2011 Green-e Verification Highlights

Retail Customers Purchasing Green-e Energy by Product Type, 1998-2011

Green-e Energy Certified Transactions
Total Retail Sales: 28 Million MWh
Total Unique MWh: 34 Million MWh
Total Certified Transactions: 39 Million MWh

21% growth in retail sales from 2010

Purchasers of Green-e Certified Products
Residential: Over 621,000 households
Non-residential: Over 91,000 organizations

6% growth in residential sales
37% growth in non-residential sales

• 50 organizations and over 500 products participated in Green-e Marketplace.
• First use of Green-e Marketplace for electric vehicle charging stations: Austin Energy’s Plug-In EVerywhere network.
• Re:print program expanded to printers in 7 states.

• Certified sales grew by nearly 9% from 2010 sales to over 220,000 metric tons carbon-dioxide-equivalent.
• Offsets sourced from wind electricity generation, mine-mouth methane capture and reutilization, solar, biomass, sustainable hydro, geothermal power generation, and methane capture from landfills.
• Offset projects in the U.S., China, Turkey, and Brazil.

Green-e Climate Certified Offsets

Location of Green-e Climate Certified Offset Buyers

Buyers were located in 41 of 50 states, plus Washington, D.C., Canada, and the UK.