



# Marketplace

## What is Green-e Marketplace?

Green-e Marketplace enables companies to communicate their environmental commitment through the use of the Green-e logo when they have purchased a qualifying amount of Green-e Certified renewable energy. It is administered by the Center for Resource Solutions, a nonprofit based in San Francisco, CA.



**Green-e**

All Green-e Marketplace requirements and documents are publicly available and can be found at [www.green-e.org/marketplace](http://www.green-e.org/marketplace).

**Climate change isn't just an environmental problem, it's a business problem.** More than 80% of man-made U.S. greenhouse gas (GHG) emissions arise from burning fossil fuels such as coal, oil, and natural gas. Businesses currently account for 50% of U.S. energy consumption. Switching to clean energy significantly reduces energy-related GHG emissions and therefore is an effective business strategy for combating climate change.

## Buying renewable energy is good for the bottom line

Forward-thinking companies that actively address climate change and sustainability have an advantage over their less-progressive peers. They recognize the compelling business reasons for reducing GHG emissions, not just the obvious concern of protecting the natural environment.

Not only are Green-e Marketplace participants leading the way in **avoiding air pollution and greenhouse gas emissions**, they are also **meeting organizational environmental objectives** and **demonstrating civic leadership**. They are setting the example for others—one organization's commitment can inspire thousands of other consumers and companies to purchase renewable energy themselves.

**If your business or organization purchases or generates qualifying amounts of Green-e Certified renewable energy, you may be eligible to use the Green-e logo to easily communicate your environmental leadership.**

CRS works with organizations participating in Green-e Marketplace to ensure that their renewable energy commitment is being represented accurately and effectively. Organizations using the logo cross a wide range of industry sectors including manufacturing, medical services, organic foods, retail and business services, entertainment and professional sports. Companies choose to display the logo on annual reports, displays, marketing collateral, select product packaging and corporate websites to promote their renewable energy use.

## How do I join Green-e Marketplace?

Companies who want to use the Green-e logo to communicate their environmental commitment can follow a few simple steps to join Green-e Marketplace ([www.green-e.org/marketplace](http://www.green-e.org/marketplace)).

- 1) Determine your annual electricity use
- 2) Explore your renewable energy options
- 3) Purchase (or generate) a qualifying amount of Green-e Certified renewable energy
- 4) Complete a Green-e Logo Use Agreement and Renewable Energy Attestation, and submit to determine logo use fee.
- 5) Work with Green-e Marketplace staff to effectively promote your outstanding environmental commitment through use of the nationally recognized symbol for renewable energy excellence.

The program continues to grow, attracting large brand names including Aveda, Kendall-Jackson, Office Depot, Santa Cruz Organics. For a list of all participating companies go to [www.green-e.org/marketplace](http://www.green-e.org/marketplace).

**Green-e Marketplace raises awareness and inspires positive action by demonstrating that using renewable energy is an effective and positive way individuals and companies alike can take action to reduce GHG emissions. As the program grows, so does our potential to educate corporations and millions of consumers about the environmental benefits of using renewable energy.**

## Find out more

For more information about Green-e Marketplace, go to [www.green-e.org/marketplace](http://www.green-e.org/marketplace) or call us at 415-561-2100. You can also contact the Green-e Marketplace team at [marketplace@green-e.org](mailto:marketplace@green-e.org).

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



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