



# Marketplace

## Certification for companies and products using renewable electricity

### Elevate Your Brand With Green-e® Certification!

Showcase your renewable electricity and climate commitments alongside industry leaders like P&G, Endangered Species Chocolate, and Bigelow Tea. With the Green-e® certified ecolabel, gain credibility, marketability, and recognition. Join our community today and receive the benefits of our sustainability expertise and marketing toolkit for your business's success!



BANK OF AMERICA

THE J.M. SMUCKER Co

SEPHORA



BIGELOW

### We Verify Claims For

- Product manufacturing
- Business operations
- Corporate headquarters
- Printing and paper manufacturing
- Retail locations
- EV chargers/fleets
- and more!

### New to Renewable Energy?

Click [here](#) to learn how easy it can be to switch to clean energy.



## Green-e

Green-e® Marketplace has certified over **1,000 products**, with millions of Green-e® logos on the shelf at retail stores nationwide.

#### Key Stats.

- 4 million MWh in renewable electricity purchased per year
- Equivalent to taking over 600,000 cars off the road in one year



## Benefits of the Green-e® Ecolabel

- Enhance brand reputation
- Appeal to a growing market of retailers and consumers that value environmental impact
- Strengthen customer and employee loyalty
- Demonstrate clean electricity and climate leadership
- Gain trusted and recognized third-party endorsement
- Support the growth of renewable the electricity market
- Reduce your carbon footprint



55%

of Millennials are **more likely to purchase** products labeled with the Green-e® logo\*

78%

of Americans want to buy from **environmentally friendly companies**, but don't know how to identify them†

79%

of Gen Z and Millennials use **labels** or third-party **certifications** on packaging to determine if a product is **environmentally friendly**†

\* Natural Marketing Institute's 2022 Custom Analysis: Ceres Awareness and Impact Research Green-e Logo

† PDI Technologies' Business of Sustainability Index June 2022

## What is Green-e® Certified Energy?

Green-e®, administered by the nonprofit **Center for Resource Solutions**, has been North America's leading independent certification and verification program for renewable energy since 1997.

We are a dedicated team working to create tools to reduce pollution, mitigate climate change, and promote sustainable energy.



- Green-e® certified over **114 million MWhs** of voluntary renewable electricity in 2022
- Over **1.3 million** commercial purchasers procured Green-e® certified electricity
- **42% of the Fortune 100** buys Green-e® certified



## Program Services Provided

- Green-e® logo/ecolabel licensing
- Renewable energy marketing claims guidance
- Communications and social media guides
- Sales training
- Carbon accounting consulting services

## How to Join Green-e® Marketplace

1. Understand your electricity usage
2. Find Green-e® Energy certified sellers and procure renewable electricity or RECs to match your electricity usage: [www.green-e.org/buy](http://www.green-e.org/buy)
3. Submit onboarding documents and sign the Green-e® contract
4. Submit an annual Marketing Review and annual fee
5. You are now part of the Green-e® team! Join our list of certified products and use our Green-e® marketing toolkit to promote your sustainability accomplishments



## Find Out More

Contact Green-e® Marketplace at [marketplace@green-e.org](mailto:marketplace@green-e.org) or 415-561-2100.

For more information on Green-e® Marketplace certification, visit: [www.green-e.org/marketplace](http://www.green-e.org/marketplace).

To find Green-e® certified products and companies, visit: [www.green-e.org/buy](http://www.green-e.org/buy).

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

## New to Renewable Energy?

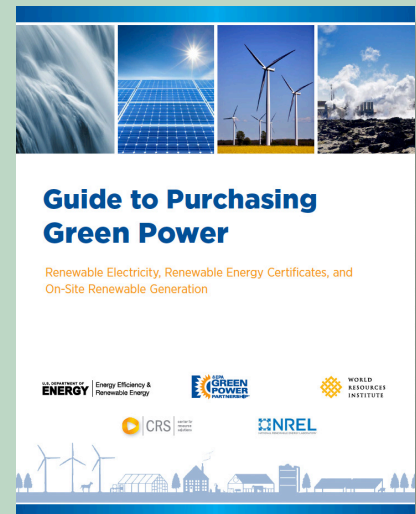
It's easy to source renewables. Whether or not you install on-site renewable energy at your business, you can always purchase renewable energy to match your electricity usage through the following product types:

- On-site generation
- Renewable Energy Certificates (RECs)
- Utility Green Power Programs
- Competitive Electricity Programs
- Direct Power Purchase Agreements (PPAs)

Watch the video



Download the EPA's *Guide to Purchasing Green Power*



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