U.S. Environmental Protection Agency • U.S. Department of Energy • Center for Resource Solutions

2010 GREEN POWER *Leadership* Awards





2010 Green Power Leadership Awards

The 2010 Green Power Leadership Awards are hosted by the United States Environmental Protection Agency (EPA), the United States Department of Energy (DOE), and the Center for Resource Solutions (CRS). EPA and DOE recognize leading purchasers and suppliers of green power, respectively. CRS recognizes leading organizations and individuals for advancing markets for green power.

The Green Power Leadership Awards for purchasers is a recognition program of EPA's Green Power Partnership, a voluntary program working to reduce the environmental impact of conventional electricity use by fostering development of the voluntary green power market. Nominees in EPA's purchaser category are evaluated based upon the size and characteristics of their green power commitment, leadership in purchasing within a certain sector or region, internal and external communications efforts, as well as organizational strategy for investing in green power. EPA recognizes Green Power Partners in the areas of On-site Generation, Green Power Purchasing, Green Power Partner of the Year, and Green Power Community of the Year.

Nominees in DOE's supplier category are evaluated based upon the resources and technologies utilized, total annual renewable energy sales, number of customers served, market impact, amount of green power supplied, and overall value provided to participants. Eligible suppliers include, but are not limited to, electric utilities, retail marketers, renewable energy certificate (REC) suppliers, and renewable energy project developers. DOE recognizes suppliers of green power in the areas of Non-Utility Green Power Supplier of the Year and Utility Green Power Program of the Year.

CRS's Market Development Award category recognizes companies, organizations and individual renewable energy leaders working to build the market for green power. CRS recognizes market leadership in the areas of Best Green Power Education Outreach Program; Best Promotional Campaign by a Green Power Purchaser; Best Marketing Campaign by a Green Power Supplier; and Green Power Pioneer, which recognizes continuous individual achievement.

For the 2010 Green Power Leadership Awards, three separate panels of judges reviewed over 100 nominations. We gratefully thank the individuals who devoted time to reading, evaluating, and discussing this year's nominations.

The 2010 evaluation panel for EPA's green power purchasers awards included the following individuals: Blaine Collison, James Critchfield, and Allison Dennis, U.S. EPA.

The 2010 evaluation panel for DOE's green power supplier awards included the following individuals: Linda Silverman, Steve Dunn and Mark Reichhardt, U.S. DOE; Lori Bird, National Renewable Energy Laboratory; Blaine Collison, U.S. EPA; Arthur O'Donnell, CRS; and Randy Manion, Western Area Power Administration.

The 2010 evaluation panel for CRS's Market Development Awards included: Allison Dennis, U.S. EPA; Pat Keily, WE Energies; Diane Zipper, Renewable Northwest Project; Jenny Sumner, National Renewable Energy Laboratory; Justin Roth, CRS; and Ed Holt, Ed Holt & Associates, Inc. Additional thanks go to Alison Lambert, Rachael Terada, and Paul Burow for managing the Market Development Awards.

We gratefully thank those who donated their time and resources toward the development of the 2010 Awards ceremony. Additional thanks goes to Curt Robinson and Sheri Lausin for supporting the 2010 awards production.





Schedule of Events

5:30 **Reception**

6:30 **Dinner**

7:00 **Ceremony**

Awards for Green Power Purchasers

Elizabeth Craig (invited)
Deputy Assistant Administrator for the Office of Air and Radiation
U.S. Environmental Protection Agency

Awards for Green Power Suppliers

Linda Silverman
Senior Advisor for Renewable Energy
Office of Energy Efficiency and Renewable Energy

Awards for Market Development

Arthur O'Donnell
Executive Director
Center for Resource Solutions (CRS)

Karl R. Rábago
Vice President, Distributed Energy Services
Austin Energy

9:00 **Conclusion of Evening**

Speakers

Elizabeth Craig

Deputy Assistant Administrator for the Office of Air and Radiation
U.S. Environmental Protection Agency

Elizabeth Craig is the Deputy Assistant Administrator for the Office of Air and Radiation (OAR) in the U.S. Environmental Protection Agency. With employees in offices and laboratories around the country, OAR is one of EPA's largest offices and completes over 70 percent of the Agency's regulations each year, in addition to conducting numerous voluntary programs such as Energy Star and Indoor Air Quality. Elizabeth is currently on a short-term assignment as the Acting Director of OAR's Climate Protection Partnerships Division.

As the Deputy Assistant Administrator, Elizabeth is the principal advisor to the Assistant Administrator and Principal Deputy Assistant Administrator on a wide range of management and operational areas, including but not limited to international programs, budget, human capital, information technology, and contracts and grants administration. She is the co-chair of EPA's Human Resources Council and she serves on many senior management councils, such as the Executive Resources Board and the Working Capital Fund Board.

Elizabeth joined EPA in 1984 and has held a number of senior positions prior to her current position: Director of the Agency's Budget Division in the Office of the Comptroller, Director of the Office of Grants and Debarment, and Deputy Director of the Office of Technology Operations and Planning in the Office of Environmental Information. Elizabeth served as Acting Assistant Administrator for Air and Radiation during Spring 2009. Elizabeth has a Masters in Public Administration from The George Washington University and received her Bachelors degree from Mary Washington College. She received the President's Meritorious Executive Award in 2006.





Speakers

Linda Silverman

Senior Advisor for Renewable Energy
Office of Energy Efficiency and Renewable Energy

Linda Silverman is Senior Advisor for Renewables in the Office of Energy Efficiency and Renewable Energy (EERE) at the U.S. Department of Energy. She works on a number of cross-cutting renewable energy and energy efficiency issues, including market issues related to renewables, such as green power, renewable energy certificates, renewable portfolio standards, and climate change. She also works on EERE initiatives to advance investments in energy efficiency and renewable energy through manufacturing and export policy.

Prior to joining EERE in 2000, Ms. Silverman had been involved in the climate change issue since 1993, when President Clinton first committed the United States to meeting the aim of the United Nations Framework Convention on Climate Change. She helped the White House coordinate interagency activities that led to the issuance of the U.S. Climate Change Action Plan (October 1993), and prepared the Mitigation Chapter of the U.S. Climate Action Report (September 1994), the first U.S. formal submission to the Framework Convention on Climate Change. She has also advised the governments of Estonia and Ukraine on their climate change strategies.

Ms. Silverman holds a M.A. in International Affairs from the Johns Hopkins Nitze School of Advanced International Studies (SAIS) and a B.S. in Finance from the University of Colorado.

Speakers

Arthur J. O'Donnell

Executive Director
Center for Resource Solutions (CRS)

Executive Director since January 2008, Arthur is helping guide CRS into its next decade of achievement in the creation of policy and market solutions to advance sustainable energy. Besides representing the organization in media coverage and numerous conference appearances, he also led CRS teams in conducting policy analysis of the interaction of voluntary and compliance markets and co-wrote reports on utility contracting practices for solar power and municipal support for solar photovoltaics.

Prior to joining CRS in January 2008, Mr. O'Donnell was an independent business, energy and environmental writer for more than 25 years, winning many national and regional awards for his energy reporting. He was senior reporter for E&E Publishing's Greenwire.com and editor of the Land Letter. He also frequently wrote for Public Utilities Fortnightly, the California Energy Circuit newsletter, and he was Editorial Director for EnergyCentral.com.

