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A Review of 2018 Categories, Eligibility, Criteria, and the Application Process

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

March 7, 2018





Today's Agenda

- Topic: A Review of GPLA 2018 Categories, Eligibility, Criteria, and the Application Process
- Presenters:
 - Christopher Kent, Green Power Partnership, U.S. EPA
 - Jeff Swenerton, Center for Resource Solutions
- Questions & Answers

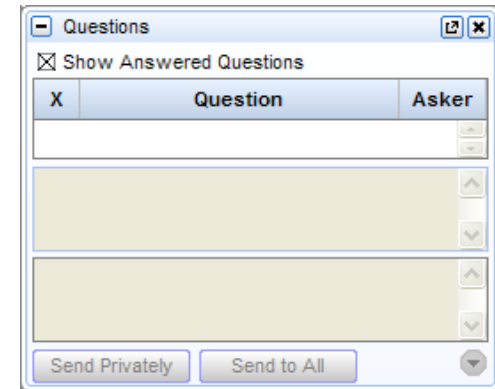


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Webinar Logistics

- 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.
- Presentation will be posted to EPA's GPP website: www.epa.gov/greenpower/green-power-partnership-events-and-webinars





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 the voluntary green power market
- 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 2018**



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Award Categories

EPA 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 Award Categories:

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



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Key GPLA Dates

- **February 5, 2018:** Application period opened
- **April 6, 2018:** Final application deadline
- **Summer 2018:** Winner and non-winner notifications
- **October 9-11, 2018:** REM Conference in Houston
- **October 10, 2018:** Awards Ceremony
 - We strongly encourage winners to attend



Applications

The EPA award applications are located at:

www.epa.gov/greenpower/green-power-leadership-awards

The CRS award applications are located at:

www.greenpowerleadershipawards.com



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Next Steps

- Submit any questions regarding the application process and various awards categories by email to kent.christopher@epa.gov (for EPA categories) or marcia.sitcoske@resource-solutions.org (for CRS categories)
- Applications must be submitted by **Friday, April 6, 2018**
 - 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's 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 Summer 2018.



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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 Partner can demonstrate a distinct market impact through innovation, communications and stakeholder engagement. Winners 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. Winners 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 activities are 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 green power.
 - Eligible direct project engagements include on- and off-site self-supply and physical and financial power purchase agreements (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-supply 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

- Only eligible green power generated from U.S.-based renewable energy resources will be considered. EPA considers eligible green power to be from resources such as wind, geothermal, biogas, and low-impact hydro.
- Eligible green power must be substantiated by owning and retaining the renewable energy certificates (RECs).
- Eligible green power use must be incremental to the “standard mix” provided by utilities and be surplus to regulation.





EPA Eligibility Information

- Applicants are either currently or will become an EPA Green Power Partner by April 6, 2018 and maintain their Partner status through 2018.
- Applicants must have completed a green power purchase or have an operational on-site green power generator by April 6, 2018. The green power purchase is considered complete when delivery is executed or commercial operation has commenced.
- Only U.S.-based operations and facilities are eligible.
- Previous winners and applicants are eligible, but will be judged based on their incremental activities since their last successful award submission.
- Applicants will be evaluated on the green power use they have reported to the EPA as of April 6, 2018.
- Eligibility will be verified during the review process, and finalists will need to pass an EPA compliance screen in order to be selected.

EPA Evaluation of Green Power

- EPA evaluates applicants based on their reported green power use during their 12-month reporting period.
- Ensure your written description of your green power activities focuses on the green power use occurring during these 12-months.

Green Power Leadership Awards Green Power Use Form		
<p>This GPLA Green Power Use form should be used to update the EPA on your organization's green power usage. Please complete the report, save the file, and return to GPLA@erg.com (EPA Contractor address) with your completed application. Note, if you are already an EPA Green Power Partner and submitting your own application, you may request a form pre-populated with your current information by emailing GPLA@erg.com.</p> <p>All fields are required unless noted otherwise.</p>		
Contact Information		
	Primary Contact	Public Relations Contact (Optional)
Salutation		
Contact Name		
Title		
Street Address		
City/State/Zip		
Email Address		
Phone Number		
Organizational Information		
Partner Name		
Website Link		
Green Power Related Web Page <small>(e.g. environmental or sustainability page)</small> <i>Optional</i>		
Industry <small>(select from picklist)</small>		
Organizational Electricity Use		
Annual Electricity Use (kWh/yr)		
Scope of Reported Electricity Use <small>(select from picklist)</small>		
Please Identify Reporting Facility or Group of Facilities <small>(only if "Single Facility or Subset" is selected above)</small>		
<p>Reporting Period: The electricity and green power information contained in this report covers the following 12-month period. Partners may choose to report most recent calendar year, fiscal year, other 12-month period, or forward-looking data.</p>		
Reporting Period Start Date		
Reporting Period End Date		
Motivating Factors (Optional): Check the motivating factors behind you green power use (check all that apply)		
<input type="checkbox"/> Brand or product differentiation	<input type="checkbox"/> EPA recognition	<input type="checkbox"/> Reduce carbon footprint
<input type="checkbox"/> Cost stability or savings	<input type="checkbox"/> LEED certification	<input type="checkbox"/> Support economic development & job creation
<input type="checkbox"/> Demonstrate environmental leadership	<input type="checkbox"/> Meet sustainability goals	<input type="checkbox"/> Support renewable energy development
<input type="checkbox"/> Other		
(If other, please specify):		



Questions About What Qualifies as Green Power?



