



Voluntary Action for Business and Community

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**Sustainability
victoria**

About GreenPower

- **National Government Accredited Program**
- **Started in 1997**
- **Additional to MRET & other Legislated requirements**
- **Only new Renewable Energy Generation**
- **Strict Environmental Criteria**

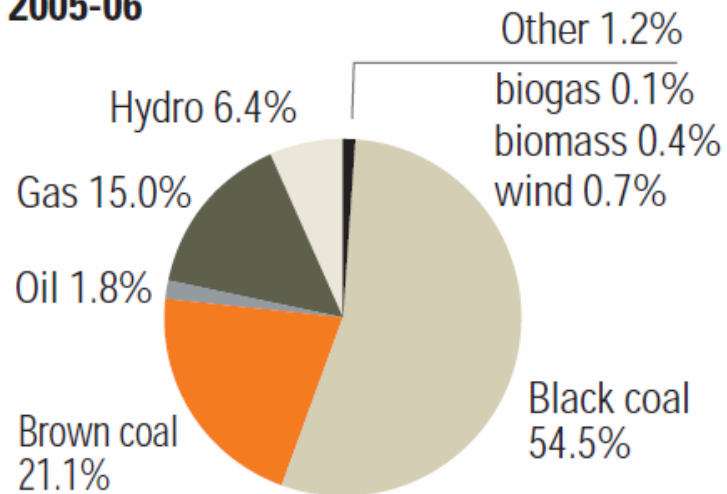
Aims of GreenPower

- Drive renewable energy investment
- Provide consumers with a choice
- Increase awareness of RE and CO₂
- Decrease CO₂ from electricity generation

Why Accreditation is Important

Shares in Australian electricity generation by fuel a

2005-06



Source: Abare (2008)

Annual Audit
Drives new investment
Avoid “Greenwash”

Accreditation

How it Works

GreenPower in Numbers

Community

Business

Future

Conclusion

GreenPower – Accreditation

- Registration through NSW
- Annual Fee > 1 MW
- Registration fee > 1MW
- Additional uptake of RECs

