CRS center for resource solutions

2014 Green-e Verification Report

This Annual Verification Report highlights the results of the annual verification process audit for Green-e® participants in Green-e Climate, Green-e Energy, and Green-e Marketplace. Green-e is North America's leading independent certification and verification program for renewable energy and greenhouse gas emission reductions in the voluntary market. To learn more, visit www.green-e.org.

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Green-e®

About Center for Resource Solutions

Center for Resource Solutions (CRS) creates policy and market solutions to advance sustainable energy and mitigate climate change. CRS is a U.S.-based nonprofit with global impact. We develop expert responses to energy and climate change challenges with the speed and effectiveness necessary to provide real-time solutions. Our leadership through collaboration and environmental innovation builds policies and consumer-protection mechanisms in renewable energy, greenhouse gas reductions, and energy efficiency that foster healthy and sustained growth in national and international markets.

About Green-e

For nearly 20 years, CRS has developed and implemented consumer-protection standards for the voluntary renewable energy and carbon offset markets through the Green-e programs. These standards mandate a rigorous accountability for retail products sold to consumers, bringing a level of transparency that can bolster consumer confidence in the industry. Green-e has three programs.

Green-e Energy is North America's leading voluntary certification program for renewable energy. Since 1997, Green-e Energy has certified renewable energy that meets environmental and consumer protection standards developed in conjunction with leading environmental, energy, and policy organizations. Green-e Energy requires that sellers of certified renewable energy disclose clear and useful information to potential customers, allowing consumers to make informed choices. For more information, see **www.green-e.org/energy**.

Green-e Climate is the global retail standard and certification for carbon offsets sold in the voluntary market. The program provides critical oversight and transparency in the retail market for greenhouse gas (GHG) emission reductions (carbon offsets), from the project through to the end consumer. Green-e certifies that carbon offsets contain real, verified reductions from high-quality and additional projects, and is the only independent program that verifies sales, correct delivery, and exclusive retail ownership of reductions. Green-e also reviews marketing materials for accuracy and requires disclosure of important information in order to prevent deception and allow offset buyers to make an informed and impactful decision. For more information, see **www.green-e.org/climate**.

Green-e Marketplace certifies companies and products across a range of industries, from beverages to paper manufacturers to electric vehicles, and offers a range of services to communicate and promote clean renewable energy and carbon offsets for their operations and activities. For more information, see **www.green-e.org/marketplace**.

CONTENTS

Summary

Since 1997, Center for Resource Solutions' Green-e program has focused its efforts on expanding markets for clean energy. Our belief is a democratic one—that individuals and businesses should be able to make the choice for clean power and drive renewable energy growth forward. Green-e is a family of certification programs that provides assurances to consumers that the product they purchase is making a difference, not double-counted, and what they are paying for. Participating companies undergo an annual verification audit; comply with Green-e's truth in advertising, environmental quality, and best practices requirements; and are granted the use of the Green-e certified logo on their certified products. The verification results for 2014 are presented here.

Green-e Energy
Green-e Energy certified retail sales reached nearly 38 million megawatt-hours (MWh) in 2014, the highest number of certified retail MWh to date. Green-e currently certifies over 1% of the total U.S. electricity mix, or enough to power nearly a third of U.S. households for a month. Over 55% of the installed wind capacity in the U.S. is participating in Green-e Energy certified transactions.[1]

In 2014 there were over 836,000 retail purchasers of Green-e certified renewable energy, including 50,000 businesses. This represents an all-time high—more retail customers than ever before are purchasing Green-e Energy certified products.

Green-e Climate
As the first program of its kind, Green-e Climate is the only independent retail standard and third-party certification program for carbon offsets sold in the global voluntary carbon market. The program provides critical consumer-level protections and assurances to retail purchasers, sellers, and offset project standards. The program strengthens the credibility of the voluntary carbon market in order to encourage its use by individuals and companies to reduce their greenhouse gas footprints and the costs of climate change mitigation. 2014 was a year of substantial growth in sales of Green-e Climate certified carbon offsets. Over 259,400 metric tons carbon dioxide-equivalent (CO_2e) were certified. This is the second largest certified sales volume in the history of program, and it represents an increase of 147% from 2013 certified sales.

