

GREEN POWER

MARKET DEVELOPMENT GROUP

ADVANCING GREEN POWER FOR A SUSTAINABLE ENERGY FUTURE

A Project of the
Climate, Energy,
and Pollution
Program



World
Resources
Institute

www.thegreenpowergroup.org

Corporate Partners

ALCOA INC.

THE DOW CHEMICAL COMPANY

DUPONT

FEDEX

GENERAL MOTORS

GEORGIA-PACIFIC

GOOGLE INC.

IBM

INTERFACE

JOHNSON & JOHNSON

MICHELIN NORTH AMERICA, LLC

NATUREWORKS LLC

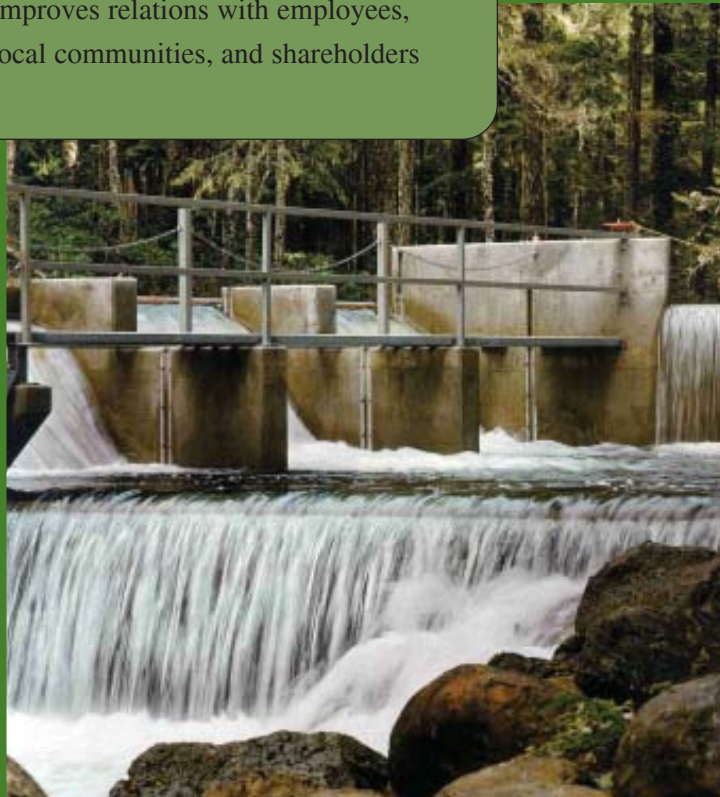
PITNEY BOWES

STAPLES

STARBUCKS

Corporate Benefits of Using Green Power

- ▶ Lowers corporate energy costs
- ▶ Stabilizes corporate energy prices
- ▶ Reduces corporate emissions of greenhouse gases and pollutants
- ▶ Strengthens customer relationships and corporate brands
- ▶ Improves relations with employees, local communities, and shareholders



Group Strategy

A partnership among large corporate energy buyers and the World Resources Institute, the Group leverages its purchasing power to stimulate the development of cost-competitive renewable energy resources. By developing the business case for clean energy and creating replicable purchasing strategies, the Group seeks to build robust corporate markets for green power. To achieve this goal, the Group:

- ▶ **Conducts market research** on green power technologies, products, economics, and providers.
- ▶ **Engages developers** of on-site and grid-connected green power projects.
- ▶ **Works with power suppliers** to design “next generation” green electricity products that are attractive to commercial and industrial end users.
- ▶ **Implements renewable energy projects** and purchases at corporate facilities.
- ▶ **Develops innovative analytical tools** to evaluate the financial and environmental impacts of green power projects.
- ▶ **Shares strategies and lessons learned** through the *Corporate Guide to Green Power Markets* publication series.
- ▶ **Informs decision-makers** about policy actions that reduce barriers to corporate markets for green power.