As the founding editor and associate publisher of the award-winning California Energy Markets newsletter from 1989 through 2002, Mr. O'Donnell documented the creation of modern wholesale/retail power markets and the subsequent collapse of the state's regulatory restructuring effort.

Mr. O'Donnell is the author of several books, including: *Soul of the Grid: A Cultural Biography of the California Independent System Operator* and *The Guilty Environmentalist*. He also contributed a chapter on California's contributions to energy innovation to Peter Asmus' book *Energy in California*.

A sought-after speaker and conference organizer, Mr. O'Donnell maintains a steady schedule of talks and media appearances to promote CRS's programs and activities.

Mr. O'Donnell holds a M.A. in Communications from the University of Washington, where he was a Graduate Fellow in Business and Economics Reporting. He holds a B.A. in Human Communications from Rutgers College.





Speakers

Karl R. Rábago

Vice President, Distributed Energy Services
Austin Energy

Karl R. Rábago is vice president for distributed energy services at Austin Energy, the City of Austin's municipal electric utility. His portfolio of responsibilities includes energy efficiency, solar energy, green buildings, key accounts, climate protection, and market development and research.

Karl Rábago has more than 20 years experience in electricity policy and regulation, emerging energy markets development, clean energy technology development, and the implementation of sustainability principles. He has served as a regulator, business builder, corporate sustainability leader, R&D program manager, consultant, and advocate. His past positions include: Director of Government and Regulatory Affairs, AES Wind Generation; Director, Standards and Practices, Greenhouse Gas Services, LLC; Deputy Assistant Secretary, US Department of Energy; Commissioner, Texas Public Utility Commission; Sustainability Leader, NatureWorks, LLC; and Managing, Director & Principal, Rocky Mountain Institute.

In addition to his duties with Austin Energy, Karl chairs the board of the Center for Resource Solutions and was formerly chair of the Green-e Governance Board for the Green-e Energy and Climate Certification Programs for renewable energy-based products and carbon offsets. He is also an advisor to the Texas Interfaith Power & Light project.

Mr. Rábago is an attorney (University of Texas Law School, J.D. with Honors) with post-doctorate degrees in environmental (LL.M., Pace University School of Law) and military law (LL.M., US Army Judge Advocate General's School). A veteran of more than 12 years in the US Army, he served as a cavalry officer and member of the Judge Advocate General's Corps, and is Airborne and Ranger qualified.

Married for more than 31 years to his wife Pam, Karl is the proud father of three grown children and the grandfather of Avery Victoria Rábago.

About the Awards

EPA's Green Power Purchaser Awards

The EPA Purchaser Awards honor EPA Green Power Partners that have helped build a market for green power by making significant purchases of renewable energy. Award winners were selected based upon criteria including the quantity and type of renewable energy purchased, the impact of their green power purchases, the extent to which their actions have helped to establish a precedent that may catalyze similar actions by others, and the extent to which they demonstrated innovative purchasing strategies.

DOE's Green Power Supplier Awards

The DOE Supplier Awards recognize organizations that make exceptional contributions to the development of voluntary green power markets. Award winners were evaluated and selected based upon the overall renewable energy resource or product mix supplied (including amount of new renewable energy capacity generated and total annual renewable energy sales), program customer participation and growth, impact on public awareness and marketplace leadership, and product or marketing innovations leading to wider adoption of renewable energy by businesses, households and consumers.

CRS's Market Development Awards

The Center for Resource Solutions' Market Development Awards recognize efforts to build the green power marketplace, and advance the renewable energy industry. They honor innovative marketing and promotional campaigns to increase widespread awareness of renewable energy options, cutting-edge outreach efforts by individuals or organizations to boost interest in green power, and outstanding contributions and continuous individual achievement in support of renewable energy.





2010 Green Power Leadership Award Winners

EPA Green Power Purchaser Awards

On-site Generation
City of San Francisco
Phoenix Press, Inc.

Green Power Purchasing
BD
BNY Mellon
Carnegie Mellon University
Chicago Public Schools
Harris Bank
Indianapolis Zoo
Intel Corporation
Pearson
Port of Portland
State of Illinois

Green Power Partner of the Year
Kohl's Department Stores
Motorola
TD Bank
Whole Foods Market

Green Power Community of the Year
Corvallis, Oregon Community
Park City, Utah Community

2010 Green Power Leadership Award Winners

DOE Green Power Supplier Awards

Non-Utility Green Power Supplier of the Year
3Degrees
Bonneville Environmental Foundation
SolarCity
SunRun Inc.

Utility Green Power Program of the Year
La Plata Electric Association, Inc.
Portland General Electric

CRS Market Development Awards

Best Green Power Education Outreach Program
Arizona Public Service, "The Renewables" Campaign

Best Promotional Campaign by a Green Power Purchaser
Sundance Square

Best Marketing Campaign by a Green Power Supplier
Pacific Power and Rocky Mountain Power

Green Power Pioneer
Thor Hinckley, Portland General Electric





2010 Members of the Green Power Leadership Club

(as of July 15, 2010)

The Green Power Leadership Club honors Partners in EPA's Green Power Partnership program that have made an exemplary green power purchase. Club members must make a green power purchase which exceeds the minimum Green Power Leadership Club purchase requirements. Eligibility for the Club is determined on an annual basis.

AAR CORP.
Adelphi University
AECOM Environment
Alpine Bank
American Chemical Society
American University
Arapahoe Basin Ski Resort
Arizona Lithographers
Arnold & Porter LLP
Aspen Skiing Company
Auraria Higher Education Center
Austin (TX) Independent School District
Austin Grill
Aveda Corporation
Backcountry.com
BD
Beaulieu Commercial
Becker Underwood
Bend Metro Parks & Recreation District
Beveridge & Diamond, P.C.
Bloomberg LP
BNY Mellon
Boutwell, Owens & Co., Inc
Buck Hill Ski Area
Bullis School
Bunker Hill Community College
BurstNET Technologies, Inc.
Burt's Bees
Callaway Gardens
Capitol Aggregates
Carlton Fields, P.A.
Carnegie Mellon University
Carousel Center Company, LP
Castle on the Hudson
Catamount Ski Area
Chadbourne & Parke LLP
Chelsea Piers
Chicago Public Schools
Cisco Systems, Inc.
Citizens for Pennsylvania's Future
City of Albuquerque, NM
City of Beaverton, OR
City of Bellingham, WA
City of Chicago, IL
City of Dallas, TX
City of Grand Rapids, MI
City of Gresham, OR
City of Houston, TX
City of Lacey, WA
City of Palo Alto, CA
City of San Diego, CA
City of Santa Monica, CA
Clover Technologies
Coating Excellence International, LLC
Codero
College Houses
Columbia College Chicago
Com-Pak Services, Inc.
Connecticut College
Corvallis Environmental Center
Country Life Vitamins
Creative Werks LLC
Crescent Condominium Unit Owners Association
Curtis Packaging Corporation
Dallas/Fort Worth International Airport
Dansko
David's Natural Market
David Evans and Associates, Inc.
Dell Inc.
Deutsche Bank
DG3 – Diversified Global Graphics Group
Diamond Packaging
Dickinson College
District of Columbia