Green-e Marketplace
Green-e Marketplace recognizes organizations that use renewable energy or carbon offsets and enables them to demonstrate their environmental commitment and communicate with stakeholders through the use of the nationally recognized Green-e logo and additional promotional tools. Throughout the year, Green-e Marketplace focused on a few key areas to help position the program for future growth: new certification services (including Green-e for Events) and a suite of new program benefits that will be rolled out in 2015. Overall, the total number of Green-e Marketplace companies participating in 2014 grew from 38 to 39. Many of the existing program participants expanded their use of the Green-e mark by choosing to certify additional products. At the end of 2014, there were over 500 products and companies certified by Green-e Marketplace.

Green-e Energy certified retail sales reached nearly 38 million megawatt-hours (MWh) in 2014, the highest number of certified retail MWh to date.

1. Based on total U.S. wind power capacity installed in 2014 according to AWEA's *U.S. Wind Industry Annual Market Report 2014*. Available at www.awea.org/AMR2014.

Green-e Energy

Green-e Energy is the leading certification program for voluntary renewable energy products in North America. Green-e Energy certified renewable energy products are sold in three different types:

- **Green Pricing Programs.** Renewable electricity sold by electric utilities in regulated electricity markets, offered in addition to the renewable electricity included in standard electricity service.
- **Competitive Renewable Electricity.** Similar to a green pricing program, but sold by an electric service provider in a deregulated electricity market.
- **Renewable Energy Certificates (RECs).** A REC represents the non-electricity, renewable attributes of one MWh of renewable electricity generation, including all the environmental attributes, and is a tradable commodity that can be sold separately from the underlying electricity. RECs allow for a larger and more efficient national market for renewable energy.

On behalf of consumers buying renewable energy products certified by Green-e Energy, the program requires that such products undergo an independent annual audit to demonstrate compliance with Green-e Energy's rigorous consumer-protection and environmental standards. Green-e Energy requires that sellers of certified renewable energy products provide full and accurate information to their customers, deliver the renewable energy they promise, and source from renewable energy generators that meet Green-e Energy's resource eligibility requirements, developed by stakeholders and the independent Green-e Governance Board over nearly 20 years.

As the public's awareness of the impacts of pollution arising from electricity generation, energy security issues, and sustainable economic development has risen, the demand for renewable energy has increased greatly, as shown here. In fact, voluntary certified renewable energy sales in the U.S. have increased an average of 14% each year since 2010. When Green-e Energy began in 1997, it was the first certification program of its kind, and it has remained the most respected renewable energy certification program in North America.

Figure 1
Green-e Energy Certified Retail Sales by Product Type, 1998–2014 (MWh)
In 2014, Green-e Energy certified retail sales totaled 37,960,000, an overall increase of 13% compared to 2013 sales. Green-e Energy certified sales have increased at an average rate of 14% per year over the past four years. REC sales continue to comprise the majority of certified sales, and grew by 16% in 2014. Certified sales through green pricing programs offered by regulated utilities grew by 10% compared to 2013. Total certified competitive electricity sales decreased 20% from 2013 levels, driven in part by volatility in the competitive electricity market and voluntary decertification of some competitive electricity products.

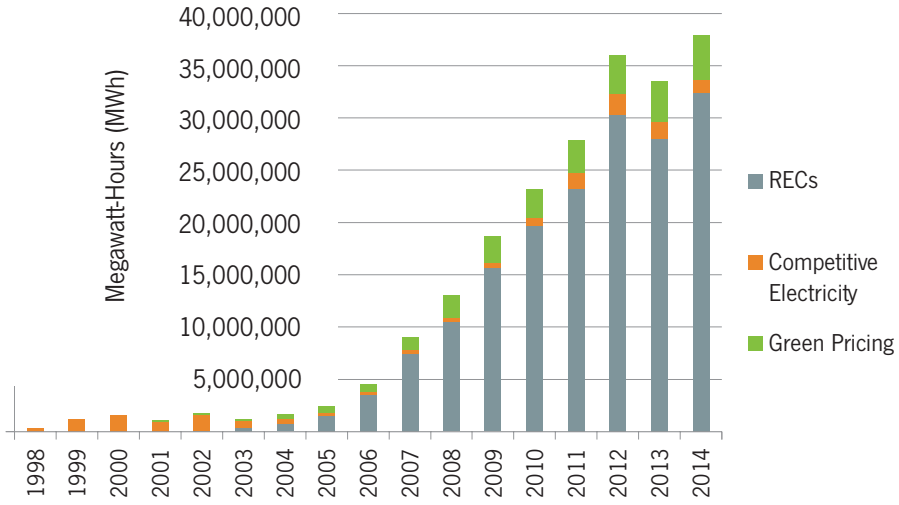
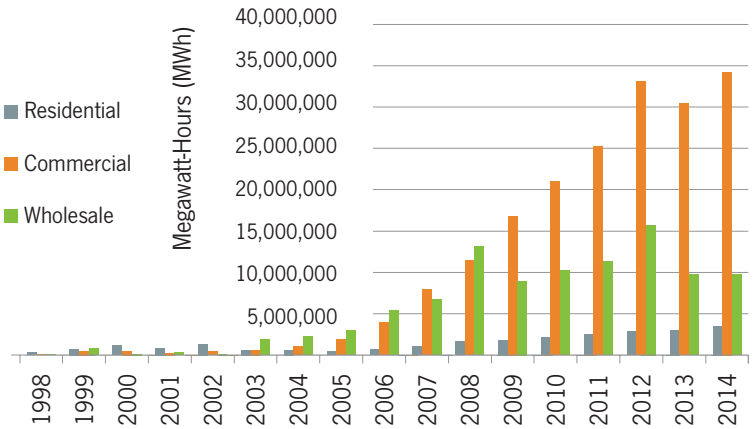


