stability.



U.S. AIR FORCE

A Cost-Effective Energy Strategy

The U.S. Air Force’s green power purchase of over 300,000 MWh annually is playing an important part in controlling its long-term energy costs. For example, Edwards Air Force Base in California purchases 138,000 MWh annually, enough to cover 60 percent of its power needs. The Base is utilizing long-term fixed-price green power contracts as a financial hedge against electricity market volatility and estimates its dollar savings over a five-year purchase period at almost \$42 million.



Local Impact and Community Leadership

The University of Pennsylvania understands the important role it plays within the local community and sees green power as an opportunity to demonstrate its environmental leadership. By purchasing green power, the University of Pennsylvania is able to effectively engage local stakeholders, protect the environment, and take a leadership position in supporting a sustainable future. In the same way, other organizations are also recognizing that green power purchasing is one of the easiest and most cost-effective options to make a measurable impact within their local communities.

The above organizations have earned EPA recognition by making a leading green power purchase. For a full list of Green Power Leadership Award winners, please visit www.epa.gov/greenpower/winners/booklets.htm.

Benefits for Green Power Partners



EPA's Green Power Partnership is ready to assist you in achieving your environmental goals through a green power purchase. The Green Power Partnership offers the following assistance to organizations that join the Partnership.

Expert Advice

EPA's Green Power Partnership will assist you in identifying the green power products that best meet your organization's goals. EPA is committed to making your green power purchase as easy as possible by:

- Saving you time, effort, and cost by identifying green power products that meet your organization's goals
- Providing relevant and timely answers to your questions

Publicity and Recognition

The Green Power Partnership actively promotes and recognizes Green Power Partners as environmental leaders. Your organization can benefit from EPA's recognition and publicity efforts by:

- Identifying your organization as an environmental leader
- Capturing positive attention in communities where you operate
- Differentiating your organization and its brand from the competition
- Increasing your organization's competitiveness through sustainable management practices

Tools and Resources

EPA offers organizations a variety of tools and information located on the Partnership website (www.epa.gov/greenpower). EPA's tools and resources can be invaluable by:

- Explaining and taking the guesswork out of your green power purchase
- Assisting you in promoting the concept of green power internally and externally
- Providing you with a means to estimate the environmental benefits of switching to green power

Credibility

Participation in the Green Power Partnership signifies that your organization's green power purchase meets nationally accepted standards in terms of size, content, and resource base. Partnering with EPA's Green Power Partnership can provide great value to your organization by:

- Allowing you to compare your green power commitment to others
- Increasing stakeholders' confidence in your green power purchase

Why Buy Green Power?

- Purchasing green power is an easy and effective way for your organization to reduce the environmental impact of its operations.
- Long-term green power contracts can provide a hedge against electricity price volatility and help ensure energy price stability.
- Green power is an effective way to differentiate your organization and its brand from competitors.
- A green power purchase can generate goodwill, pride, and loyalty among employees, customers, and communities.
- A green power purchase can earn your organization significant public relations benefits, including favorable coverage in local and national media.



Join the Green Power Partnership

EPA invites your organization to join the hundreds of other U.S. organizations that are improving their environmental performance and reducing the risks associated with climate change by switching to green power.

It is easy for organizations to join EPA's Green Power Partnership:

- A green power purchase involves little to no complicated logistics
- Minimal staff time is required to initiate or maintain a green power purchase
- Joining the Partnership entails completing a simple voluntary Partnership agreement—no contract

Join other leading U.S. organizations and partner with EPA today! After signing a partnership agreement, Partners have one year to purchase green power at a level that meets or exceeds Partnership benchmarks, measured as a percentage of total annual electricity consumption (as outlined in the chart below).

Green Power Purchase Requirements

Your Organization's Baseload If your annual electricity use in kilowatt-hours is...	Green Power Partner Requirements You must, at a minimum, purchase this much green power within one year of joining the Partnership	Green Power Leadership Club Requirements You must, at a minimum, purchase this much green power
≥ 100,000,001 kWh	2% of your use	20% of your use
10,000,001 - 100,000,000 kWh	3% of your use	30% of your use
1,000,001 - 10,000,000 kWh	6% of your use	60% of your use
≤ 1,000,000 kWh	10% of your use	Not Applicable

In addition, the minimum Partner and Leadership Club purchase requirements must be entirely met with power from "new" renewable facilities (i.e., installed after 1/1/1997).

Earned Recognition

The Green Power Partnership promotes the actions of its Partners through a variety of earned recognition opportunities.

- The Top 25 Partner List recognizes those Partners who have completed the largest green power purchases nationally within the Partnership. Due to its wide distribution, the list provides Partners with measurable recognition.
- The Top 10 Sector Lists acknowledge the leadership of Partners within various sectors. An organization holding a position on a Top 10 Sector List demonstrates to stakeholders—employees, customers, and investors—that their organization is an environmental leader.
- The Green Power Leadership Awards are competitive awards that recognize outstanding commitments and achievements in the green power marketplace. EPA and the U.S. Department of Energy (DOE) sponsor these awards annually and recognize market participants in the following categories: Green Power Purchaser, Green Power Partner of the Year, Green Power Supplier, and Green Power Market Development Awards.



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www.epa.gov/greenpower

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