EPA's Green Power Partnership
Partnership Requirements



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

- Because all organizations are using green power as a minimum requirement to be eligible for a GPLA award, each organization will have to differentiate itself on how it made a market impact beyond its green power use alone.
 - 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?
 - EPA will review all applicants to ensure that they are in good standing with EPA. Finalists will need to pass an EPA compliance screen in order to be selected.
 - If an applicant is unable to pass this review, they will be removed from further consideration
 - Removal from consideration is not permanent
- If you didn't win this year, consider resubmitting
 - Increase your chances by improving your application

2017 EPA GPLA Award Winners

Excellence in Green Power Use
Capital One
Clif Bar & Company
Equinix, Inc.
Google Inc.
Microsoft Corporation
TOTO USA / Morrow, Georgia Facility
University of California
University of Tennessee, Knoxville
Green Power Partner of the Year
City of Houston, Texas
L'Oréal USA

Direct Project Engagement
Amphitheater Public Schools
Apple Inc.
Intel Corporation
Iron Mountain Information Management, LLC
Lockheed Martin Corporation
Stanford University
University of Missouri
Victor Valley Wastewater Reclamation Authority
Green Power Community of the Year
Bainbridge Island, Washington





A Few Quotes from 2017 Winners

"At Clif Bar, we value doing business in a different way, with a commitment to Sustaining our Planet as one of our five aspirations that guide our company. We are deeply grateful for the leadership and support from our partners at the EPA who have provided us with valuable guidance along this journey."

- Elysa Hammond, Vice President of Environmental Stewardship, Clif Bar

"At Capital One, we believe renewable energy is critical to developing the green power infrastructure fundamental to addressing climate change. This belief is reflected in our commitment to 100% renewable energy and we are proud to join other leading companies in increasing the global demand for clean energy."

- William "Billy" Baker, Vice President of Workplace Solutions

"We are proud to be named a Green Power Partner of the Year by EPA. This award is a testament to the hard work and dedication of our U.S. teams whose tireless efforts have allowed us to exceed our global carbon reduction goals, and to whom we credit for reaching 100% renewable electricity across all of our U.S. plants ..."

- Frédéric Rozé, Chief Executive Officer of L'Oréal USA



CRS 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 Awards

1. Green Power Market Development
2. International Green Power Market Development
3. Leadership in Green Power Education
4. Green Power Leader of the Year



CRS Awards

- **Green Power Market Development:** Recognizes organizations and individuals building and growing the voluntary market for green power. This may include organizations using renewable energy, electricity suppliers and REC providers, policy advocates, leaders in project development, and others influential in driving green power. The award honors industry leaders that are innovators and champions of renewable energy and whose actions are supporting the accelerated development of green power markets.
- **International Green Power Market Development:** Recognizes organizations and individuals who are building markets or demonstrating leadership in green power procurement outside North America. This may include organizations using renewable energy, project developers, policy advocates, certificate providers, electricity suppliers, or others influential in developing and growing green power markets.



CRS Awards

- **Leadership in Green Power Education:** Recognizes effective and unique programs and organizations focusing on green power education. This award honors work that spreads the word about the environmental benefits of green power, and efforts to boost public interest in renewable energy.
- **Green Power Leader of the Year:** Recognizes outstanding leadership by an individual who is leveraging his or her influence, power, position, or purchasing power to increase the prevalence of renewable energy. Evaluation criteria include: efforts and achievements of an individual, contributions to building the green power market, and dedication to and vision for renewable energy.



CRS Market Development Awards

2017 CRS Market Development Award Winners

- Green Power Market Development
 - A Better City
 - Google Inc.
 - Pacific Gas & Electric Company
 - Rocky Mountain Power
 - WGL Energy
- International Green Power Market Development
 - Apple Inc.
- Leadership in Green Power Education
 - Clif Bar & Company
 - Phipps Conservatory and Botanical Gardens
 - RE-volv
- Green Power Leader of the Year
 - Jan Pepper, Peninsula Clean Energy



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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

2017 GPLA Award Winners



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Question & Answer

- Basic Information
 - EPA Green Power Leadership Partner Awards:
www.epa.gov/greenpower/green-power-leadership-awards
 - CRS Market Development Awards:
www.greenpowerleadershipawards.com
- Questions?
 - Christopher Kent, EPA, 202.343.9046,
kent.christopher@epa.gov
 - Jeff Swenerton, CRS, 415.561.2119,
jeff.swenerton@resource-solutions.org