Figure 2

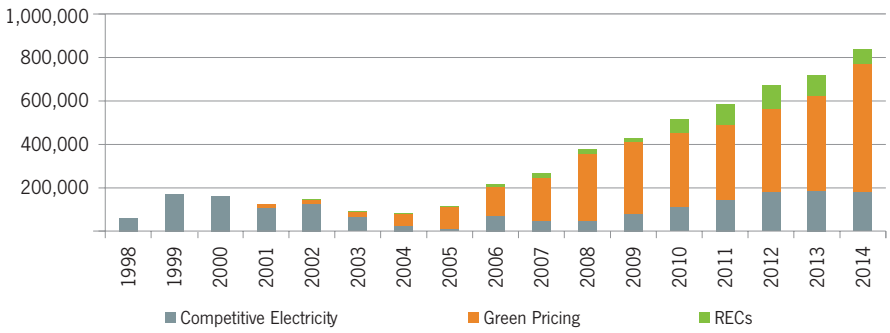
Green-e Energy Certified Sales by Customer Type, 1998–2014 (in MWh)



Sales by customer type increased for both residential and non-residential customers. Non-residential buyers once again accounted for the vast majority of certified MWh purchased, at over 34 million MWh, a program record and an increase of 12% from 2013. MWh sold as certified wholesale transactions increased 1%. 2014 also saw a 14% increase in certified residential sales volume, reaching nearly 3.5 million MWh, as more utilities increasingly seek Green-e Energy certification. Although there are significantly more residential customers that purchase Green-e Energy certified renewable energy, they tend to purchase smaller amounts than non-residential customers.

Figure 3

Number of Retail Customers Purchasing Green-e Energy Certified Products by Type, 1998–2014



The overall number of customers purchasing certified products increased 17%. Of the 836,000 retail customers purchasing certified products in 2014, 588,000 (mostly residential) customers participated in a certified green pricing program—an increase of 36%.[1] Continuing a trend from last year, the number of REC purchasers decreased by about 30% in 2014 due to fewer residential REC purchasers.

Figure 4

States With Green-e Energy Certified Renewable Electricity Options, 2014

Many customers throughout the U.S. have the option to purchase Green-e Energy certified renewable energy through their local utility or electric service provider. In 2014, bundled certified renewable electricity options were available in 36 states. This geographic spread across the country means that more electricity customers in many parts of the United States have the option to purchase certified renewable electricity than ever before.

RECs unbundled from electricity are available to buyers regardless of location. Businesses purchasing large MWh volumes tend to purchase unbundled RECs, often for multiple locations, while residential customers and businesses purchasing smaller volumes tend to purchase a bundled electricity product available through their utility or electric service provider.

1. Change from 2013 is partly driven by voluntary decertification of specific Green-e Energy products and does not reflect a change in the underlying market demand.