Green Power Leadership Club

DMI Industries, Inc.
DreamHost
Dupli Envelope and Graphics
Dynagraf, Inc.
EarthColor, Inc.
Eastern University
EasyStreet Online Services, Inc.
Emmis Austin Radio
Endurance International Group
ERG
Esurance
Fitzgerald Auto Malls
Flagship Press
Foulger-Pratt Management, Inc.
Foundation Communities
Fredrikson & Byron, P.A.
Frontier Natural Products Co-op
Garden of Life
General Converting, Inc.
Georgian Court University
Gettysburg College
Ginny's Printing
Glenstone
Goetz Printing Company
Grand Targhee Resort
Great Atlantic Graphics, Inc.
Great Big Pictures
Green Mountain Coffee Roasters
Greenwich Academy
GSD&M
Harding Poorman Group, Inc.
Harris N.A.
Herman Miller Inc.
Hilton Worldwide
HSBC North America
Impressions Incorporated
Indianapolis Zoo
ING
Intel Corporation
Inter-American Development Bank
Interface, Inc.
Irides, LLC
iStoreGreen
J.S. McCarthy Printers
Jackson Hole Mountain Resort
Jacob White Construction Company
Johnson & Johnson
K-1 Packaging Group
Kent Place School
Kettle Foods
Kilpatrick Stockton, LLP
K Line America
Knepper Press
KNTV Television Inc. NBC 11
Kohl's Department Stores
Kroenke Sports Enterprises
Laddawn Manufacturing
Legacy Hotel and Meeting Centre
Lewis & Clark College
Lifeway Foods, Inc.
Linemark Printing, Inc.
Los Angeles Convention Center
Lundberg Family Farms
Lycee Francais of New York
Maret School
Marin Energy Authority
Maudie's Restaurants
McCormick Distilling
Mendocino Wine Company
Merritt 7 Venture, LLC
Metcalfe's Sentry
Mohawk Fine Papers Inc.
MOM's Organic Market
Monadnock Paper Mills
Monroe Litho, Inc.
Montgomery County, PA
Montgomery County Clean Energy Buyers Group
Mortenson Construction
MOSAIC
Motorola, Inc.
Mountain View Grand Resort & Spa
Mt. Vernon Printing Company
National Geographic Society
National Press Club
Neenah Paper, Inc.
New 42nd Street, Inc
New Belgium Brewing Company
New Leaf Paper
Nokia USA
Northwestern University
Norwood School
Novus International, Inc.
Oberlin College
Ogden Publications
Omega Institute for Holistic Studies, Inc.
Oregon Convention Center
Oregon State University
Original Impressions
Pacific Lutheran University
Patton Boggs LLP
Pearson, Inc.
Pennsylvania State University
Philadelphia Eagles





Green Power Leadership Club

Phipps Conservatory and Botanical Gardens
Pictorial Offset Corporation
Port of Portland
Powdr Resorts
prAna
Premier Press
Press Media Corporation
Proprio LP t/a Savoy Suites Hotel
Quality Printing Company
Rebekah Baines Johnson Center
Regis University
REI
Ridgewells, Inc.
Robins, Kaplan, Miller & Ciresi L.L.P.
Rockfish Bar and Grill & Kaufmann's Tavern
Rowan University
Saint Peter's College
Sandy Alexander Inc.
Santa Clara University
Santa Fe Natural Tobacco Company
SAP America
SemaSys, Inc.
Shaklee Corporation
Shaughnessy
Sierra Nevada Brewing Company
Southern New Hampshire University
Southern Oregon University
Southwestern University
Spence School
Sprint Nextel
St. Martin's Evangelical Lutheran Church
St. Mary's College of Maryland
Stanley Machining & Tool Corp
Staples
Starbucks
State of Illinois
State Street Corporation
Steelcase USA
Stevens Pass Resort
Stoel Rives
Stratton Mountain
Sugar Bowl Ski Resort
Sutherland Asbill & Brennan
Swarthmore College
TD Bank, N.A.
The Catholic University of America
The Chapin School
The Dalton School
The Dannon Company, Inc.
The Evergreen State College
The Franciscan Monastery of Saint Claire
The Holland, Inc.
The Nightingale-Bamford School
The North Face
The Philadelphia Phillies
The Talbott Hotel
The Tower Companies
The World Bank Group
Third Sector New England
Thoro Packaging
Touchmark at Coffee Creek Retirement Community
Trentuno LP t/a Carlysle Suites Hotel
Trinity Capital Corporation
Triune Color Corporation
Tualatin Valley Water District
Two C Pack Systems
U.S. Environmental Protection Agency
Union Station
United Services Automobile Association (USAA)
University of California, Santa Cruz
University of Central Oklahoma
University of Denver
University of Pennsylvania
University of Utah
Velocity Print Solutions
Village of Northbrook, IL
Villanti & Sons Printers, Inc.
Walser Automotive
Warmerdam Packing LLC, The Flavor Tree Fruit Company LLC
Warren Wilson College
Washington Suburban Sanitary Commission
Western Washington University
Whatcom County, WA
Whitman College
Whole Foods Market
Williamson Printing
Windham Professionals Inc
Workday
World Resources Company
XMission Internet
X-nth Inc.

EPA Purchaser Awards

Category: On-site Generation

City of San Francisco

The City of San Francisco, California, is a leader in on-site green power generation, using more than 25 million kilowatt-hours annually from its biogas facilities and eight municipal solar installations. These solar installations are located on many facilities, including a water pollution control plant, a recycling center, San Francisco International Airport, and a public library.

The City of San Francisco's goal is to obtain all City-used electricity from pollution-free sources, while creating jobs and driving economic growth. The City will soon triple its solar generating capacity from two megawatts to more than seven once the solar installation on the City's Sunset Reservoir is complete. This solar array will feature more than 24,000 solar panels and is expected to become the largest municipal solar installation in California. The City is also in the process of placing additional solar arrays on other municipal buildings and is considering adding urban wind and ocean power projects to its portfolio.

The City offers incentives to San Francisco residents and businesses to install solar power on their properties through its GoSolarSF program.

The City of San Francisco received an On-Site Generation Award in 2004.





EPA Purchaser Awards

Category: On-site Generation

Phoenix Press, Inc.

Phoenix Press, Inc. is a family-owned and operated printer located in New Haven, Connecticut. In 2010, the printer installed one of the state's largest wind turbines — a 100 kilowatt turbine that produces approximately 165,000 kilowatt-hours of electricity a year. The turbine provides 40 percent of Phoenix Press' yearly electricity use.

In addition to providing electricity, the highly-visible wind turbine serves as an educational and community centerpiece. Phoenix Press' wind turbine received its name "Gust" through a local K-8 school contest. The printer also conducts turbine and facility tours for community residents.

Purchasing green power is one aspect of Phoenix Press' growing environmental sustainability program. The printer also purchases Forest Stewardship Council-certified paper, uses soy and vegetable-based inks, and recycles 100 percent of its paper waste.