How does GreenPower Work



% non-renewable



% renewable



How it Works

GreenPower in Numbers

Community

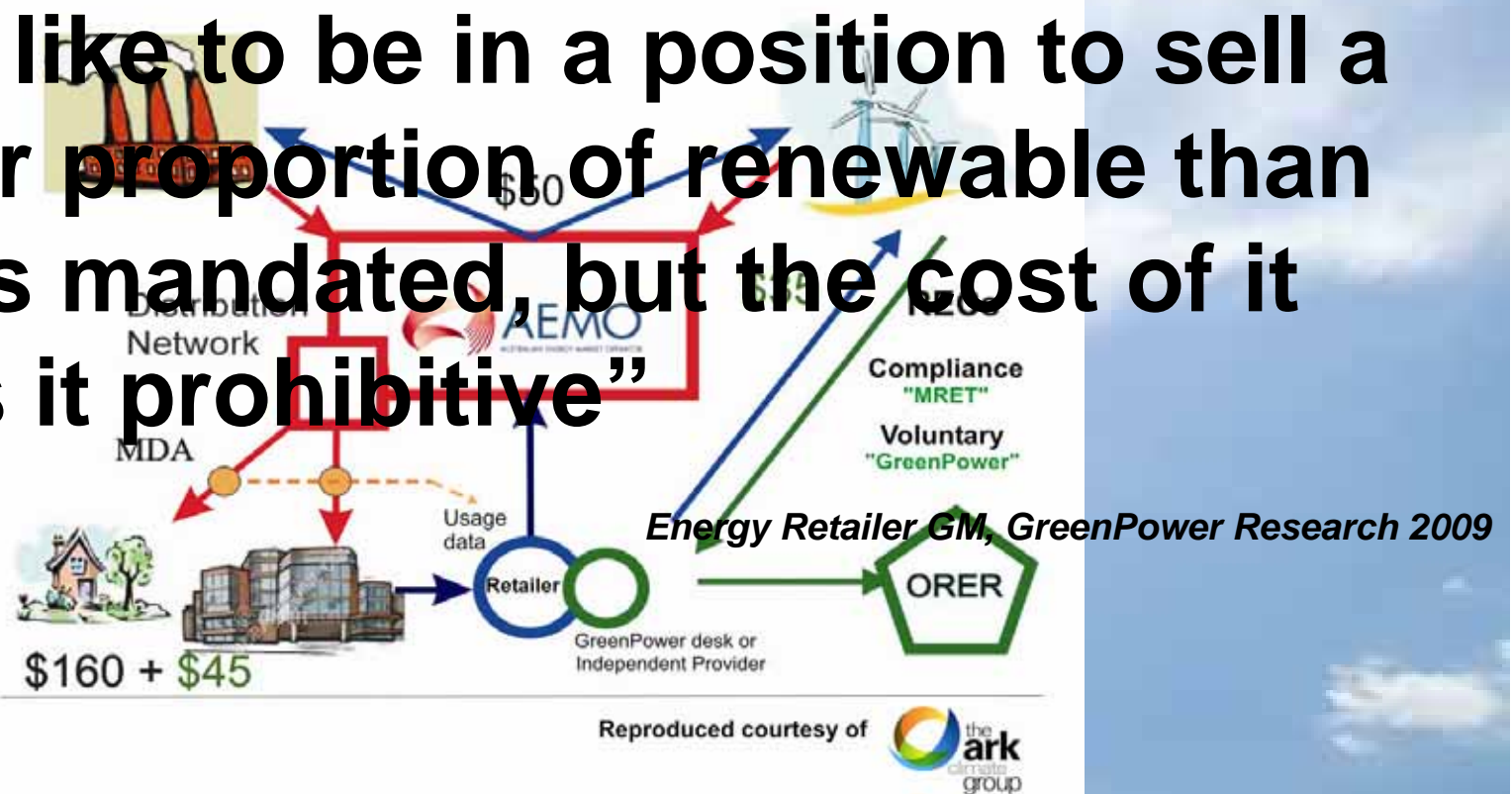
Business

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Money money money.....

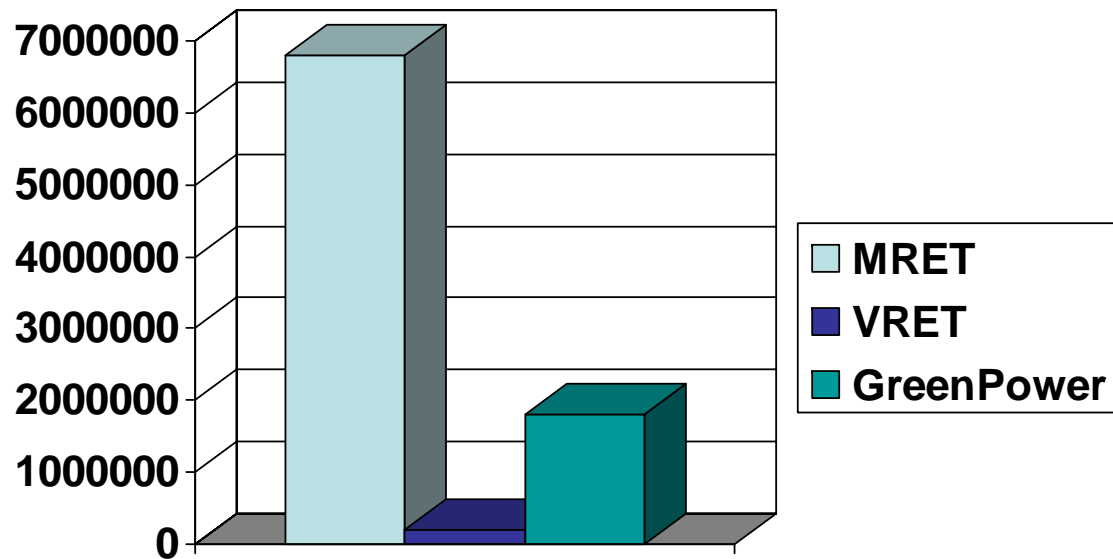
“We’d like to be in a position to sell a greater proportion of renewable than what is mandated, but the cost of it makes it prohibitive”