Table 1 **Total Green-e Energy Certified Sales of Renewable Energy by Product Type and Customer Type, 2014 (in MWh, rounded)**

	Retail Residential	Retail Commercial	Wholesale
RECs	222,000	32,170,000	9,781,000
Green Pricing	2,430,000	1,859,000	0
Competitive Electricity	816,000	466,000	0
Total Sales	3,468,000	34,495,000	9,781000

Total Retail: 37,963,000 MWh
Total Unique Certified: 43,515,000 MWh
Total Certified Transactions: 47,744,000 MWh

▲ **The total volume of all Green-e Energy certified transactions in 2014 reached over 47.7 million MWh.** This total represents transactions of all types, including both certified retail sales to electricity end users looking to make a green power use claim, and wholesale sales to resellers of renewable MWh that did not claim the renewable electricity or RECs themselves.

Green-e Energy certified wholesale transactions exceeded 9.7 million MWh in 2014. Of these certified wholesale transactions, over 4.2 million MWh were resold in Green-e Energy certified retail transactions. The remaining 5.6 million MWh were sold in non–Green-e Energy certified transactions to utilities, electric service providers, power marketers, and other buyers in the voluntary market—a slight increase from the 5.3 million MWh sold in non-certified transactions in 2013. Removing the instances of renewable MWh certified by Green-e Energy at both the wholesale and retail levels, Green-e Energy certified sales of over 43.5 million unique MWh in 2014, an increase of 12% from 2013 and the highest total of certified unique MWh to date.

TABLE 2: **Top 10 States by Retail Sales Volume (in MWh) in 2014**

WASHINGTON 18% OREGON 11% TEXAS 8% CALIFORNIA 7%
NEW YORK 6% DISTRICT OF COLUMBIA 5% WISCONSIN 4%
NEW JERSEY 4% PENNSYLVANIA 4% ILLINOIS 4%

▲ **Top Ten States Purchasing Retail Green-e Energy Certified Renewable Energy by Percent of Total Certified Retail Sales (MWh), 2014.** Green-e Energy collects data on the number of retail customers by state and the MWh of certified products provided to them. Many of the states listed in previous years continue to appear in the top 10 for renewable MWh sold to retail customers. The West comprises three of the top four states in 2014, demonstrating growing demand in these states for renewable energy. About 71% of Green-e Energy certified renewable MWh are delivered to customers located or headquartered in these top 10 states—50% in the top 5 states alone.

▶ **Retail customers buying Green-e Energy certified renewable energy are spread out throughout the U.S.** 76% of retail customers are located in these top 10 states. The West takes the top three spots with Oregon having the most retail customers of certified renewable energy.

There is a large degree of overlap between these two "Top Ten" lists, however the key point of difference lies in the purchase size of residential and non-residential customers. The states with the highest volumes have more non-residential customers.

Table 3 **Percent of Total Retail Customers by State, 2014**
(Includes REC sales)

Oregon	21%
California	10%
Washington	8%
Texas	7%
Utah	6%
Colorado	5%
Michigan	5%
Pennsylvania	5%
Minnesota	5%
Virginia	4%

In 2014, Green-e Energy sales came from a range of resources across the United States and Canada. The resource mix of the voluntary market continues to be wind-dominated, with wind facilities continuing to grow as a proportion of the total supply. Output from over 55% of installed wind facilities in the U.S. is sold in Green-e Energy certified transactions, based on total capacity. The proportions of biomass and hydro stayed fairly constant from 2013, while there was a slight dip in the percent of renewable energy being sourced from solar and geothermal facilities. Overall reduction in solar energy could be related to more solar demand from state Renewable Portfolio Standards, leading to a more vibrant compliance market for solar renewable energy.

Green-e Program Governance

Green-e Energy and Green-e Climate are governed by the independent Green-e Governance Board. CRS serves as the program administrator. The Board ensures that the program's standards and policies are appropriate and necessary to meet its stated goals and objectives. The Board regularly reviews the program's standards in consultation with stakeholders and amends them as necessary so that they remain consistent with changing circumstances and evolve with market conditions.

Nearly 1,000 unique generation facilities with a total capacity of around 39,800 MW supplied Green-e Energy certified products in 2014. Supply came from more solar facilities (430) than any other resource type, yet wind comprises about 91% of overall capacity. This is due to the smaller, more localized nature of solar installations (aggregated utility rooftop solar programs are counted as one facility). Overall, 140 fewer facilities were used in 2014 compared to 2013, but overall capacity in 2014 was around 730 MW greater than 2013, signifying more utilization of higher-capacity generators than in the past.

