



Maine Energy Investment Corp.

Maine Green Power Connection: A Public- Private Market Development Partnership

Tenth National Green Power Marketing Conference

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What are we doing here?



What's wrong with this picture?

- Maine is a small state, with few public resources.
- How can we make a difference with what we have?

So, what have we all got?

- People: ideas, collaborations
- “In-kind” resources”: web skills, printing, art skills.
- Mailing lists.
- Paid advertising?
- Buying power.
- Collective clout!



Who IS the Maine Green Power Connection?

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- **American Lung Association of Maine**
 - **Chewonki Foundation**
 - Coastal Enterprises, Inc.
 - Colby College
 - College of the Atlantic
 - Damariscotta River Association
 - Ed Holt & Associates, Inc.
 - Endless Energy Corporation
 - Energetic Management Associates
 - Environment Maine
 - Environment Northeast
 - Evergreen Wind LLC/UPC Wind Management
 - Habitat for Humanity, Bath-Brunswick
 - Independent Energy Producers of Maine
 - **Interface Fabrics Group**
 - Maple Hill Farm B&B Inn & Conference Ctr
 - Maine Audubon
 - Maine Businesses for Social Responsibility
 - Maine Council of Churches
 - Maine Energy Investment Corporation
 - **Maine Interfaith Power and Light, Inc.**
 - Maine Organic Farmers & Gardeners Assn.
 - Maine Public Health Association
 - Maine Renewable Energy LLC
 - **National Environmental Trust**
 - Peace Action Maine
 - Physicians for Social Responsibility - ME
 - Sierra Club, Maine Chapter
 - Sparhawk Mill/ Shard Pottery
 - Taggart Construction
 - The Green Store
 - Unity College
 - Urquhart & Spritz
 - York Hospital

Maine's Green Power History



➤ 2000

- Electricity deregulation begins with "30% RPS".
- Maine Interfaith P&L offers "Letters of Interest"

➤ 2003

- MeIPL offers first green power products.
- Maine Green Power Connection launched with 25 partners.
- Menu lists 5 green power products.
- Total sales of over 10 million kWh.

➤ 2004

- Campuses buy first. First "paid media".
- Menu lists 12 products.
- "Clean Energy Maine" campaign begins.
- Menu lists 12 products, 9 suppliers.
- Year-end total of 60 million kWh sold (estimated).



Major Activities 2005-06

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- Targeted outreach to four sectors:
 - **Campuses** – “Student Buying Guide”; climate-friendly events.
 - **Businesses** – Joint promotions: “Meeting Higher Standards”
 - **Health Care** – Co-sponsoring major health care conference; “Breathe Easy” events and medical offices campaign, spring 2006.
 - **Municipalities** – “First Steps”; Collaboration w/ ICLEI & CA-CP in City of Portland’s Global Warming Roundtable. Cross-fertilization w/ MEIC’s biodiesel project.
 - Continuing tools
 - Web pollution calculator & “wizard”; “Buy Now” links.
 - Purchaser packets w/ decals, ads; Searchable Directory listings.
 - EPA GPP and “Governor’s Carbon Challenge” facilitation.
 - “Clean Energy Maine”?

“Clean Energy Maine” campaign

- 2003 Legislative mandate to MPUC.
- Joint effort of MeGPC and Maine State Energy Program.
- So far:
 - \$100,000 in state funds, \$85,000 “match”
 - September '04 through June '05, 2 phases.
- Web, events and paid media.
 - “Buy Now” & www. Tools
 - Cable & broadcast TV; commercial & public radio, radio PSAs.
 - Print: small local papers; large statewide Sunday paper & direct mail.
- Results:
 - Surveyed awareness is starting to respond.
 - Sales slow but correlated with resources.



The “Connection’s” Core Lessons

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- Collaboration works -- Stretches resources.
 - There must be a financial argument.
 - There’s no substitute for paid media.
 - Product availability is key. Appealing, easy to get.
 - “Immediate gratification” is essential.

What's Next?

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- Love the industry and the benefits.
 - Voluntary market hamstrung by rising wholesale prices.
 - New solar rebates starting now.
 - RPS “revisioning”
 - More marketing of a voluntary program?
 - Examples from OR and elsewhere
 - Possible citizens’ initiative in 2006