EPA Purchaser Awards

Category: Green Power Purchasing

BD

BD is a global medical technology company that develops, manufactures, and sells medical supplies, devices, laboratory instruments, reagents and diagnostic products. Within the past year, BD has increased its total green power commitment more than 200 percent to more than 200 million kilowatt-hours of green power, purchasing a combination of renewable energy certificates (RECs) and utility green power products. This purchase covers nearly 40 percent of its U.S. operations and ranks among the largest in the Green Power Partnership, placing the company on EPA's National Top 50 Purchasers List.

BD
Helping all people live healthy lives

BD spreads awareness of green power through its sales presentations to potential customers and a number of corporate-wide communications, which include an annual report, an annual sustainability report, press releases, and website.

BD has set several environmental goals which are part of its larger sustainability strategy to improve environmental performance in both its operations and products. One of BD's environmental goals is to increase its green power use to 25 percent of its total global energy consumption by 2015.





EPA Purchaser Awards

Category: Green Power Purchasing

BNY Mellon

BNY Mellon is a global financial services provider operating in 36 countries and 100 markets. In 2010, the company announced a five-year agreement to purchase an additional 133 million renewable energy certificates (RECs), bringing its total green power usage to more than 229 million kilowatt-hours. The bank's purchase of RECs and utility green power products supplies more than 75 percent of its electricity needs and places the company on both EPA's Fortune 500® Partners List and the National Top 50 Purchasers List.

To promote its green power commitment internally, BNY Mellon created a dedicated micro-site accessible to all 47,000 employees on the company's intranet. The site features stories highlighting the company's green power investments, milestones, key initiatives, and recognition. BNY Mellon promotes its green power use to its stakeholders through traditional media relations as well as using the BNY Mellon.com website and corporate social responsibility reports. Additionally, the company's cost, savings, and revenue accomplishments related to sustainability practices are promoted to potential new clients as a demonstration of BNY Mellon's environmental commitment.

The firm's signature five-year investment in RECs is an important component of its overall sustainability strategy. More than 75 percent of the company's indirect carbon emissions are reduced through its green power purchase, while more than 60 percent of its real estate portfolio is ENERGY STAR-rated.

EPA Purchaser Awards

Category: Green Power Purchasing

Carnegie Mellon University

Carnegie Mellon University, located in Pittsburgh, Pennsylvania, is a founding member of the Green Power Partnership and a recipient of a 2001 Green Power Leadership Award for making what was at the time the largest single retail purchase of wind energy in the nation. Today, Carnegie Mellon purchases nearly 87 million kilowatt-hours of green power annually, enough to cover 75 percent of its electricity needs. Carnegie Mellon's green power usage places the school on EPA's Top 20 College and University List and EPA's National Top 50 Purchasers List.

In addition to purchasing wind-derived renewable energy certificates (RECs), Carnegie Mellon also generates green power on-site through solar systems located on three campus buildings. The first system is located on a campus office building and is one of the largest solar arrays in Pittsburgh; a second system is located on a building constructed for the 2005 Department of Energy Solar Decathlon; and, the last solar array is found on the Robert L. Preger Intelligent Workplace located on Margaret Morrison Carnegie Hall, one of the original landmark buildings on campus. The Solar Decathlon building is now permanently installed on campus and is used as a meeting space and demonstration of green design practices.

Carnegie Mellon is committed to the study of environmental sciences and the deployment of sustainable practices, making environmental research and action a university-wide priority. Among its accomplishments, Carnegie Mellon is home to one of the first green dormitories in the nation, owns 10 LEED-certified buildings with two more completed and pending review, has 21 centers that focus on environmental research, and presented one of the first courses in green chemistry in the country.





EPA Purchaser Awards

Category: Green Power Purchasing

Chicago Public Schools

The Board of Education for the City of Chicago is one of the largest school districts in the country. The district covers the Chicago metropolitan area and includes more than 600 schools with more than 400,000 students. This past year, the Board significantly increased its green power use, placing it atop EPA's Top 20 K-12 Schools List. The Board purchases more than 107 million kilowatt-hours (kWh) of green power annually, representing 20 percent of its total electricity use. Additionally, it produces solar power on-site at 16 schools and counting, totaling over 165,000 kWh annually.

The Board of Education for the City of Chicago's mission is to reduce the district's environmental impact and to teach students to be environmental stewards. To this end, the Board's environmental action plan lays out 11 goals and 26 strategies to engage the entire district in environmental stewardship, from energy conservation to school gardening. The Board plans to initiate age-appropriate science curricula and lesson extensions to teach students about green power, carbon management, and energy efficiency. In addition to educating students, parents, and staff on the importance of green power, the Board also encourages other school districts to purchase green power and integrate clean energy into their curriculums.

EPA Purchaser Awards

Category: Green Power Purchasing

Harris Bank

Chicago-based Harris Bank has become a sustainability leader by purchasing 100 percent green power. In 2010, Harris Bank purchased more than 91 million kilowatt-hours of wind-derived renewable energy certificates (RECs). Green power is one aspect of Harris Bank's overall environmental strategy. The company has also significantly reduced its overall energy use, achieved LEED certification for two buildings, and hosted an annual office supply exchange where Harris departments can swap unwanted or unused office supplies.

Harris Bank informs and educates stakeholders about its green power commitment through its websites, press releases, and other outreach efforts. Harris also sends out employee communications regarding its green power commitments while an internal website offers employees a forum to share tips for reducing one's carbon footprint at work and at home.

The company has been able to involve its workforce in its external environmental promotion efforts — every year Harris sponsors Earth Day events where employees volunteer in various community and environmental projects. The Bank also encourages employees to volunteer for sustainability-related community organizations and events, such as ChicaGO Green in 2010.





EPA Purchaser Awards

Category: Green Power Purchasing

Indianapolis Zoo

The Indianapolis Zoo is located on a 64-acre campus and hosts one million visitors each year. As the first zoo to join the Green Power Partnership, it has set the standard for other zoos to follow by purchasing enough green power to cover 100 percent of its electricity needs. The Zoo purchases more than 14 million kilowatt-hours of green power from a local utility.

The Zoo highlights its green initiatives and 100 percent green power status through building signage, maps, its annual report, and promotional materials.

As part of its broader environmental efforts, the Zoo has implemented a host of environmental initiatives including a comprehensive recycling and composting program. The Zoo also maintains and promotes the website www.mycarbonpledge.com, which provides guests and other Zoo audiences the opportunity to commit to reducing their carbon footprint.

EPA Purchaser Awards

Category: Green Power Purchasing

Intel Corporation

Intel is the world's largest semiconductor manufacturer. Since January 2008, Intel has led the way as the nation's largest voluntary buyer of green power. This past year, Intel increased its green power usage by 10 percent from approximately 1.3 billion kilowatt-hours (kWh) to more than 1.4 billion kWh, equal to more than 50 percent of its U.S. electric use.

In addition to purchasing green power, Intel hosts solar systems on multiple locations in Oregon, New Mexico, Arizona, and California and will total nearly three megawatts (MW) by year end. These projects consist of ground and roof-mounted solar arrays, in addition to solar support structures in the parking lots. Intel's largest installation is an approximate 1 MW facility in Folsom, California, that spans 5.5 acres and will produce more than 1.5 million kWh annually. "Solar kiosks" are located at each of Intel's solar sites to educate employees and visitors about the company's green power efforts, along with showing real-time information on electricity generated from these systems.