Figure 5
Contributions of Renewable Resource Types to Total Green-e Energy Certified Retail Sales, 2014[1]

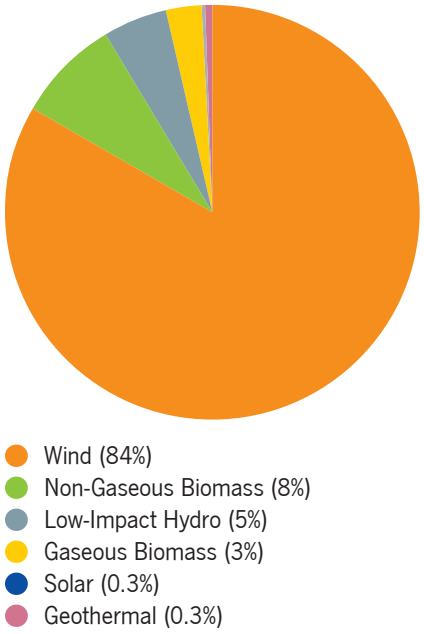


Figure 6
Total Number of Facilities by Resource Type

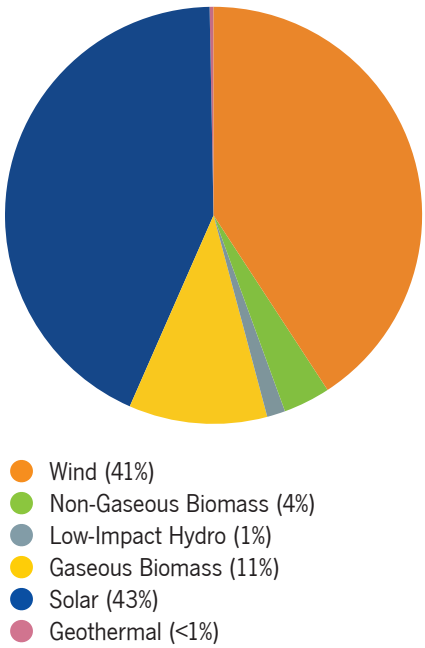


Table 4 **Top Ten States and Provinces Supplying Renewable Energy to Green-e Energy Certified Retail Sales by Percent of Total Certified MWh, 2014**

Texas	31%
Oklahoma	17%
Kansas	10%
Idaho	5%
Nebraska	5%
Iowa	3%
Washington	3%
Florida	3%
Montana	3%
North Dakota	2%

Just over 80% of the renewable energy certified by Green-e Energy was sourced from 10 states. Furthermore, generation from just three states makes up over 50% of the renewable energy certified in 2014. This is primarily related to the high wind content in many certified products, and the high rate of potential for (and installation of) wind facilities in the Midwest and Western states. The data shows yet another notable increase in the supply sourced from Texas, as well as the addition of a handful of new states in the top 10, such as Washington, North Dakota, and Montana. This exemplifies the growing integration of renewable energy markets and the ability of the market to capitalize on the availability of renewable energy resources across North America. The difference between states with generators versus purchasers of renewable energy demonstrates how the market for RECs is allowing customers with limited access to local renewable energy products to support changes in generation portfolios.

1. Gaseous Biomass includes landfill gas, wastewater methane, digester gas, biogas, and other biogenic gases. Non-gaseous Biomass includes wood waste, sawmill waste, black liquor, agricultural waste, biodiesel, fuel crops, and other resources as described in the *Green-e Energy National Standard*, available at www.green-e.org/getcert_re_stan.shtml.

After a slight dip in 2013, 2014 showed an overall increase in REC sales. Non-residential customers purchasing large volumes of RECs continue to make up the majority of the overall voluntary renewable energy market on a MWh basis. In 2014 an increase in REC sales to commercial and other non-residential customers was responsible for the 16% growth in retail REC sales. Interestingly, overall REC customer numbers decreased, mostly as a result of voluntary decertification of specific Green-e Energy products, which does not reflect a change in the underlying market demand. Overall, customers of certified RECs are making larger-sized purchases—the average purchase size for non-residential customers increased by 500 MWh from 1,200 MWh in 2013 to 1,700 MWh in 2014. Larger purchase sizes means that the overall volumes went up despite customer numbers decreasing. Based on the most recently available National Renewable Energy Laboratory (NREL) data, Green-e Energy certified sales are estimated to make up approximately 90% of all retail REC sales in the U.S.[1]

Table 5 Green-e Energy Certified Sales of Renewable Energy Certificates by Customer Type, 2014

