



# **Sterling Planet**

***Green Power Sourcing***

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## RECs Markets

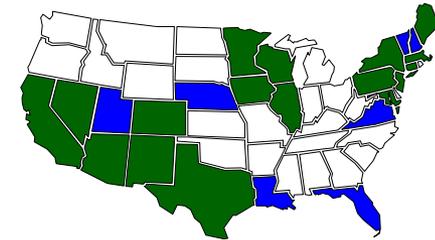
### Voluntary Markets

- Customers voluntarily pay more for renewable energy
- Participating in 17 utility renewable marketing programs in:
  - Florida, Massachusetts, New York, Connecticut, New Jersey and Rhode Island

### Mandated Markets

- Sell RECs to utility to satisfy RPS
- Manage RECs exchange among utilities
- Provide RECs to government agencies

Target Marketing – Portfolio Standards States



## GHG Emissions Market

### Greenhouse Gas Emission Markets

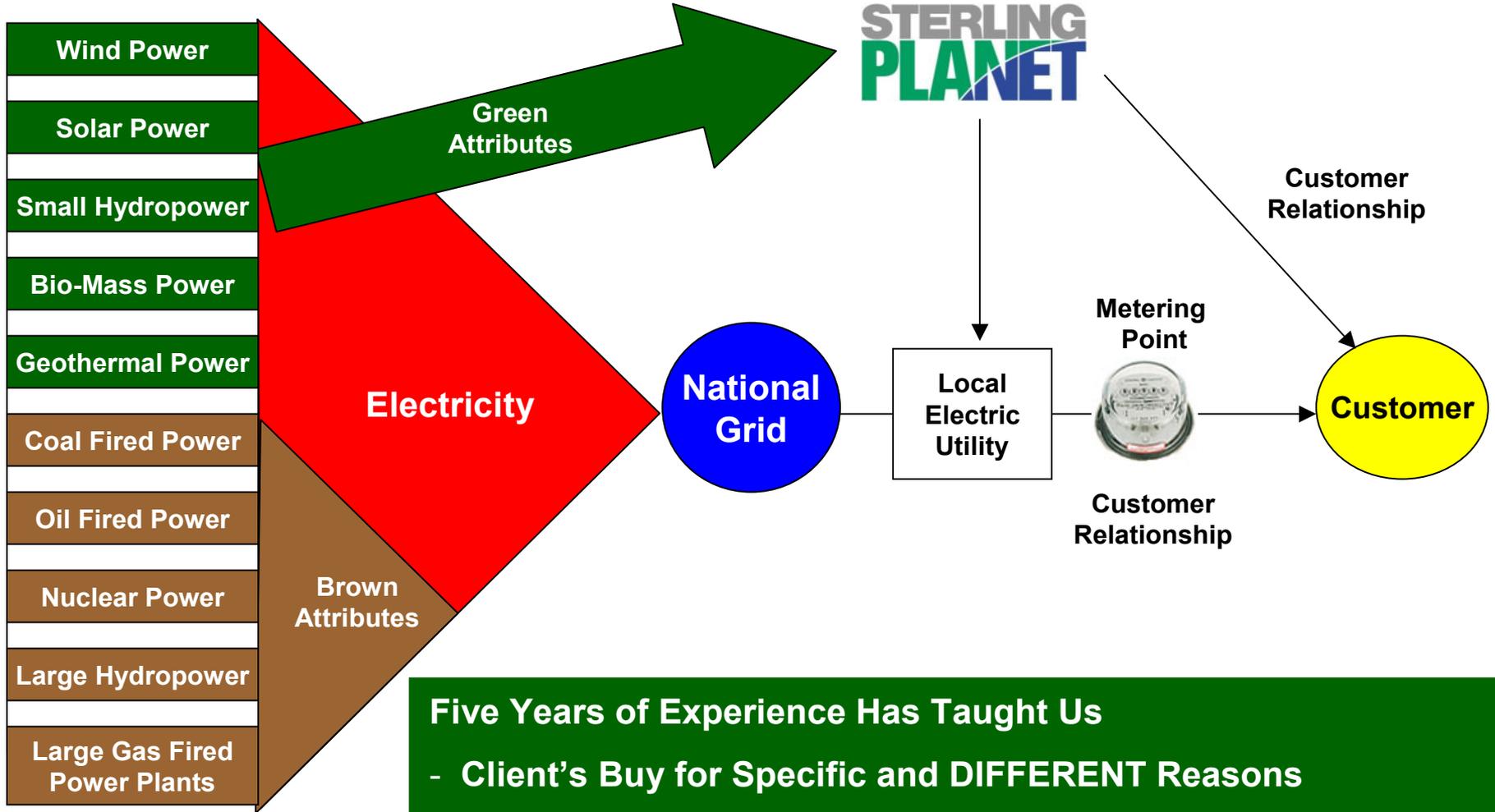
- Very Early in its Definitions and Rules
- More Advanced in:
  - Europe
  - Japan



# What Have We Learned?



## Electric Power Plants



**Five Years of Experience Has Taught Us**

- Client's Buy for Specific and DIFFERENT Reasons
- One Product DOES NOT FIT ALL



# Sourcing Renewable Energy Questions



- What type of client is it?
  - Residential
  - Commercial
  - Government
- Why is someone looking at buying Renewable Energy?
  - Branding
  - Self Imposed Commitment
- What volume are they requesting?
- Do they have a preference for any energy type?
- How important is local resources?
- Which certification method are they using?
  - RPS commitment
  - Green-e or ERT



# Other Sourcing Issues



- Does The Client Want Public Relations Support?
- Does The Client Want Price Certainty?
- Does The Client Want to Identify the Specify Project?

# Client Types Buy For Different Reasons?



## What are Some of Those Reasons?

- **Sterling Planet (A Marketer) – Client Requirements**
- **Residential**
  - Social Conscience
  - Environmental Beliefs
- **State Agencies**
  - Compliance
- **Federal Agencies**
  - Compliance
- **RPS Utilities**
  - Compliance
- **Businesses**
  - Branding
  - Product Differentiation
  - Sustainability Goals
  - LEED Certification
  - Public Relations



# A Famous TEXAN Once Said



When it Comes to Clients?



# A Famous TEXAN Once Said



When it Comes to Clients?

Were are All Ears



# Questions?



**Sterling Planet**

**Renewable Energy**  
Solar. Wind. Water. Bioenergy.