With nearly 90,000 employees worldwide, employee engagement is paramount at Intel. Intel has developed a social networking platform called "Planet Blue," which is helping increase employee awareness of its commitment to green power. This platform provides opportunities for employees to collaborate on sustainability projects. Intel plans to continue expansion of its "Green Intel" intranet forum where employees can learn about the company's environmental initiatives and shares ideas for work and at home. Some employees have used the "share" feature to discuss the details of solar panel installations at their homes.

Intel received a Partner of the Year Award in 2008 and 2009.





EPA Purchaser Awards

Category: Green Power Purchasing

Pearson

Pearson is an international media company with businesses in education, business information, news media, and consumer publishing, including brands like Financial Times and Penguin Books.

Since joining the Green Power Partnership in 2004, Pearson has dramatically increased its green power purchase from almost two million kilowatt-hours (kWh) to more than 157 million kWh. This purchase includes a combination of renewable energy certificates (RECs) and utility green power products and ranks among the largest in the Partnership. The company's U.S. operations now run on 100 percent green power.

In 2009 Pearson developed "Planet Pearson," an employee intranet dedicated to the company's environmental commitments. The Green@home section provides information, hints, and tips for employees to purchase green electricity from their local utility provider. By the beginning of 2011, Pearson will expand the scope of the website to external audiences and will include communications promoting green power. Pearson is in the process of developing marketing, sales, and human resources environmental communication materials to help its employees explain the company's environmental commitments.

Pearson added its first on-site solar installation to its green power portfolio in 2009 and this year has started construction on its second solar project. The company is also considering constructing a wind turbine at one of its Midwest locations in 2011.

EPA Purchaser Awards

Category: Green Power Purchasing

Port of Portland

The Port of Portland, Oregon, has a rich history of supporting green power dating back to 2001, when it made its first green power purchase. The Port of Portland was the first port to participate in the Green Power Partnership. The Port's operations include industrial parks, four marine terminals, two general aviation airports, and Portland International Airport. The Port recently conducted a greenhouse gas inventory of all operations and found that approximately half of its carbon emissions were associated with its electricity use. To reduce these emissions, in 2010 the Port increased its green power commitment from 35 million kilowatt-hours (kWh) to approximately 75 million kWh of wind-derived renewable energy certificates (RECs) to cover its entire electricity needs.

In addition to purchasing green power, the Port also produces 30,000 kWh of green power through solar panels on the Portland International Airport's canopy. The Port retains the RECs from this system.

The Port of Portland interfaces with dozens of businesses at its marine terminals, industrial parks, and airports. The Port works to lead by example by implementing cost-effective strategies for reducing energy use and sharing its energy conservation and green power expertise with tenants and partners.





EPA Purchaser Awards

Category: Green Power Purchasing

State of Illinois

The State of Illinois initiated its commitment to environmental stewardship 10 years ago by creating the Illinois Green Governments Coordinating Council. To meet the Council's goal of including green power in all electric procurement contracts, the State joined the Green Power Partnership in 2002 and committed to purchasing green power in increasing volumes over the coming years. In 2010, the State purchased 176 million kilowatt-hours of green power through a combination of renewable energy certificates and utility green power products. Green power now accounts for one-third of the State government's electricity use and is one of many environmentally preferable commodities that the State procures. Each year the State purchases recycled content paper products, green cleaning supplies, hybrid and flex-fuel vehicles, and green building materials.

The State of Illinois also advocates for the development of projects and funds such projects to improve the availability of green energy supplies within its borders. Over the past two fiscal years, the State has provided a total of nearly $5.1 million in grant and rebate support to residential, commercial, government, and non-profit entities to install on-site renewable energy systems. Additionally, the state granted more than $25 million in federal American Recovery and Reinvestment Act funds to community-scale and large-scale green power projects and awards tax credits and other financing assistance to large-scale green power generators, including wind farms and biomass plants. Spurred by this support, at the end of 2009 Illinois had more than 1,800 megawatts of installed wind generation capacity — enough to provide emissions-free power to about 500,000 homes.

EPA Purchaser Awards

Category: Green Power Partner of the Year

Kohl's Department Stores

Based in Menomonee Falls, Wisconsin, Kohl's Department Stores is one of the largest retailers and department store chains in the United States, with 1,089 stores across 49 states. From 2009 to 2010, Kohl's increased its green power purchase by 60 percent, from approximately 850 million kilowatt-hours (kWh) to more than 1.3 billion kWh, achieving 100 percent green power usage. Such an exceptional commitment to green power has placed Kohl's near the top of EPA's Top 20 Retail List and National Top 50 Purchasers List.

Kohl's is one of the world's largest retail solar hosts, with almost 100 solar systems activated in California, New Jersey, Wisconsin, and Connecticut. The company retains the renewable energy certificates (RECs) for one-third of these installations. Ten additional systems are under construction. Kohl's activated solar arrays provide 20 to 40 percent of the power to each store they service, generating approximately 15 million kWh of green power annually.

Kohl's sustainability team actively engages stakeholders across its supply chain. In 2009, Kohl's began collaborating with its 300 top merchandise vendors to measure supply chain sustainability. Kohl's requires these vendors to complete quarterly surveys in order to measure sustainability improvements relating to energy efficiency and green power use. Kohl's has held a series of webinars and vendor roundtables to share its commitment to the environment, highlighting its green power activities. Kohl's also shares its green power and sustainability story with other retailers at various conferences each year.

Kohl's received a Green Power Purchasing Award in 2007, an On-site Generation Award in 2008, and a Partner of the Year Award in 2009.





EPA Purchaser Awards

Category: Green Power Partner of the Year

Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. Motorola joined the Green Power Partnership in 2009 and has already increased its renewable energy certificate purchase by more than 50 percent, from approximately 78 million kilowatt-hours (kWh) to 119 million kWh. Motorola's green power purchase represents more than 30 percent of its United States electricity use and places it on EPA's National Top 50 Purchasers List.

Motorola promotes its green power use both to stakeholders and employees around the world. The company's internal Web portal and TV network feature stories on Motorola's green power commitment. Externally, Motorola promotes its green power initiatives through press releases, its public website, and a display at its Innovation Center for visitors, located at its global headquarters in Illinois. Motorola representatives also participate in a number of speaking engagements as well as media and industry analyst briefings where they cite Motorola's use of green power.

In addition to reducing its own carbon footprint, Motorola aims to create sustainable solutions for tomorrow's low-carbon and resource-constrained world. Motorola's technology solutions include radio-frequency identification (RFID) tags to efficiently track the movement of products. RFID readers identify radio wave signals from tags incorporated into products, enabling companies to quickly identify and track product movement through the supply chain. Such technological solutions help to reduce Motorola customers' operational costs, inefficiencies, and carbon footprint.

Motorola received a Green Power Purchasing Award in 2009.

