

Green-E Certification and Green Power Tomorrow – 2012



The Center for Resource Solutions administers a voluntary national certification program for renewable energy products called Green-E. MGE’s green power competes with renewable energy certificate (REC) products which may carry this certification.

MGE is not seeking Green-E certification for Green Power Tomorrow at this time. Green-E exists to provide independent assurance of product quality in the absence of any other product regulation. As a regulated utility in Wisconsin, MGE’s rates/tariffs are regulated by the Public Service Commission of Wisconsin (PSCW). The PSCW reviewed and approved our green power tariff, including its cost justification and resource mix. Our product does not include any RECs, which are otherwise unregulated.

Green-E has two components:

- Independent certification of utility green pricing programs, green power in competitive markets and REC products. Product claims are verified through external audits of providers.
- Businesses purchasing renewable energy products can display Green-E branding marks if they purchase sufficient quantities and pay a fee. Businesses may not use the brand mark unless the green power/REC provider has obtained Green-E certification (MGE does not plan to obtain this certification). The minimum purchase requirement to use the brand mark is outlined below (and is the same as MGE’s and EPA’s Leadership Club requirement).

Organization’s Baseload	Green-E Requirement
If annual electricity use in kWh is	Minimum green power purchase is
≥ 100,000,001 kWh	20% of energy use
10,000,001 – 100,000,000 kWh	30% of energy use
1,000,001 – 10,000,000 kWh	60% of energy use
≤ 1,000,000 kWh	100% of energy use

For more information, call 252-7007 and ask for an MGE business account manager.