



2019
GREEN POWER
Leadership Awards



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2019 Green Power Leadership Awards

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

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

February 27, 2019





Today's Agenda

- Presenters:
 - Melissa Klein, Green Power Partnership, U.S. EPA
 - Rachael Terada, Center for Resource Solutions
- Introduction and Overview
- Recognition Categories
- Key Dates
- Eligibility Requirements
- Evaluation Criteria
- Review Process
- Application and Submission Instructions
- Questions & Answers

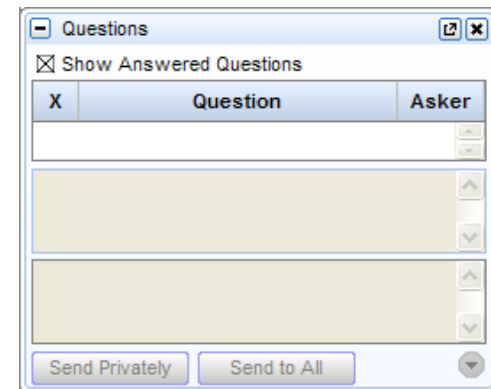


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Webinar Logistics

- 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.
- 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*



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Award Categories

EPA Award Categories:

- Green Power Partner of the Year
- Excellence in Green Power Use
- Direct Project Engagement
- Sustained Excellence in Green Power
- 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 11, 2019:** Application period opened
- **March 15, 2019:** Final application deadline
- **Summer 2019:** Winner and non-winner notifications
- **September 4-6, 2019:** REM Conference in San Diego
- **September 5, 2019:** Awards Ceremony
 - We strongly encourage winners to attend



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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 klein.melissa@epa.gov (for EPA categories) or marcia.sitcoske@resource-solutions.org (for CRS categories)
- Applications must be submitted by **Friday, March 15, 2019**
 - 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 Summer 2019.



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EPA Partner Award Categories

- **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.
- **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.



EPA Partner Award Categories

- **Direct Project Engagement Award:** Recognizes Partners that distinguish themselves through direct project engagement using a variety of financing structures to access green power. Eligible direct project engagements include on- and off-site self-generation, on- and off-site physical power purchase agreements (PPAs), on- and off-site financial power purchase agreements, shared renewable projects, and utility green tariffs. Direct project engagement activities will be evaluated based on their direct impact and contribution to the transformation of the market, such as development of new projects, long-term commitments with eligible projects, etc. 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

- **Sustained Excellence in Green Power Award:** Recognizes continual leadership in advancing green power development. This award category recognizes a combination of “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 in terms of communications and market engagement related to their use of green power. To qualify, 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 their organization-wide electricity use. Partners must also have maintained 100 percent green power use for at least three years prior to applying for this award. **Organizations can only receive a Sustained Excellence award once every three years, over which time applicants must maintain continued sustained excellence activities.**



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.
- **Note:**
 - There is a separate application and data form for this category.
 - Local governments interested in applying should use the standard Green Power Leadership Award application to be recognized for using green power independently from the broader community. For the Green Power Community of the Year Award, please use the separate Green Power Community application.

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 **March 15, 2019**.
- Applicants must have completed a green power purchase or have an operational on-site green power generator by **March 15, 2019**. 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 are eligible, but will be judged based on their incremental activities since their last successful award submission. If the applicant has never won an award, the history of green power procurement is eligible for consideration.
- Applicants will be evaluated on the green power use they have reported to the EPA as of **March 15, 2019**.
- Note: 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.
- Ensure answers to essay questions align with information in the data form.

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 (e.g. environmental or sustainability page) <i>Optional</i>		
Industry <i>(select from picklist)</i>		
Organizational Electricity Use		
Annual Electricity Use (kWh/yr)		
Scope of Reported Electricity Use <i>(select from picklist)</i>		
Please Identify Reporting Facility or Group of Facilities (only if "Single Facility or Subset" is selected above)		
<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 your 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, 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

2018 EPA GPLA Winners

Excellence in Green Power Use

Anheuser-Busch

Equinix, Inc.

Google Inc.

Starbucks Coffee Company

Direct Project Engagement

Jackson Family Wines

Michigan State University

The Procter & Gamble Company

T-Mobile US, Inc.

University of California

Green Power Partner of the Year

Microsoft Corporation





A Few Quotes from 2018 Winners

“We need to be bold and ambitious with our solutions to climate change. For its part, the University of California has set a goal of becoming carbon-neutral by 2025. Together, we can multiply the impact of our individual efforts. It is an honor to accept this award.”

— Janet Napolitano, President, University of California

“Equinix is thrilled to win its second Green Power Leadership Award. We operate the world’s most interconnected data centers and procuring renewable energy is a core priority for us. Operating sustainably ensures that we are at the forefront of our industry and we help our customers meet their environmental goals.”

— Raouf Abdel, Chief Global Operations Officer, Equinix

“Starbucks is committed to 100% renewable energy to power operations globally by 2020 and we are thrilled to be recognized with this Green Power Leadership Award for our progress towards this goal.”

—Andy Adams, SVP, Global Store Development, Starbucks Coffee Company



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.



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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 Awards

2018 CRS Award Winners

- Green Power Market Development
 - Microsoft Corporation
 - Puget Sound Energy
 - Silicon Ranch
 - T-Mobile US, Inc.
- International Green Power Market Development
 - Apple Inc.
 - Google Inc.
- Leadership in Green Power Education
 - Cornell University
 - The Redford Center
- Green Power Leader of the Year
 - Janet Napolitano, University of California



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CRS Awards

CRS Application Process

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

2018 Green Power Leadership 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 Awards: www.greenpowerleadershipawards.com
- Questions?
 - Melissa Klein, EPA, 202.343.9207, klein.melissa@epa.gov
 - Marcia Sitcoske, CRS, 415.561.2103, marcia.sitcoske@resource-solutions.org



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