	2014 Sales (MWh, rounded)	MWh: Percent Change From 2013	Percent of Total Retail REC Sales	Customers	Customers: Percent Change from 2013	Average Purchase Size (MWh)
Residential	222,000	-44%	0.7%	47,000	-34%	5
Non-Residential	32,170,000	16%	99.3%	19,000	-21%	1,700
Total Retail	**32,392,000**	**16%**	**100.0%**	**66,000**	**-30%**	**493**
Wholesale	9,781,000	1%		84	-19%	143,843

Many customers can purchase a bundled renewable electricity product from their local electric utility. Utility green pricing programs certified by Green-e Energy consistently make up the majority of the National Renewable Energy Laboratory's Top Ten rankings in terms of customer participation rate, total number of subscribers, total MWh sold, and green power sales as a percentage of total retail electricity sales. In 2014, these programs continued to grow, with an overall increase of 10% from 2013 MWh volumes. A large portion of this came from residential customers, who purchased 22% more renewable energy in 2014 than 2013. In addition to volumetric increases, customer participation from residential and non-residential customers is up 37% from 2013. There is now more Green-e Energy certified renewable energy sold through green pricing programs than ever before.

Table 6 Green-e Energy Certified Sales in Green Pricing Programs by Customer Type, 2014

	2014 Sales (MWh, rounded)	MWh: Percent Change From 2013	Percent of Total Green Pricing Sales	Customers	Customers: Percent Change from 2013	Average Purchase Size (MWh)
Residential	2,430,000	22%	57%	572,000	36%	4
Non-Residential	1,859,000	-2%	43%	16,000	29%	116
Total	**4,289,000**	**10%**	**100%**	**588,000**	**37%**	**7**

In states where the electricity market is deregulated, customers have the option to choose their electric service provider (ESP). Sales of certified competitive electricity products have increased for residential customers and decreased for non-residential customers. The decrease in non-residential customers choosing to purchase renewable energy through ESPs could be due to an industry trend of large companies shifting their energy strategy to include more on-site renewable installations, energy efficiency, or direct power purchase agreements with renewable energy facilities or utilities. Nonetheless, residential consumers in deregulated markets purchased 25% more Green-e Energy certified MWh in 2014 than in 2013, a testament to the strong growth seen overall in deregulated markets.

Table 7 Green-e Energy Certified Sales of Electricity by Electric Service Providers by Customer Type, 2014

	2014 Renewable Sales (MWh, rounded)	MWh: Percent Change From 2013	Percent of Total Competitive Electricity Retail Sales	Customers	Customers: Percent Change from 2013	Average Purchase Size (MWh)
Residential	816,000	25%	64%	168,000	8%	5
Non-Residential	466,000	-51%	36%	15,000	-54%	31
Total Retail	**1,282,000**	**-20%**	**100%**	**183,000**	**-3%**	**7**

1. Based on preliminary figures from the National Renewable Energy Laboratory (NREL).

292 companies participated in Green-e Energy in 2014 including **63** sellers offering **76** Green-e Energy certified REC products, **228** utility green pricing program participants offering **32** certified green pricing programs,* and **17** competitive electricity suppliers offering **22** certified renewable electricity programs.

