

Consumer Protection Workshop

May 17, 2018 – Chicago, IL

Resources on Renewable Energy Certificates and Consumer Protection

Green Guides

by the Federal Trade Commission

Source: <https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguides.pdf>

Details: Developed by the U.S. Federal Trade Commission this guide sets forth the Commission's current views about making environmental claims. Section 260.15 Renewable Energy Claims recognizes the role of renewable energy certificates to substantiate and convey renewable electricity use claims to or by consumers.

Environmental Claims – Summary of Green Guides

by the Federal Trade Commission

Source: <https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-issues-revised-green-guides/greenguidessummary.pdf>

Details: This summary document details the key requirements of marketers and consumers when making renewable energy claims.

Environmental Marketing Guidelines for Electricity

by the National Association of Attorneys General (originally published in 1999)

Source: https://www.epa.gov/sites/production/files/2018-05/documents/naag_0100.pdf

Details: This guidance document published in 1999 by the National Association of Attorneys General details environmental marketing guidelines for electricity.

Guide to Making Claims About your Solar Power Use

by the U.S. Environmental Protection Agency's Green Power Partnership

Source: <https://www.epa.gov/greenpower/guide-making-claims-about-your-solar-power-use>

Details: This guide describes best practices for appropriately explaining and characterizing solar power activities and the fundamental importance of renewable energy certificates (RECs) for solar power use claims. This guidance is primarily focused on claims associated with on-site projects but is equally relevant for off-site owned projects as well.

Renewable Electricity: How do you know you are using it?

by the National Renewable Energy Laboratory

Source: <http://www.nrel.gov/docs/fy15osti/64558.pdf>

Details: This document details how renewable energy certificates (RECs) convey energy attributes to consumers and allow consumers to demonstrate ownership and use of renewable electricity. It details the roles of REC tracking systems, regulators, generators and purchasers as well as how double counting should be avoided.

Status and Trends in the Voluntary Green Power Market

by the National Renewable Energy Laboratory

Source: <https://www.nrel.gov/analysis/green-power.html>

Details: This report details the scope and trends of the voluntary green power market relative to state compliance markets and other renewables. These markets use renewable energy certificates to track, allocate and convey ownership of renewable energy on a shared grid from points of generation to consumers.

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The Legal Basis for Renewable Energy Certificates

by the Center for Resource Solutions

Source: <https://resource-solutions.org/document/the-legal-basis-for-renewable-energy-certificates/>

Details: This document details the strong legal basis for the use of renewable energy certificates (RECs) as instruments that represent the attributes of renewable electricity generation and are used to demonstrate renewable electricity purchasing, delivery, and use within the broader context of functioning voluntary and compliance renewable electricity markets.

Guidelines for Renewable Energy Claims: Guidance for Consumers and Electricity Providers

by the Center for Resource Solutions

Source: <http://resource-solutions.org/site/wp-content/uploads/2015/07/Guidelines-for-Renewable-Energy-Claims.pdf>

Details: This document provides consumer guidelines for making renewable energy claims. Written for both the consumer and the electricity provider including situations where RECs are produced from onsite solar systems.

SEIA Solar Business Code

by the Solar Energy Industries Association

Source: http://www.seia.org/sites/default/files/SEIA%20Solar%20Business%20Code_Sep2015.pdf

Details: The Solar Industries Association created a pro-competitive business code to promote the transparency, good faith and understanding in the U.S. solar energy industry. SEIA members are expected to abide by this code in their regular business practices. The code details guidelines for ensuring consumer protection including issues related to advertising, sales and marketing, pricing and guidance on renewable energy certificates.

Solar Marketing and Renewable Energy Guidance

by the State of Vermont Office of the Attorney General

Source: <http://ago.vermont.gov/for-lawyers-and-businesses/>

Details: This site offers guidance on a range of issue including solar marketing and renewable energy.