GreenPower in Numbers



GreenPower compared to MRET



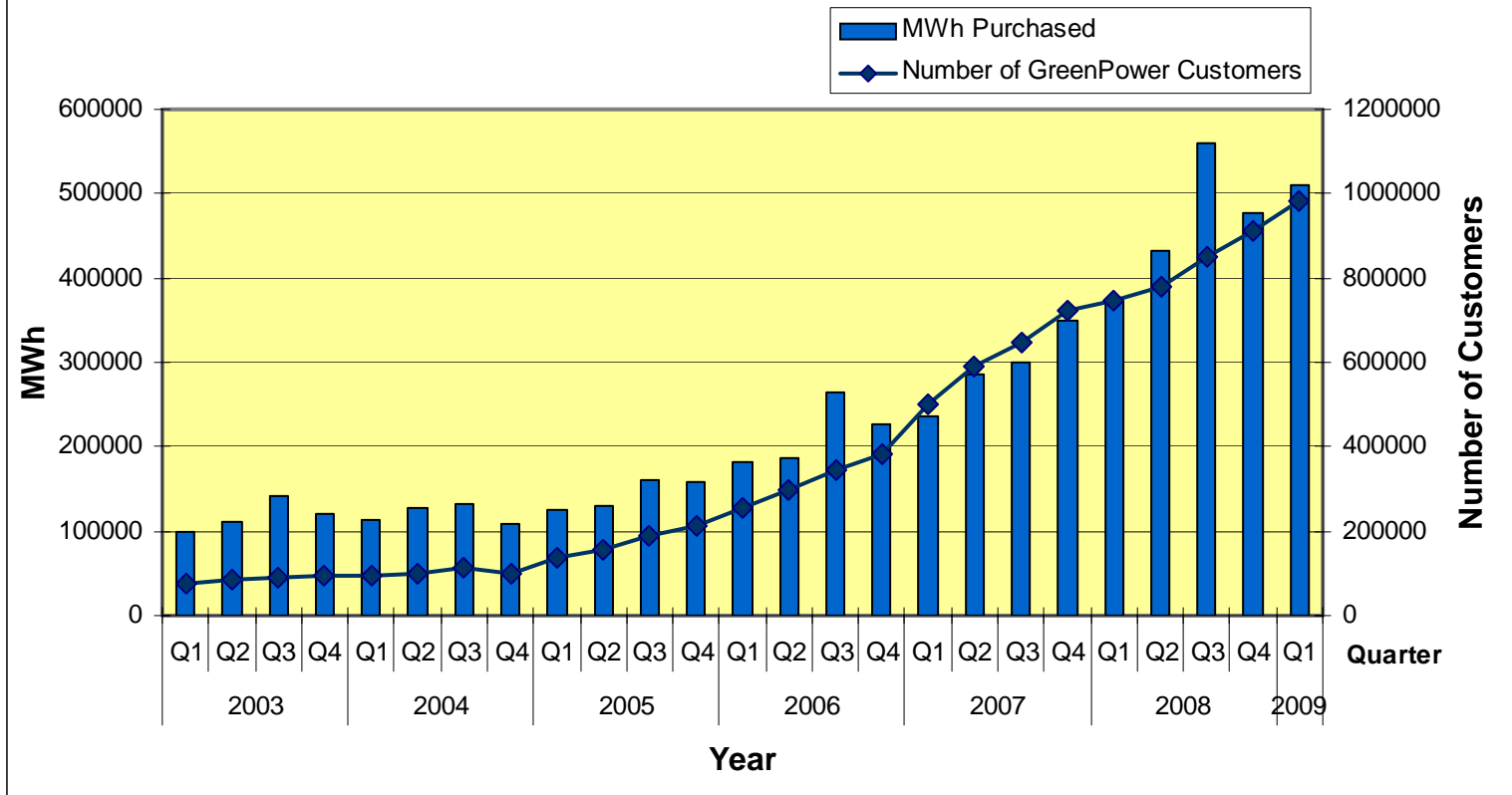
RECs Surrender 2008

Source Data: Green Energy Markets (2009)

