

## **Green Power**

Green power is electricity that is generated from resources such as solar, wind, geothermal, biomass, and low-impact hydro facilities. Conventional electricity generation, based on the combustion of fossil fuels, is the nation's single largest industrial source of air pollution. The increasing availability of green power enables electricity customers to accelerate installation of renewable energy technologies. As more green power sources are developed — displacing conventional generation — the overall environmental impacts associated with electricity generation will be significantly reduced.

### **Benefits of Green Power**

Choosing green power offers a number of benefits to businesses and institutions, including:

- **Environmental stewardship** - Many innovative organizations are establishing environmental commitments to make their operations and practices sustainable. Choosing green power is a simple step towards creating a more sustainable organization.
- **Public image** - Green power can help improve an organization's public image by demonstrating environmental stewardship.
- **Customer loyalty** - Demonstrating environmental stewardship through green power may help increase an organization's customer and investor loyalty.
- **Employee pride** - Employees prefer to work for companies that give back to their communities and to the environment.
- **Power portfolio management** - Because some green power sources have no fuel costs, green power can help protect your power portfolio from volatile prices of fossil-fuel-generated electricity.
- **Power reliability** - On-site renewable generation can be a more reliable source of power than power distributed through the electric grid.

### **Green Power Options**

Green power is available in four basic forms, the availability of which partially depends upon the status of electric utility restructuring in the state where the purchase is being made. The four basic forms include blended products, block products, green tags or renewable energy certificates, or on-site renewable generation.

#### **Blended products**

Also known as "percentage products," blended products allow customers, primarily in states with competitive electricity markets, to switch to electricity that contains a percentage of renewable energy. The renewable energy content of blended products can vary from 2 percent to 100 percent according to the renewable resources available to utilities or marketers. More information regarding blended products can be found at the [Green Power Network](#).

#### **Block products**

Block products allow customers served by monopoly utilities to choose green power from the electric grid in standard units of energy at a fixed price, which is converted to a premium and added to their regular electric bill. Customers decide how many blocks they want to purchase each month. More information about block products can be found at the Green Power Network.

#### **Green tags/renewable energy certificates**

Green tags allow customers to purchase the renewable attributes of a specific quantity of renewable energy. Green tags are sold separately from electricity and can be purchased for a location anywhere in the U.S. In this way, a customer can choose green power even if the local utility or marketer does not offer a green power product. One green tag typically represents the renewable attributes associated with one megawatt hour of green power. Several organizations in the United States are marketing green tags. Additional information about green tags is available from the [Center for Resource Solutions](#).

## On-site renewable generation

Customers can install their own renewable energy generating equipment at their facility. On-site renewable generation can increase power reliability, provide stable electricity costs, and help manage waste streams. Furthermore, in many states, excess green power generated on-site can be returned to the electric grid, in effect allowing customers to obtain credit from their utility. (This is also known as "net-metering.") For more information about on-site generation technologies, visit the [Department of Energy's Distributed Energy Resources](#).

## Green Power in South Carolina

Myrtle Beach became the first city in South Carolina to purchase green power for its municipal facilities by subscribing to [Santee Cooper's Green Power program](#). Under the agreement, Myrtle Beach purchases 372,000 kWh of green power, which currently represents 4.4% of the city's total annual energy use, at an extra cost of \$10,800, or 2.9¢/kWh. The city is continuing its participation in the Green Power program on an on-going basis.

Myrtle Beach joins approximately 65 local businesses -- including the cities of North Myrtle Beach and Conway -- as a Santee Cooper Green Power Partner. To date, more than 600 Santee Cooper residential and commercial customers in Horry, Georgetown and Berkeley counties have purchased 3,790 blocks of Green Power since the 2.2-MW plant began operating in September 2002. This represents over 50% of the program's initial goal.

Under the program, residential customers can purchase 100-kWh blocks of green power for an extra \$3.00 per month. The price for businesses is based on overall power consumption. All proceeds from the program will be used to develop new renewable energy projects.

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## Utility Green Pricing Program

Utility Name	Program Name	Resource Type	Size	Start Date	Accreditation
Santee Cooper, Aiken Electric Cooperative, Berkeley Electric Cooperative, Black River Electric Cooperative, Horry Electric Cooperative, Laurens Electric Cooperative, Mid-Carolina Electric Cooperative, Palmetto Electric Cooperative, Santee Electric Cooperative, and Tri-County Electric Cooperative	<a href="#">Green Power Program</a>	Landfill gas	2.2 MW	2001	Green-e