EPA Purchaser Awards

Category: Green Power Partner of the Year

TD Bank

TD Bank provides a broad array of retail, small business, and commercial banking products to its customers and has more than 1,100 retail stores from Maine to Florida. In 2010, TD Bank purchased more than 240 million kilowatt-hours of renewable energy certificates. These wind-derived RECs supply 100 percent of the bank's electricity needs. TD Bank's purchase ranks among the top 20 in the Green Power Partnership.

TD Bank actively promotes its green power purchase in press releases and other materials. The Bank's use of green power is also prominently featured on in-store monitors and electronic messaging boards. Looking forward, the Bank is developing green power messaging for its vast network of ATMs.

TD Bank educates its staff about its green power commitment through an employee intranet site that also provides tips on how employees can practice sustainability at home.

Using green power is part of TD Bank's larger initiative to reduce its greenhouse gas emissions, which also includes energy and water efficiency improvements, purchasing carbon offsets, building new stores with post-consumer materials, and incorporating solar canopies for stores' drive-through ATMs.





EPA Purchaser Awards

Category: Green Power Partner of the Year

Whole Foods Market

Whole Foods Market, one of the leading natural and organic food supermarkets, was the first Fortune 500® company to purchase wind power for 100 percent of its electricity use across its United States operations. In 2010, the company increased its purchase to 815 million kilowatt-hours of wind-based renewable energy certificates (RECs), keeping pace with the company's continued growth. Whole Foods Market's green power usage ranks among the largest in the Green Power Partnership, placing the company on EPA's National Top 50 Purchasers List and Top 20 Retail List.

While the majority of Whole Foods Market's green power consists of RECs, green power is produced through solar systems located on a distribution center and 14 retail stores across the nation. The company retains the RECs for four of these installations. The company has also incorporated fuel cell technology at two of its stores, is installing a 100 percent bio-fuel generator at one of its commissaries, and is evaluating on-site wind.

Showcasing green power and its benefits has become standard operating procedure. Whole Foods Market encourages and educates its stakeholders to become active participants in green power initiatives. The company sponsors community giving days (otherwise known as "5% Days") where five percent of that day's net sales are donated to a local nonprofit or educational organization, including clean energy groups. A recent 5% day in the North Atlantic region raised over $70,000 for Clean Air-Cool Planet (CA-CP). Representatives from Whole Foods Market and CA-CP were in stores with educational materials tables explaining the need for cleaner energy. On a daily basis, Whole Foods Market provides customers the opportunity to calculate their carbon footprints on the Whole Foods Market's Web site and the option of purchasing Wind REC cards at store checkouts. Whole Foods Market also hosts two sustainable packaging forums at the Natural Products Expos East and West each year where the company brainstorms new ideas and shares its green power accomplishments.

Whole Foods Market received a Green Power Purchasing Award in 2004 and 2005, and a Partner of the Year Award in 2006 and 2007.

EPA Purchaser Awards

Category: Green Power Community of the Year

Corvallis, Oregon Community

The City of Corvallis, Oregon, boasts a population of approximately 55,000 residents. In 2005, Corvallis became the first city on the West Coast to become a Green Power Community, purchasing a little over 17 million kilowatt-hours (kWh) of green power. Today, Corvallis' green power use has reached more than 100 million kWh annually and makes up approximately 15 percent of the community's total electricity consumption. Such extraordinary community-wide support for green power has placed Corvallis near the top of EPA's Green Power Communities list.

Corvallis' community-wide participation is the result of strong collaborative efforts between the city government, residents, businesses, and educational institutions. In 2005, by way of a City Council Resolution, the Corvallis local government chose to lead by example by purchasing seven percent green power for all city-owned facilities and urged its residents and businesses to do the same. Oregon State University is the largest single purchaser of green power in Corvallis and this is in part due to the "green energy" fee that students approved in 2007. The University purchases more than 51 million kWh of green power annually, accounting for more than half of its overall electricity use.





EPA Purchaser Awards

Category: Green Power Community of the Year

Park City, Utah Community

Home to the Sundance Film Festival, two world-class resorts, and 8,000 residents, Park City is located in Summit County, Utah. This leading city first committed to purchasing green power in 2003 through a City Council Resolution and became an EPA Green Power Community in 2006.

The City's Leadership Program and Sustainability Department and local non-profits have all participated in extensive outreach efforts to promote green power use. In 2009, Park City developed a website, ParkCityGreen.org, to promote sustainability practices and green power to residents and businesses. Over the first nine months, the website received more than 11,000 total visits.

Park City also launched a "My Sustainable Year" campaign to further increase traffic on ParkCityGreen.org and to promote weekly green idea challenges. Challenges have included eating vegan for a week, using only cold water, and calculating your carbon footprint. Through the My Sustainable Year program, the ParkCityGreen.org website is mentioned over 15 times each week on the local radio station, is included in a monthly newspaper column, and receives additional support from local non-profits. In response to such extensive outreach efforts, more than 10 percent of the community now purchases green power, equaling over 11 million kilowatt-hours annually.

DOE Supplier Awards

Category: Non-Utility Green Power Supplier of the Year

3Degrees

As one of the nation's leading environmental commodity sales, trading and advisory firms, 3Degrees helps its partners intelligently, efficiently and reliably buy, sell and market Green-e Certified Renewable Energy Certificates (RECs) and verified carbon offsets. 3Degrees has partnered with over 900 organizations to reduce the magnitude of climate change and accelerate the development of a low-carbon, renewable energy economy.

3Degrees has also partnered with utilities to develop and manage some of the most successful voluntary green power and carbon balancing programs in the nation. 3Degrees' utility partners' green power programs reach 5.1 million customers and achieve an average participation rate of 6 percent, nearly three times the national average. Notably, 3Degrees has helped utilities plan, market and source carbon offsets for some of the nation's first voluntary carbon balancing programs, including Pacific Gas & Electric's Climate Smart, NW Natural's Smart Energy and Entergy's Double Your Difference programs.

3Degrees sources RECs from over 450 facilities located across the U.S. with more than two-thirds of 3Degrees' RECs supporting facilities that have come online on or after 2005. Through its spot and long-term REC purchase commitments 3Degrees is helping small and large scale renewable energy projects — representing approximately 1,300 megawatts of capacity — level the economic playing field with fossil-fuel energy generation.

3Degreees enables organizations to green their electricity and balance out their unavoidable carbon emissions by matching their energy usage with RECs and carbon offsets. 3Degrees' ability to cost-effectively source RECs and support its customers' sustainability communications efforts have helped make voluntary green power commitments increasingly attractive to environmentally responsible organizations.

3Degrees received Green Power Leadership Awards in 2007, 2008 and 2009.





DOE Supplier Awards

Category: Non-Utility Green Power Supplier of the Year

Bonneville Environmental Foundation

Bonneville Environmental Foundation (BEF) is an entrepreneurial nonprofit supplier of green power products founded in 1998 in Portland, Oregon. As a business and non-profit, BEF's unique approach combines the integrity, transparency and resourcefulness of a nonprofit, with the principles of a successful business. In 2009, BEF and its partners supported over 1 million megawatt-hours of new, U.S. based renewable energy. BEF provided green power products to over 400 commercial clients and 300 residential customers across the country in 2009.

