Energy
Green-e®

Green-e® Energy is the North America's Leading Certification Program for Renewable Energy

For over two decades, Green-e® Energy has provided oversight for voluntary renewable energy transactions in North America.

Renewable Energy is the Future

Green-e® Energy provides important assurances to consumers and businesses that they are reducing the environmental impact of their electricity use. Certified renewable energy— along with energy efficiency—are the most effective tools we have today to accomplish this. Green-e® Energy was established in 1997 in order to provide consumer protection through clear guidelines, disclosures, and standards. Green-e® Energy is the most rigorous and respected consumer protection program for renewable energy in North America, with a transparent, published standard and hundreds of stakeholders participating in setting and regularly revising that standard.

The renewable energy that Green-e® Energy certifies undergoes a thorough verification process to ensure that it:

Is from new projects. It's important that renewable energy certificates (RECs) support new projects built for the voluntary market, not to satisfy a state or federal requirement. That's because consumers who are buying renewable energy want their money to go toward encouraging new renewable energy generation. Green-e® Energy Certified RECs come from new facilities built to serve this voluntary market.

Is verified. Sellers of Green-e® Energy Certified renewable energy are reviewed twice a year to ensure that they live up to their advertising and marketing claims, and that their customers are getting what they paid for. Certified energy is accounted for and tracked through the annual Green-e® Energy verification audit process.

Has not been double-counted. Certified renewable energy sold to a consumer cannot also be counted toward a state's renewable energy goal (a renewable portfolio standard, for example). Renewable energy must only be attributed to the individual customer purchasing it.

What is Green-e® Energy?

Green-e® Energy is North America's leading independent certification and verification program for renewable energy. It is a voluntary consumer-protection program that certifies superior renewable energy options offered by utilities and marketers in the voluntary renewable energy market. It is administered by Center for Resource Solutions, a nonprofit based in San Francisco, CA.

Green-e® Energy Criteria for Certified Products

The Green-e® Renewable Energy Standard for Canada and the United States identifies many criteria renewable energy must meet to be certified. Electricity must come from eligible sources of supply, like wind, solar, geothermal, bio-mass, or low-impact hydropower. Only new renewable facilities can be used, ones built in the last 15 years. Electricity can't be used to fulfill a state renewable energy goal, and can't be "double counted" towards that goal.

Marketing to consumers must be accurate. Green-e® Energy performs a marketing compliance review twice a year to ensure that what is promised is delivered.

Benefits of Certification

Consumer Credibility. The Green-e® brand is the leading 3rd party certification and verification program in renewable energy markets. It is recognized by many businesses as the gold standard for renewable energy sourcing.

Risk Reduction. Protects against double counting and claiming, creating confidence in clean energy purchases.

Quality Assurance. Certified renewable energy products meet rigorous environmental, sustainability, and marketing claims standards.

Stakeholder-driven standards. Developed by an Independent Governance Board, including important environmental stakeholder representatives such as the Union of Concerned Scientists, Natural Resources Defense Council (NRDC), and CDP.

Find Out More

Contact Green-e® Energy at **energy@green-e.org** or (415) 561-2100.

To read program documents or learn where to buy visit **www.green-e.org/energy**.

Brought to you by Center for Resource Solutions (CRS). CRS creates policy and market solutions to advance sustainable energy

2020 Key Stats

- Green-e® Energy certified retail sales of over 90 milion megawatt-hours (MWh) the highest number of certified MWh to date.

- Green-e® certified over 2.5% of the total U.S. electricity mix, or enough to power four out of five U.S. households for a month

- Over 6.6 million MWh came from solar generation, over 7% more than 2019

- Over 1.4 million retail customers purchased Green-e® certified renewable energy, including over 104,000 businesses

- Nearly 350 companies participated in Green-e® Energy

CRS

Center for Resource Solutions
1012 Torney Ave., 2nd Floor
San Francisco, CA 94129
www.resource-solutions.org