3Degrees
3 Phases Renewables
AEP Energy, Inc.
Alameda Municipal Power
Alliant Energy
Ambit Energy Holdings, LLC
Ameren Missouri
Apple
Arizona Public Service (APS)
Atlantic Energy Group
Austin Energy
Blue Delta Energy, LLC
Bonneville Environmental Foundation (BEF)
Carbon Solutions Group (CSG)
Cascade Renewable Energy
City of Palo Alto Utilities
Community Energy, Inc.
ConEdison Solutions
Constellation Electric dba BGE Home
Constellation NewEnergy
Consumers Energy Company
Direct Energy
Dominion Virginia Power
DTE Energy
EDF Trading
Element Markets, LLC
Ethical Electric
FirstEnergy Solutions Corp.
Georgia Power
Glacial Energy V.I.
Good Energy
Great Eastern Energy (GEE)
Greenlight Energy
Green Mountain Energy Company
Green Power EMC
Hess Corporation
Iberdrola Renewables, LLC
Indianapolis Power & Light Company (AES)
Integrys Energy Services, Inc.
J.P. Morgan Ventures Energy Corporation
Just Energy
Kansas City Power and Light (KCP&L) Greater Missouri Operations
LG&E and KU Energy
Liberty Power
Luminant Energy Company, LLC
MCE Clean Energy
McKinney LFG, LLC
MidAmerican Energy Company
MP2 Energy
NativeEnergy
New York Power Authority (NYPA)
Nexant Clean Energy Markets
NextEra Energy Resources, LLC
Noble Americas Energy Solutions LLC
North American Power and Gas, LLC (NA Power)
Northern Indiana Public Service Company (NIPSCO)
NRG Business Solutions
NSTAR Electric Company
OneEnergy Renewables
Origin Climate
PacifiCorp
Pepco Energy Services
Platte River Power Authority (PRPA)
Portland General Electric (PGE)
Powerex Corp
Puget Sound Energy (PSE)
Reliant Energy Retail Services
Renewable Choice Energy
Sacramento Municipal Utility District (SMUD)
Salt River Project (SRP)
Santee Cooper
Seattle City Light
Silicon Valley Power (SVP) - City of Santa Clara
South Jersey Energy Company (SJE)
Sterling Planet, Inc.
Stream Energy
Suez Energy Resources NA, Inc.
Tennessee Valley Authority (TVA)
TerraPass
The CarbonNeutral Company, LLC
The Energy Co-op
The Offset Project
TransAlta
TransCanada Power Marketing Ltd.
TXU Energy
Viking Wind Partners, LLC
We Energies
WGL Energy Services
WPPI Energy
Xcel Energy

* Retail distributors not listed

Consumer Protection

The Green-e Energy verification audit and review process protects customers by ensuring that the renewable electricity or RECs purchased and sold by the certified provider were not sold to more than one customer and that only one party has claimed use of that MWh of renewable energy. In 2014, the Green-e Energy audit identified 296,000 MWh of supply to be ineligible for Green-e Energy certification and necessitated procurement of replacement supply by participants. This represents less than 1% of the total MWh submitted for Green-e Energy certification of retail sales. Replacement RECs are required when supply that has been submitted is ineligible for certification under the Green-e Energy National Standard. Common reasons for ineligible RECs are double claims (meaning another entity in the chain of custody has claimed to be using the renewable energy) and product-specific restrictions (such as variation from the geographic-proximity requirements of electricity products).

Green-e Climate

As the global retail standard for carbon offsets sold in the voluntary market, Green-e Climate provides critical protections and assurances to retail buyers, sellers, and project standards in the market.

Sales in 2014 jumped to the second highest certified sales volume in the history of the program. This was driven by a few large purchases, as well as impressive sales volumes from third-party distributors—companies designated by participating sellers to distribute certified offsets on sellers' behalf. This was also driven by new purchasing for the Leadership in Energy and Environmental Design (LEED) building certification, which requires Green-e Climate certification (or equivalent) for purchases of offsets that can be awarded points for LEED certification.

Figure 7
Green-e Climate Growth (current Endorsed Programs only)

