



Center for Resource Solutions Stakeholder Mapping

Stakeholder Group	Representative
Environmental	Peter Miller, Natural Resources Defense Council
Environmental	Alan Noguee, Union of Concerned Scientists
Renewable Energy and Offset Purchaser	Erin Meezan, Interface
Renewable Energy Advocate	Diane Zipper, Renewable Northwest Project
Renewable Energy Advocate	Mary Carr Bendeck, Southern Alliance for Clean Energy
Renewable Energy Expert	Barry Friedman, National Renewable Energy Laboratory
Electric Utility	Karl Rabago, Austin Energy
Offset Expert	Bud Beebe, Retired
Project Developer	Forthcoming
Consumer Advocate	Cynthia Mitchell, Energy Economics Inc.
Consumer Advocate	Rick Weston, The Regulatory Assistance Project
Tracking System/Registry	Lars Kvale, APX Inc.
Ex-officio	Jennifer Martin, Center for Resource Solutions
PMAC Chair*	Rob Harmon, Bonneville Environmental Foundation
UGPAC Chair*	Pat Keily, We Energies
CMAC Chair*	Jay Carlis, Community Energy

* non-voting member

Descriptions of Stakeholder Group and Interest Group Types

Consumer Advocate

Residential and business customers make up the majority of purchasers of Green-e certified products. As consumer protection programs at heart, Green-e programs act on behalf of the consumer. Key issues for Consumer Advocates include transparency, clear information, receiving products in line with their expectations, and making sure that customers are getting what they pay for.

Electric Utility

Electric utilities participate in Green-e Energy by offering green electricity to their customers. Utilities often have different interests and concerns than REC and offset sellers, including the interaction of voluntary green electricity programs with state renewable energy mandates, clarity of information disclosed to customers, eligibility of certain renewable energy technologies, policies' effect on facilities owned by utilities, meeting customer demands, and procuring renewable energy in an efficient and traceable manner.

Environmental Groups and Experts

Renewable energy and carbon mitigation products aim to reduce the environmental impacts of the resources that people use. Our standards must by definition consider the environmental impacts of the products we certify. Environmentally-concerned stakeholders are interested in the effects on the environment that come about based on our standards and their decisions, such as the types of technologies spurred, the emissions prevented due to their use, and the ecosystem impacts of the technologies and policies supported.

Market Participants

Green-e Energy is a certification program for renewable energy sales made in the voluntary renewable energy market, and so various participants in the market are stakeholders. Green-e Climate is a certification program for carbon offset sales made in the voluntary offset market, and so various participants in the market are stakeholders.

Renewable Energy Advocates are organizations or individuals that promote the benefits of renewable energy development and use, which aligns with the benefits of purchasing Green-e Energy Certified renewable energy products. Their interests lie with promoting the spread of renewable energy development, promoting the benefits of building and using renewable energy, and advocating for environmentally superior and locally appropriate forms of renewable energy.

Renewable Energy and Offset Experts also advocate for renewable energy and offset projects, but typically have specific, high-level experience in the science and or policy behind renewable energy and offset projects in the countries in which Green-e Energy and Green-e Climate operate. Key issues for such experts include proper evaluation and disclosure of environmental impacts from renewables and offset projects, ensuring offset projects meet certain technical requirements, and informing policy decisions with accurate information.

Project Developers invest in and build renewable electricity facilities and offset projects, and while they often do not directly sign up with Green-e Energy or Green-e Climate to sell Certified products, these developers are some of the intended beneficiaries of these markets, since as the market grows these developers are able to receive higher prices for their commodities and more developers are able to enter the market and build more new facilities. Interests include the effects of standards on their decisions and ability to develop facilities and obtain the expected payback on facilities.

Renewable Energy and Offset Purchasers are those on the buying end of a voluntary renewable energy and carbon offset sale, and tend to be interested in the quality of the Green-e Standards, clear disclosure, and understanding the impacts of their purchase and market participation.

Tracking System / Carbon Registry

Tracking Systems and Registries are software systems that keep track of the output of renewable energy generators and / or projects that produce carbon offsets. Many sellers of certified products participate in Tracking Systems and Registries, and the Energy and Climate programs utilize these systems to help enforce program rules. Issues for Tracking Systems and Registries, and their users, include data and verification, strong policies and definitions that are consistent throughout the market, and interaction with compliance markets.

Advisory Committee Chairs / Renewable Energy and Offset Sellers

The following committees are made up of participants in the Green-e Energy and Climate certification programs, representing Renewable Energy and Offset Sellers in the voluntary renewable energy and offset markets. Such sellers look to our standards for quality guidelines, and can also sign up to make Green-e Energy and Green-e Climate Certified sales. Their interests are market oversight, having third-party support of their sales, and having clear rules for eligibility to streamline market transactions. Sellers are represented on the Green-e Governance Board by non-voting committee Chairs elected by sellers themselves.

Climate Marketers' Advisory Committee (CMAC) Chair

The CMAC is made up of representatives from each of the offset sellers participating in Green-e Climate. The CMAC Chair represents the interests of offset sellers to the Green-e Governance Board.

Power Marketers' Advisory Committee (PMAC) Chair

The PMAC is made up of representatives from each of the REC and competitive electricity sellers participating in Green-e Energy. The PMAC Chair represents the interests of these sellers to the Green-e Governance Board.

Utility Green Pricing Advisory Committee (UGPAC) Chair

The UGPAC is made up of representatives from each of the utilities offering green pricing programs participating in Green-e Energy. The UGPAC Chair represents the interests of utilities to the Green-e Governance Board.