



Green-e

Guidelines for Use of Green-e® Marks by Renewable Energy Purchasers

Center for Resource Solutions (CRS), as the holder of the “Green-e” and Green-e logo certification marks, is required by law to maintain control over the use of those marks in order to ensure their continued validity, which is vital to the program’s future. As stakeholders in the Green-e Energy program, it is in all of our interests to ensure that the health of the program (and your investment in obtaining Green-e certification for your renewable energy products) is protected.

We frequently receive questions regarding the appropriate use of our marks on products and other materials distributed by your customers. We have also seen confusion on the part of some purchasers of Green-e Energy Certified renewable energy (either in the form of RECs or through green electricity purchasing programs) as to what uses are—and are not—acceptable. Because you are in the best position to educate your customers on such use, we provide here some basic principles to be applied in determining how and when renewable energy purchasers can use the Green-e marks.

These guidelines are intended to provide guidance about some uses of the Green-e marks; they are not meant to be comprehensive and do not serve to limit in any way the rights of CRS under applicable law. If you have any questions about the acceptable use of Green-e or any of CRS’s marks, we encourage you to contact us at (415) 561-2100.

Use of the Green-e Logo

Use of the Green-e logo on or in conjunction with a product or service indicates that the product or service has been certified by CRS. As such, the logo may not be used on any product, packaging, or marketing materials (including on the web, in advertising, or in press releases) unless the product itself has been certified by CRS.

Certification of consumer products is available exclusively under the Green-e Marketplace program, which requires that the manufacturer enter into a license agreement with CRS, provide documentation of eligible energy purchases, pay a certification fee, and adhere to all the terms of the program, including terms relating to use of the Green-e marks. Companies interested in participating in Green-e Marketplace should contact CRS or visit the Green-e Marketplace website at www.green-e.org/marketplace for more information.

A company which merely purchases Green-e Energy Certified renewable energy, regardless of the size of the purchase, is **not** authorized to use the Green-e logo in any way.

Note that any materials containing environmental claims about the renewable energy *purchaser's* products, services, or operations (as opposed to the renewable energy products themselves) will *not* be permitted unless the purchaser is a Green-e Marketplace participant and except according to the terms and conditions of the Marketplace program.

Use of the Phrase “Green-e” on Products and Product Packaging

Like the Green-e logo, the phrase “Green-e” is itself a registered certification mark, and its use in conjunction with a product is restricted by law.

The use of the phrase “Green-e” **in any way** on any product or packaging implies that the product itself is Green-e Energy Certified and is **unacceptable** unless the product has actually been certified by CRS through the Green-e Marketplace program and the use is in accordance with the terms and conditions of that program.

For example, even a qualified statement like “Made at a factory that purchases 100% Green-e Energy Certified Renewable Energy” is unacceptable on a product or on packaging, regardless of any renewable energy purchase by the manufacturer. This is because even if CRS has certified a particular renewable energy sale **to** that manufacturer, CRS has **not** verified that the particular product was in fact manufactured using electricity paired with an appropriate REC purchase.

Likewise, a statement on a product label that “[the product manufacturer] purchases Green-e Energy Certified Renewable Energy” (whether or not the manufacturer actually purchases such energy) is unacceptable because a consumer purchasing the product is likely to assume that the product was actually manufactured using Green-e Energy Certified renewable energy. As discussed above, CRS has not verified such an implied claim.

Certification of products manufactured using renewable energy **is** available through the Green-e Marketplace program, and only through such certification can the phrase “Green-e” be used on any product or packaging. Interested companies should contact CRS for more information.

Use of the Phrase “Green-e® Energy Certified” on Press Releases and Other Marketing Materials

The phrase “Green-e Energy Certified” may be used in press releases and other marketing materials (including on the web) to describe Green-e Energy Certified RECs (or electricity purchased through a Green-e Energy Certified green pricing program), **provided** that such use does not imply any environmental claims about the products or operations of the renewable energy purchaser. Such use should be consistent with all applicable provisions of the Green-e Energy Logo Use Agreement and should include the full phrase (not omitting the word “Energy”) and the registration mark after the lowercase “e,” e.g. “Green-e® Energy Certified.”

In practice, this means that any statements made by a renewable energy purchaser will need to be fairly circumscribed and it may be necessary to include prominent disclaimer language to avoid implying unacceptable claims.

For example, any press release identifying the purchaser of Green-e Energy Certified RECs along with one or more of the products manufactured by that purchaser should include language that “[the manufactured product(s)] are not Green-e® Energy Certified and the Center for Resource Solutions has not verified that they were produced using Green-e® Energy Certified renewable energy.”

A press release containing accurate statements about a Green-e Energy Certified renewable energy purchase and identifying the purchaser but not specific products or services may not require a disclaimer, provided the press release does not otherwise make implied environmental claims.

Renewable energy purchasers are **strongly** encouraged to seek approval from CRS of press release or other marketing material language incorporating the phrase “Green-e” before public distribution.

As discussed above, renewable energy purchasers wishing to make specific claims about their products, services, or operations may contact CRS for information about the Green-e Marketplace program.