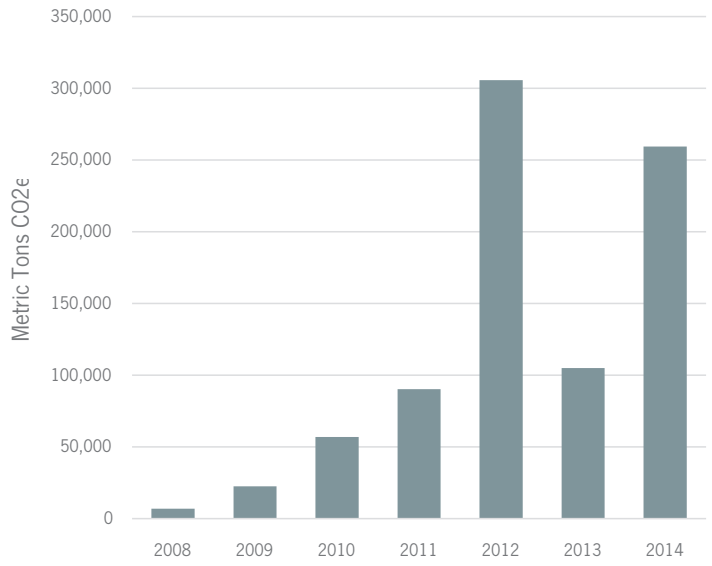


Figure 8
Green-e Climate Endorsed Programs RY2014

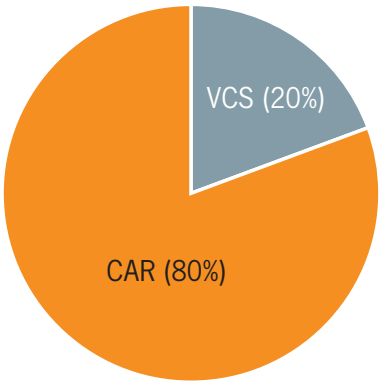
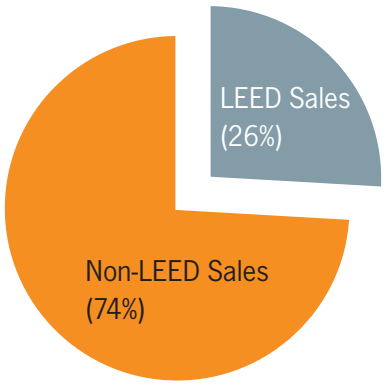


Figure 9
Sales of Green-e Climate Certified Carbon Offsets for LEED Certification RY2014



The total volume of certified carbon offsets sold grew by 147% in 2014 from 2013, to over 259,000 metric tons carbon dioxide-equivalent (CO_2e).

In 2014, Green-e certified sales of greenhouse gas (GHG) emissions reductions that occurred at 13 different projects, all located in the United States. They were landfill gas methane capture (84% of supply in 2014), coal mine methane capture (15% of supply in 2014), and livestock gas methane capture (<1% of supply in 2014). In 2014, projects used to supply Green-e certified carbon offsets had to be registered with one of four endorsed project standards—the American Carbon Registry, the Climate Action Reserve, the Gold Standard, or the Verified Carbon Standard. The Climate Action Reserve represented 81% of total supply used in 2014 and the Verified Carbon Standard represented the remaining 19% (see Figure 8).

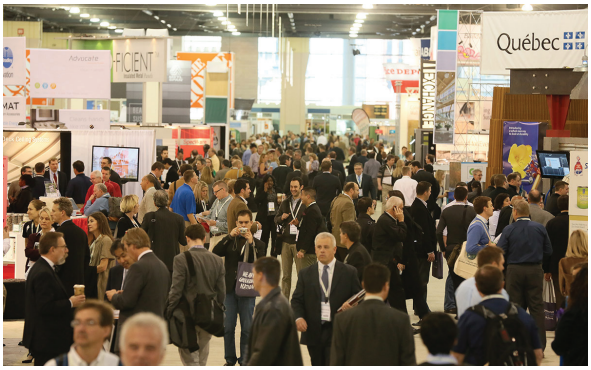
Nearly 100% of certified sales in 2014 were to commercial buyers, in either one-time or multi-year offline, over-the-counter transactions. **Over a quarter (26%) of certified sales in 2014 were sales for LEED building certification** (see Figure 9). Buyers were located in the U.S., China, Germany, Korea, and Hungary. In the U.S., buyers of Green-e Climate certified carbon offsets were located in 22 states and the District of Columbia. Buyers located in Texas bought the largest amount of certified carbon offsets in 2014, followed by New York and Massachusetts, and the largest number of buyers were located in California, Massachusetts, and New York.

Green-e Marketplace

Green-e Marketplace recognizes organizations that use renewable energy or carbon offsets and enables them to demonstrate their environmental commitment and communicate with stakeholders through the use of the nationally recognized Green-e logo and additional promotional tools. Throughout the year, Green-e Marketplace focused on a few key areas to help position the program for future growth: new certification services (Green-e for Events) and a suite of new program benefits (including additional promotional and sales tools) that will be rolled out in 2015. The new event certification quickly attracted high-profile events like USGBC's GreenBuild and the Local Government Commission's California Adaption Forum.

Overall, the total number of Green-e Marketplace companies participating in 2014 grew from 38 to 39 the previous year. Many of the existing program participants expanded their use of the Green-e mark by choosing to certify additional products, and average length of program participation grew to over five years. At the end of 2014, there were over 500 products and companies certified by Green-e Marketplace, with new products like Kendall Jackson's Avant wine brand hitting the shelves nationally. ●

▼ Green-e for Events: U.S. Green Building Council's 2014 Greenbuild Conference was one of the first users of the new certification. *Photo courtesy Greenbuild Expo.*



▼ Over 500 products and companies are currently certified by Green-e Marketplace.

Center for Resource Solutions creates policy and market solutions to advance sustainable energy.

Visit us at www.resource-solutions.org

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