

GREEN POWER

MARKET DEVELOPMENT GROUP – EUROPE

ADVANCING GREEN POWER FOR A SUSTAINABLE ENERGY FUTURE



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in collaboration with

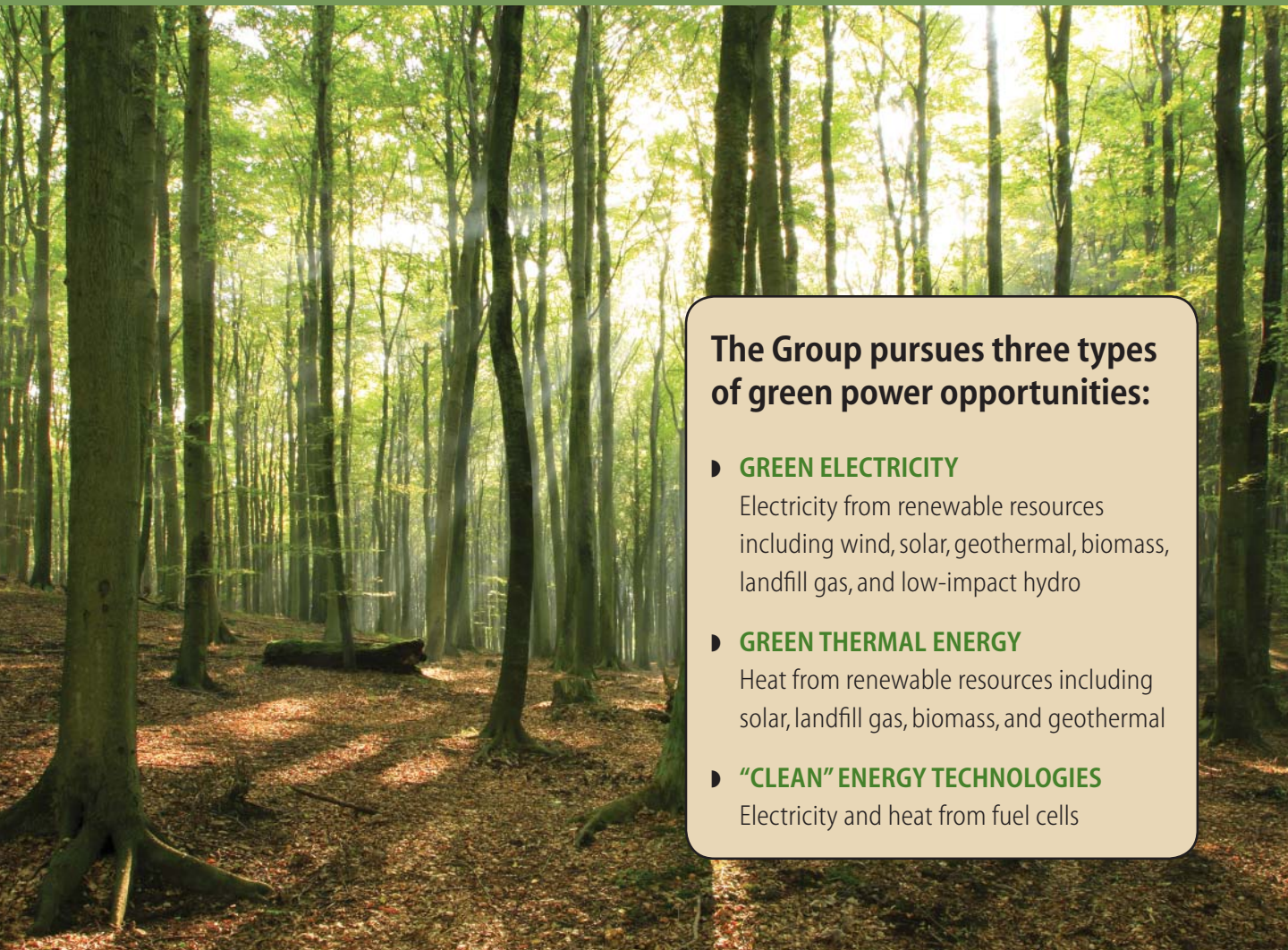
THE CLIMATE GROUP

www.thegreenpowergroup.org

The Green Power Market Development Group – Europe
is a unique partnership dedicated to building commercial
and industrial markets for renewable energy in Europe.

Group members explore opportunities to **install renewable energy generation systems** such as solar, wind, and biomass at their corporate facilities and to **purchase green electricity** from their utilities.