In 2009, BEF developed new partnerships to advance renewable energy markets through education and outreach campaigns, research, policy and advocacy. BEF also completed installations of 55 new solar projects at schools and community buildings nationwide, and worked with Portland Public Schools to create the first 'Net Zero Classroom' that provides a model for highly energy efficient classroom design integrated with solar photovoltaic systems.

BEF reinvests all its net revenues in environmental programs dedicated to the promotion, financing and development of new sources of renewable energy, education programs, and watershed restoration projects. Since 2004 the Solar4RSchools Program has reinvested more than $1,000,000 in over 100 small scale renewable energy demonstration projects located in 16 states and Washington D.C. that have generated more than 2 million kilowatt-hours of renewable energy.

BEF has also played an important role in raising the standards of product integrity and consumer protection. In addition to Green-e Energy certification for all of its REC products, BEF is one of the only organizations in the country that ensures all its renewable energy resources meet rigorous environmental criteria endorsed by outside environmental organizations.

In 2009, BEF was awarded the Non-Utility Green Power Supplier of the Year Award by the U.S. Department of Energy.

DOE Supplier Awards

Category: Non-Utility Green Power Supplier of the Year

SolarCity

SolarCity® was founded in 2006 with the mission to increase the adoption of solar power by making it affordable and accessible for everyone. Since its founding SolarCity has become one of the nation's leading full service solar providers. SolarCity provides solar power system design, financing, installation, monitoring services and maintenance support for homeowners, businesses, government and other non-profit organizations. SolarCity operates in Arizona, California, Colorado, Oregon and Texas with more than 8,000 solar projects completed or underway. Solar City serves thousands of homeowners, more than 100 schools and universities, government agencies and well known commercial clients including eBay, British Motors, and Intel.

In 2008, SolarCity introduced SolarLease®, which enables homeowners to install solar power with no up-front cost and low monthly payments, while saving money each month on their energy bills. SolarCity's SolarLease, PurePower™ and Solar Power Purchase Agreements (PPAs) make it possible for most homeowners and businesses to switch to clean, solar power for less money than they currently pay for electricity. SolarCity has integrated energy efficiency services such as weatherization and efficient heating, cooling and lighting with solar to provide homeowners with additional ways to save money by reducing energy costs. The company is also a leading provider of electric vehicle charging infrastructure.

SolarCity has developed programs that encourage the adoption of solar by communities, which has helped more than 40 communities adopt solar collectively. SolarCity has also created an extensive set of software tools that allow customers to purchase and track each step of their solar installation online, and remotely monitor electricity usage and solar production after installation.





DOE Supplier Awards

Category: Non-Utility Green Power Supplier of the Year

SunRun Inc.

SunRun pioneered the power purchase agreement (PPA) for residential solar in 2007 with the goal of providing every home with direct access to clean, affordable electricity. SunRun has developed more than 5,000 home solar installations in five states capable of producing a total of more than 25 megawatts of electricity annually from residential solar photovoltaic systems and is growing 500 percent annually.

SunRun gives homeowners an alternative to the electricity utility. SunRun purchases solar panels and has them installed for as little as $0 down. Customers pay a simple monthly rate for the solar electricity, typically saving 10-15 percent versus utility rates and protecting homeowners against future utility rate increases. SunRun takes complete care of the system, including repairs, maintenance, professional-grade monitoring, maintenance repairs, insurance and a money-back production guarantee.

SunRun has raised more than $300 million in project financing from PG&E Corporation and U.S. Bancorp, and $83 million in venture capital from Sequoia Capital, Accel Partners and Foundation Capital. SunRun partners with 20 leading local solar installers, who employ more than 2,500 local, green-collar workers. The Home Depot offers SunRun in-store in select states and Toll Brothers pre-installs SunRun solar systems in select new communities. SunRun's founders were jointly named Ernst & Young Entrepreneur of the Year 2010.

SunRun understands that the greatest barriers to solar development are adequate project financing, regulatory challenges and broad consumer awareness. As such, SunRun works closely with financiers, regulators and consumers to create an enduring, successful residential solar industry.

DOE Supplier Awards

Category: Utility Green Power Program of the Year

La Plata Electric Association, Inc.

La Plata Electric Association (LPEA) is a rural electric cooperative distributing electricity to more than 30,000 members, with an excess of 40,000 meters, throughout Archuleta and La Plata counties in southwestern Colorado. LPEA purchases Green-e Certified or equivalent renewable energy and its attributes from wind-generating facilities across the western United States through its power supplier, Tri-State Generation and Transmission. LPEA is among the leading purchasers of voluntary green power among Tri-State's nearly 50 cooperatives. In 2009, the City of Durango's residents and businesses alone purchased almost 13 million kilowatt-hours of green power from LPEA, accounting for 7.3 percent of all electricity consumed within the city.

In 2009, LPEA launched Just One Block, a special promotional green power program that encouraged all customers to participate by purchasing 'just one block' of green power. One key incentive was that the green power premium has decreased significantly over time from the initial $2.50 per 100 kilowatt hour block in 1998 to 80 cents per block in 2008. In 2010, LPEA further reduced the rate to 10 cents per block. This means the average La Plata residential customer can supply 100 percent of their residential electricity use from renewable sources for less than $1 per month. Residents may choose to support either wind energy or local renewable energy projects through their purchases. In 2009, LPEA purchased and sold more than 23 million kilowatt-hours of renewable energy through their green power program which provided more than $200,000 in funding and rebates to support 73 local solar photovoltaic installations and wind development.





DOE Supplier Awards

Category: Utility Green Power Program of the Year

Portland General Electric

Portland General Electric is an investor-owned utility serving more than 817,000 customers and 52 Oregon cities. PGE's Renewable Power Program is comprised of three separate renewable power products that serve almost 75,000 customers. It was established in 2002 to create affordable renewable energy alternatives for its customers. In 2009, PGE's renewable energy sales exceeded 740 million kilowatt-hours, with a customer participation rate of more than 10 percent, making PGE's Renewable Power Program an industry leader and ranked #1 in the nation by the National Renewable Energy Laboratory for number of renewable power customers.

Green Source℠, PGE's most popular product, offers residential and small business customers the opportunity to offset 100 percent of their energy consumption with electricity sourced from 100 percent new renewable energy for 1.2 cents per kilowatt-hour. In 2009 this product came from new wind, new biomass (wood waste) and new geothermal energy. PGE's Clean Wind℠ option allows residential and small business customers to purchase small units of new wind generation at a fixed price. A separate Clean Wind℠ product for medium and large business customers lets them purchase electricity sourced from new wind resources for 1.1 cents per kilowatt-hour. PGE created a website, GreenPowerOregon.com, where customers can learn more about their renewable energy options and sign up for green power.

PGE has achieved and sustained high levels of growth in its program and customer satisfaction through a combination of effective marketing, outstanding sales efforts, diverse sales channels, quality product design and continual improvement in understanding customer needs.

Portland General Electric received Green Power Leadership Awards in 2006 and 2008.

CRS Market Development Awards

Category: Best Green Power Education Outreach Program

Arizona Public Service

Arizona Public Service (APS) is the largest electric utility in Arizona, providing energy services to residential and business customers across the state. Through the innovative education outreach campaign — The Renewables™ — APS has advanced the mission to promote green power and educate young people and their parents about the value of renewable energy. The Renewables are a team of five Green Power superheroes and an energy-wasting villain, designed with a limitless scope in mind. They are currently licensed by APS and are being deployed in schools and communities in the state with the help of non-profit marketing firm SmartPower.

