



Green-e Renewable Energy Certification Program ***TRC Point-of-Purchase Product Certification Standard***

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I. Background

Marketers have begun selling “mini-tags” or “Point of Purchase (POP) Tags” – small quantities of renewable energy attributes sold at point-of-purchase to offset the consumer’s energy use and/or emissions from a particular activity. This product concept has a number of potential uses, such as offsetting emissions from airline travel, grocery store purchases at the cash register, rental car travel when making the reservation, and conference travel and hotel emissions at registration.

The differences between a point-of-purchase (POP Tag) and a regular “tag” product are that:

1. A POP-tag may be sold in very small quantities, while a regular Green-e certified tag must contain at least 150 kWh of renewables.
2. A POP-tag is intended to offset electricity use and/or emissions at the point-of-purchase for the specific product or service that is being purchased. It is not intended to offset standard household or business electricity use.
3. A POP-tag allows the customer, not the provider of services, to make claims about emissions reductions and other environmental benefits.

The following is the proposed standard for certifying TRC POP-tag products.

II. Minimum Product Content

1. **Eligible Renewables** - Green-e will certify POP-tags from facilities meeting definitions of eligible TRCs in the Green-e National TRC Standard (http://www.green-e.org/pdf/trc_standard.pdf), including but not limited to resources, new dates, vintage, biomass emissions requirements, international TRCs and utility TRC offerings.
2. **Renewables (including TRCs and/or CO₂) may not also be used for RPS or other Mandates as described in the Green-e National TRC Standard.** All provisions related to double-counting as articulated in the Green-e National TRC standard will apply. For example, Green-e is certifying fully aggregated TRCs only. To be eligible, a TRC must, to the extent possible based on current law, contain all of the environmental attributes associated with a unit of renewable generation. Where regulation-defined emissions credits are not assigned to a renewable generator, for example in a SO₂ cap and trade regime, the purchase of additional emissions credits is not required to qualify as a fully aggregated TRC.

III. Disclosure and Claims Criteria

- 1 1. **Disclosure on the POP Tag** - Green-e certified POP-tags must contain the following
2 information:
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4 a. The amount of energy in kWh that the POP-tag represents;
5 b. A basic statement on the environmental or energy equivalency of the POP-tag;
6 Examples include the amount of CO₂ offset, or examples relevant to purchasing
7 context such as “equivalent to the electricity required to operate the ski lift for five
8 minutes;”
9 c. The Green-e logo and the caption “Green-e certified;” and
10 d. . The URL for a dedicated page on the energy provider’s Web site which contains
11 additional information on the POP Tag product as outlined below.
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13 2. **Other Disclosure** – In addition to the disclosure outlined above, the following
14 information should be available at the point-of purchase of the POP Tags and on a
15 dedicated page on the energy provider’s Web site:
16
17 a. The short disclosure language¹ for TRC certification;
18 b. The fuel type and location of the resources represented by the POP-tag;
19 c. Green-e disclosure language, logo, Web site and toll-free number; and
20 d. The energy providers contact information.
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22 3. **Emission Reduction Calculation and Marketing Claims** - Emissions reduction or
23 offset calculations must be based on a methodology that is supported by a collaborative
24 group of independent experts, and is made publicly available on the internet. Green-e is
25 now working on developing certification and verification standards for carbon reduction
26 products. Until the Green-e Governing Board approves that methodology, the criteria in
27 this section apply.
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29 4. **Claims** - The customer purchasing the POP-tags acquires all of the rights associated with
30 that unit of TRC. The point-of-purchase business retains no rights to that unit of TRC. If
31 the point-of-purchase business wishes to make claims about their energy use being from
32 renewable energy, they must purchase their own renewable energy. However, they can
33 make claims such as “our customers purchased X MWh of tradable renewable
34 certificates” or “X MWh were sold to skiers providing Y environmental benefits”.

35 36 **IV. Certification, Verification and Fees**

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38 1. **Certification** – POP Tag certification will be considered an additional benefit of Green-e
39 certification. It will be a sub-category of Green-e certification and will be available to
40 commercial and retail energy providers that are currently offering a Green-e certified

¹ Your purchase of renewable certificates is supporting renewable electricity production in [states or region here]. For every unit of renewable electricity generated, an equivalent amount of renewable certificates is produced. The purchase of renewable certificates helps offset conventional electricity generation in the region where the renewable generator is located. The purchase also helps build a market for renewable electricity and may have other local and global environmental benefits such as reducing global climate change and regional air pollution. For more information about renewable certificates, please visit www.green-e.org.

1 product regardless of whether the product is a TRC, electricity or Green Pricing product.
2 If a company is not offering a Green-e certified commercial or retail product, then they
3 must obtain such certification in order to sell Green-e certified POP Tags.
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5 Energy providers interested in Green-e certification for a POP Tags product will be
6 required to complete a separate application detailing the resources that will be used in the
7 POP Tags, the size in kWh of the POP Tags, any claims that they will be making
8 associated with the POP Tags, and their methodology for calculating those claims. A
9 separate application will be required for each unique POP Tags product.
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- 11 2. **Verification** - POP-tags transactions allow a high potential for double-counting, since
12 there are no electricity bills to trace, and there may be no purchase receipts. It will be
13 difficult if not impossible to verify sales with 100% confidence. Therefore, Green-e is
14 limiting the pool of eligible marketers to those that offer a Green-e certified product. In
15 addition, we are requiring that:

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- 17 a. The Point of Purchase business must provide the annual POP Tag sales total to the
18 company with the Green-e certified product and supplying the POP Tags;
 - 19 b. The Point of Purchase business must provide copies of any press releases or other
20 materials making claims or statements about the POP Tag product to the company
21 with the Green-e certified product and supplying the POP Tags;
 - 22 c. Marketing materials must comply with the general language guidelines outlined in
23 the TRC Customer Disclosure Requirements;
 - 24 d. The company offering the Green-e certified product will provide the information
25 outlined in (a) and (b) above to Green-e at the time of verification and compliance
26 review
 - 27 e. The company offering the Green-e certified product must provide an annual sales
28 transaction record demonstrating sales to the Point of Purchase business; and
 - 29 f. Marketing materials and a sample POP Tag must be submitted at the time of
30 Marketing Compliance Review.

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32 Green-e will develop specific verification instructions, forms and auditor protocols for
33 reporting POP Tag sales during annual verification.
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- 35 3. **Certification Fees** – Initially, there will be no additional fee for POP Tag certification.
36 CRS reserves the right to implement a fee for this service in the future.
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