The Group pursues three types of green power opportunities:

- ▶ **GREEN ELECTRICITY**
Electricity from renewable resources including wind, solar photovoltaics, geothermal, biomass, landfill gas, and certified low-impact hydro
- ▶ **GREEN THERMAL ENERGY**
Heat from renewable resources including solar, landfill gas, biomass, and geothermal
- ▶ **“CLEAN” ENERGY TECHNOLOGIES**
Electricity and heat from fuel cells



Access

Green Power Resources

www.thegreenpowergroup.org

Examples of Group Partner Projects

- ▶ **FedEx, IBM, and Johnson & Johnson** use wind power to stabilize their electricity costs
- ▶ **DuPont, General Motors, IBM, Johnson & Johnson, and Staples** have installed on-site solar photovoltaic systems to generate power during peak hours for corporate offices in several states
- ▶ **DuPont, General Motors, Interface, and Johnson & Johnson** are using landfill gas instead of natural gas to generate heat at several corporate facilities, reducing both energy costs and greenhouse gas emissions
- ▶ **Dow** will install 35 megawatts of fuel cells to generate electricity from hydrogen created at the company's Freeport, Texas operations
- ▶ **Alcoa** increased the generating capacity of its certified low-impact hydropower dam
- ▶ **Alcoa, DuPont, FedEx, IBM, Interface, Johnson & Johnson, NatureWorks LLC, Pitney Bowes, Staples, and Starbucks** are cost-effectively greening-up their electricity by purchasing renewable energy certificates

ON-LINE GREEN POWER MARKETPLACE

Find up-to-date information on green power technologies, products, markets, developers, and suppliers.

CORPORATE GUIDE TO GREEN POWER MARKETS

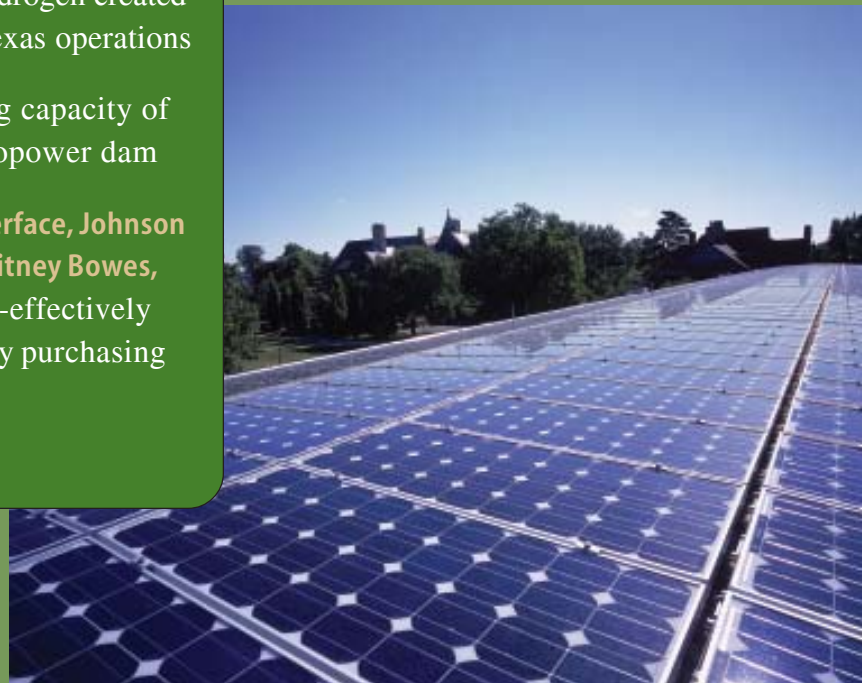
Access and subscribe to a free publication series that shares information on renewable technologies, the business case for green power, purchasing strategies, and case studies.

GREEN POWER ANALYSIS TOOL

Download an innovative green power project evaluation tool that analyzes renewable energy projects from an integrated financial and environmental perspective.

GREEN POWER POLICY PERSPECTIVES

Learn about public policies that can reduce the barriers to building corporate markets for green power.



Convened in 2000 by the World Resources Institute, the **Green Power Market Development Group** is a unique commercial and industrial partnership dedicated to building corporate markets for green power.

The Group is **transforming energy markets** to enable corporate buyers to diversify their energy portfolios with green power and reduce their impact on climate change.

The Group seeks to develop **1,000 megawatts** of new, cost-competitive green power by 2010—enough energy to power 750,000 homes.



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The **World Resources Institute** is an environmental think tank that goes beyond research to create practical ways to protect the Earth and improve people's lives. Our mission is to move human society to live in ways that protect Earth's environment for current and future generations.

WRI's **Climate, Energy, and Pollution Program** strives toward the achievement of WRI's climate goal: To protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change. WRI believes that clear economic and development benefits must accompany measures to slow the use of fossil fuels and to manage land use in an environmentally protective manner.