The Group seeks to **demonstrate the business case for renewable energy, evaluate and deploy a variety of renewable energy technologies, and engage the marketplace to take green power to scale.**



The Group pursues three types of green power opportunities:

▶ **GREEN ELECTRICITY**


Electricity from renewable resources including wind, solar, geothermal, biomass, landfill gas, and low-impact hydro

▶ **GREEN THERMAL ENERGY**

Heat from renewable resources including solar, landfill gas, biomass, and geothermal

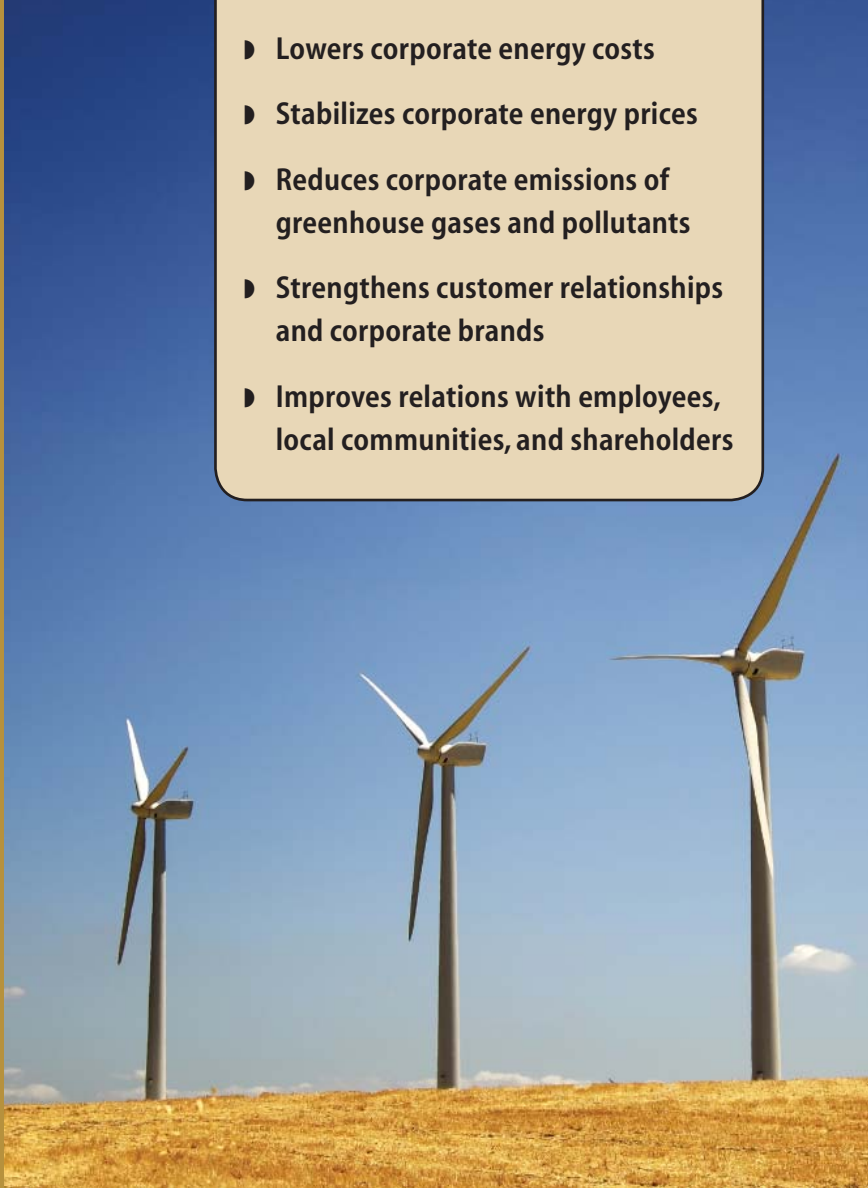
▶ **“CLEAN” ENERGY TECHNOLOGIES**

Electricity and heat from fuel cells



WRI and Group members are working closely together to:

- ▶ **Develop internal business cases** for switching to renewable energy
- ▶ **Conduct market research** on green power technologies, products, economics, and providers
- ▶ **Engage developers** of on-site and grid-connected renewable energy projects
- ▶ **Implement renewable energy projects** and purchases at corporate facilities
- ▶ **Share on-the-ground corporate green power procurement experiences, strategies, challenges, and lessons learned**
- ▶ **Inform decision makers** about policy actions that reduce barriers to corporate markets for renewable energy



Corporate benefits of using renewable energy

- ▶ **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**

BENEFITS OF PARTNERSHIP

- ▶ Accelerated learning process
- ▶ Timely market information
- ▶ Technical assistance
- ▶ Network of corporate managers experienced with green power
- ▶ Best practices and innovative project strategies

FOR MORE INFORMATION PLEASE CONTACT:

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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 in ways that protect Earth's environment for current and future generations.



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The Climate Group is an independent, non-profit organization dedicated to accelerating the international uptake of corporate and government best practice in greenhouse gas emissions reduction. The Climate Group promotes the development and sharing of expertise on how business and government can lead the way towards a low carbon economy whilst boosting profitability and competitiveness.

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