GreenPower Uptake

Average residential: 17%

National GreenPower Sales 2004 - 2008



GreenPower and Communities



Initiatives in Local Government



Community

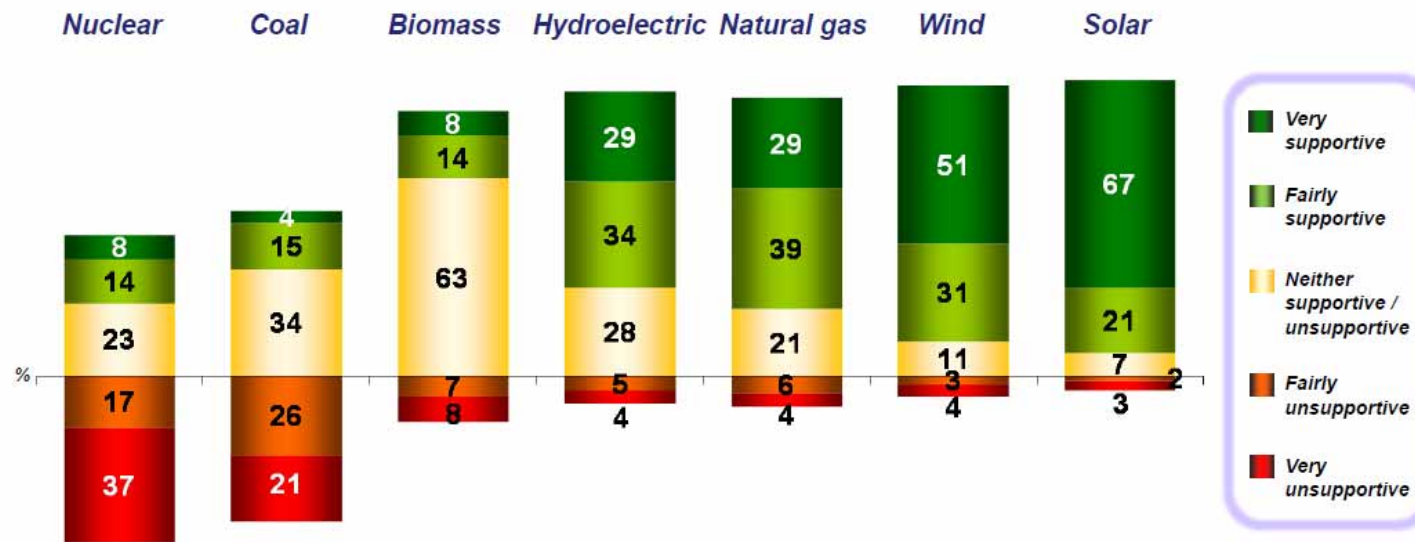
Business

Future



Support in Community

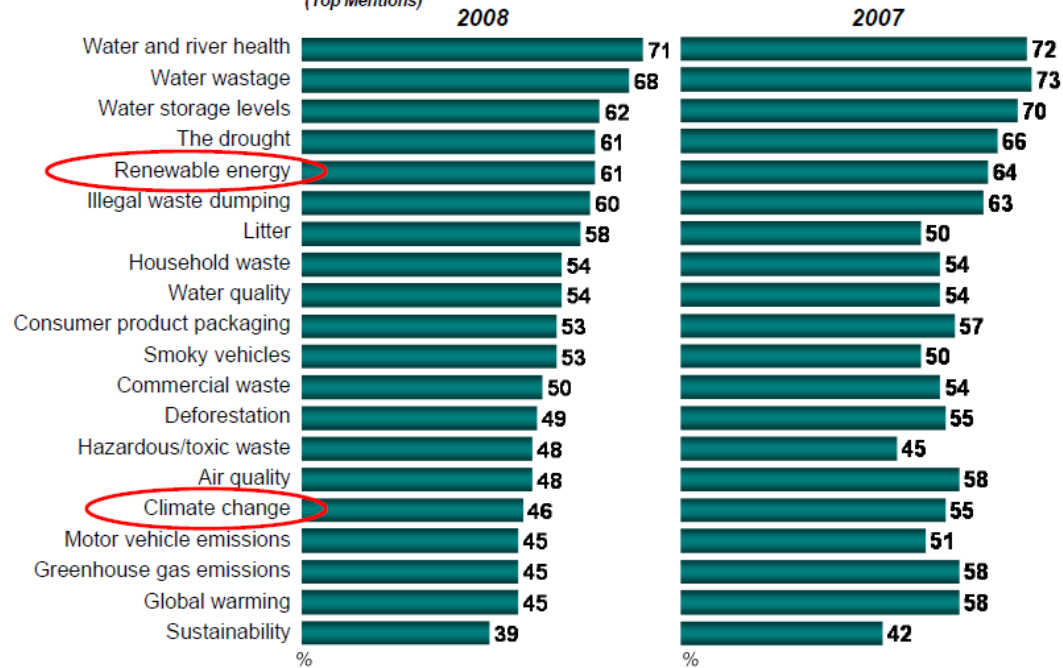
Q: Thinking now about electricity sources. Please indicate whether you would be supportive or unsupportive of each of the following sources of electricity supplying your home, in principle, if you had the choice?



Community Support

What Issues Would Australians Act on if They Were in Charge?

(Top Mentions)



This question allowed for respondents to select every issue on the list, if they wished. The fact that renewable energy is seen as a higher priority to act on than climate change provides further support for what we find in qualitative research, in that the community is much more concerned about *running out of resources* currently used to produce electricity than they are about the *impacts* of using such resources, such as greenhouse emissions. We also know from qualitative research that this is largely because people are *unaware* of such impacts. Also of note is that many people think climate change is beyond Australia's ability to control.



Business and GreenPower

Competitive Advantage

- Green Marketing:
 - 96% bought a product because it had a lower impact on the environment
 - 95% of consumers willing to pay premium
 - Environmental issues second only to performance of product

Source: GoGreen Creative, 2009

Business

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Willingness to pay extra

	Total	Male	Female	18 - 24	25-39	40-54	55+
No More	34%	36%	32%	24%	30%	36%	38%
Between \$2- \$6 per week more	42%	41%	42%	37%	41%	41%	44%
Between \$6- \$10 per week more	18%	17%	19%	29%	19%	19%	13%