Solar Man, Wind Woman, Tank, Bio and Guyzer each represent a source of clean, renewable energy, and the characters were designed to be replicable for a national market. The program includes a Renewables-themed curriculum for 4th and 6th graders, education programs for young people about renewable energy and energy efficiency, branded merchandise, promotion through social media and the internet, and most importantly, living characters. The Renewables become three-dimensional and alive when they are seen out in the community, represented by actors in custom-made costumes appearing at Phoenix Suns basketball games, and throwing out the first pitch at an Arizona Diamondbacks baseball game.

The Renewables characters are a strong catalyst for short-term success — helping utilities meet their renewable energy goals — and long-term impacts against climate change by creating a rising generation of savvy energy consumers.





CRS Market Development Awards

Category: Best Promotional Campaign by a Green Power Purchaser

Sundance Square

Historic Sundance Square is a vibrant 35-block commercial, residential, entertainment, and retail district where people work, live shop and dine, in downtown Fort Worth, Texas. It is also one of the nation's premier mixed-use developments, with more than two million square feet of commercial office retail and residential space. As a green power consumer, Sundance Square is also a power house, purchasing over 620,000 kilowatt-hours of renewable energy on an annual basis. According to the U.S. EPA, Sundance Square was the largest green power purchaser in Texas among EPA's real estate partners and the second largest nationally in the real estate industry at the time of their initial purchase. Since Sundance Square began purchasing green power in 2007, it has avoided an estimated 2.77 million pounds of carbon dioxide, which is equivalent to taking nearly 87,000 cars off the road for a day.

Sundance Square and Green Mountain Energy Company jointly promote Sundance Square's green power purchase to influence a variety of stakeholders and visitors through an innovative campaign that includes co-branded advertising, event sponsorship, on-site signage, electric cars, event green power sales, and offsetting holiday tree lighting with RECs. As a result of Sundance Square's ongoing promotion of its renewable energy purchase, thousands of the development's employees and visitors have purchased renewable energy for their homes from Green Mountain Energy Company.

Sundance Square has demonstrated leadership by making this significant green power purchase and promoting it to prospective customers, stakeholders, and employees.

CRS Market Development Awards

Category: Best Marketing Campaign by a Green Power Purchaser

Pacific Power and Rocky Mountain Power

PacifiCorp (serving customers as Pacific Power and Rocky Mountain Power) is a leading utility in the West, and their Blue Sky program is one of the country's top green power programs, with more than 71,000 participants. PacifiCorp and its marketing partner, 3Degrees, developed an innovative and customer-friendly education and enrollment tool that has been a tremendous success — in fact 25 percent of the customers who are approached choose to enroll on the spot.

The Courtesy Knock program is an enhanced and personalized version of a standard, targeted door-to-door canvass where customers receive advance notice of a home visit via a postcard which provides a time and date range for the visit. This advance notice gives customers time to prepare their questions about renewable energy and leads to better and more effective customer interactions. In addition, customers who answer the door receive customized information about their energy use including how much they use and the cost and environmental benefits of enrolling in the Blue Sky program. These steps add considerable time and effort to the approach but achieve impressive results.

PacifiCorp and its partner, 3Degrees, carefully developed the Courtesy Knock approach with multiple stakeholders in mind including state regulators, customers, utility executives, and call center agents. The final product satisfies all stakeholder groups and results in education about renewable energy at the same time. The Courtesy Knock campaign is expected to target 60,000 homes across rural and urban areas and hundreds of miles this year. PacifiCorp's Blue Sky program is officially ten years old in 2010, and the Courtesy Knock campaign represents a creative and innovative way to fuel program participation in the second decade of a *sustainable* green power program.





CRS Market Development Awards

Category: Green Power Pioneer

Thor Hinckley, Portland General Electric

Thor Hinckley continues to be a driving force behind Portland General Electric's highly successful Renewable Power Program, serving more than 75,000 residential and business renewable customer accounts. While at PGE he has spearheaded the development of Renewable Future, the nation's fastest-selling renewable energy program for residential customers, and Clean Wind, one of the nation's leading renewable power programs for medium to large businesses. Thor also oversees the Healthy Habitat donation program in partnership with The Nature Conservancy of Oregon.

Thor has been a tireless advocate for renewables — conducting media interviews, meeting with city councils, local businesses, and community leaders, speaking at conferences, and helping to spread the word about the rewards and benefits of purchasing green power.

Born during a fierce thunderstorm on a Thursday (derived from the Scandinavian word for Thor's day) in his hometown of Milwaukee, Wisconsin, Thor immediately impressed his parents as someone with a real connection to power. After growing up near Chicago, where he attended Roosevelt University, Thor later moved to Portland, where he met his wife, Alison Wiley.

Thor's personal commitment to living sustainably is evident through his actions, which include everything from offsetting all guest travel to his 2004 eco-wedding in the Columbia Gorge to commuting by bike, and converting his home heating system to biofuel.

In both his private and public life, Thor seeks connection with diverse organizations and individuals in an effort to build momentum for the limitless potential of renewable energy. His hard work and dedication to the cause has most certainly contributed to the reputation of the Pacific Northwest as a national leader for building a renewable future.

2009 Green Power Leadership Award Winners

EPA Green Power Purchaser Awards

On-site Generation
Applied Materials
Butte College
Wal-Mart Stores, Inc. / California and Texas Facilities

Green Power Purchasing
Beaulieu Commercial
Bloomberg LP
EarthColor, Inc.
Foulger-Pratt Management, Inc.
Motorola, Inc.
Neenah Paper, Inc.
Shaklee Corporation
Steelcase USA
The Joinery
Western Pennsylvania Energy Consortium

Green Power Partner of the Year
Deutsche Bank AG
Intel Corporation
Kohl's Department Stores
Mohawk Fine Papers, Inc.





2009 Green Power Leadership Award Winners

DOE Green Power Supplier Awards

Utility Green Power Program of the Year
Central Vermont Public Service Corporation – Cow Power™
Madison Gas and Electric Company
Puget Sound Energy

Non-Utility Green Power Supplier of the Year
Bonneville Environmental Foundation
3Degrees

CRS Market Development Awards

Best Green Power Education Outreach Program
Bonneville Environmental Foundation

Best Promotional Campaign by a Green Power Purchaser
PepsiCo, Inc.

Best Marketing Campaign by a Green Power Supplier
AmerenUE

Green Power Pioneer
Ed Holt, Ed Holt & Associates, Inc.

About the Glass Awards

The glass awards distributed tonight were hand forged from 100% post-consumer recycled glass. In its previous life, this was bottle glass. You may notice slight "imperfections" in the glass or even tiny bits of bottle labels. We believe that these add to the beauty of the medium, and remind us of its unique properties.

About the Market Development Awards

The Market Development Awards are an elegant combination of FSC-certified mahogany and 100% post-consumer recycled glass.

GREEN POWER *Leadership* Awards

Recycled/Recyclable