Between \$10- \$20 per week more	5%	5%	5%	11%	7%	4%	2%
Over \$20 per week more	2%	1%	2%	0%	3%	0%	3%

* Figures may not add up to 100 due to rounding

Energy Retailers Association of Australia (200?)

Business – Corporate Citizen

“What is the benefit to continued selling of GP?”

“To be responsible corporate citizen

because it is the responsible thing to do”

Quote from large Australian Energy Retailer GM, GreenPower Research 2009

GreenPower and Government

Table VIII Jurisdictional Policies on GreenPower

Jurisdiction	Policy
ACT	30% government purchase, increasing by 10% annually to 100% First offer policy for all residential customers
NSW	6% purchase for Schedule 1 agencies 10% offer to all new and moving customers
NT	None
QLD	To be confirmed
SA	2008 – 20% purchase for all state government operations 2010 – 30% purchase for all state government operations 2014 – 40% purchase for all state government operations 2020 – 100% purchase for all state government operations
TAS	None
VIC	25% government purchase by 2010
WA	2008/09 – 10% government purchase 2009/10 – 20% government purchase

Provided by the NGreenPowerSG

Our Future

- CPRS and GreenPower
- RET
- Competitiveness with overseas off-sets

Future

Conclusion

Conclusion

“Renewables and energy efficiently is the answer to cope with the base load need of Australia”.

- **Support in Community**
- **Support in Business**
- **Support in Government**
- **Waiting for certainty in policy**



Major Energy Retailer, GreenPower Research 2009

Thank You



References

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Department of Resources, Energy and Tourism

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2009, EIANZ Annual

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Trends Report, August 2009.

Shuey (2009), REC Market diagram, Ark Climate