



**For Immediate Release**  
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## **NC GreenPower plan aims to increase supply of “green” electric power and improve the environment**

**Raleigh, N.C.** -- North Carolina will take a major step forward Friday in its quest to develop cleaner electric power sources and improve its air and environmental quality.

Advanced Energy and the state’s electric utilities plan to file on Friday a set of proposals with the North Carolina Utilities Commission seeking approval to give electric customers the option to pay a small monthly premium to ensure that part of their electric power is generated from resources that are renewable and cleaner than traditional ones, such as coal.

The NC GreenPower program would be designed to boost the production of “green power” – electric power generated from renewable sources of electricity, such as wind, solar energy, water and biomass – by creating a market and an incentive for companies to develop and sell it. Current market conditions make it too expensive for companies to profitably develop and sell such alternative sources of electricity.

"With this NC GreenPower plan, we have an opportunity to help meet our state's present and future energy needs in sustainable ways," said Larry Shirley, director of the State Energy Office and a member of the NC GreenPower advisory committee. The State Energy Office supports and promotes energy efficiency programs and renewable energy technologies and has a key role in the development of NC GreenPower.

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Under Advanced Energy's NC GreenPower plan to be filed Friday, electric customers could elect to pay an extra \$4 a month for blocks of electricity produced from renewable resources. The electric utilities, under "tariffs" (applications for green power rates) to be filed Friday, would agree to purchase that amount of electricity from N.C. companies that produce electricity from renewable resources.

The voluntary premiums collected from NC GreenPower consumers would be used to offset the higher costs of developing and producing such power. Advanced Energy would disburse the funds using a formula designed to promote facilities that produce power using new and cleaner technologies, such as solar, wind and various forms of biomass generation. It also would help keep some current producers – mostly hydroelectric energy producers – in business. The state currently has minimal sources of solar and wind power, two of the most desirable for long-term use. The NC GreenPower program would focus, in particular, on promoting the development and use of these renewable resources.

The Utilities Commission will receive public comments on the plan and tariffs before deciding whether to approve them. The NC GreenPower program could launch within six months of approval.

If NC GreenPower is approved, North Carolina will become the first state in the nation to offer a statewide green pricing program, available to all electric consumers with participation from all of the state's electric utilities – Carolina Power & Light, Duke Power, Dominion North Carolina, ElectriCities and North Carolina electric cooperatives.

The proposal culminates more than a year of work by a broad spectrum of stakeholders invited by Advanced Energy to help craft a green power pricing plan. Last year, the Utilities Commission asked Advanced Energy to develop and implement such a program. Advanced Energy formed an advisory committee of environmentalists and other consumer advocates, electric utilities, green power suppliers, state regulatory staff, the State Energy Office, the State Attorney General's office, and energy scientists to develop the proposal. Committee members represented widely divergent views on how the state should proceed with the program. The final proposal represents what most agree would be

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An important first step toward achieving the goal of generating significant renewable energy for the state. Once the program is approved, the committee will help market it and continue advising on its implementation. Advanced Energy will form a separate non-profit entity named NC GreenPower; it will be governed by a Board of Directors and will administer the program.

Visit [www.advancedenergy.org/greenpower](http://www.advancedenergy.org/greenpower) for more information and to view a copy of the Advanced Energy program plan that will be filed with the Utilities Commission.

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### **About Advanced Energy**

Advanced Energy, a nonprofit corporation formed in 1980 by the North Carolina Utilities Commission and North Carolina electric utility suppliers, helps utility, industrial and residential customers improve the return on their energy investment. Advanced Energy provides consulting, testing and training services and develops innovative solutions to promote energy efficiency, business productivity and healthy spaces for work, living and learning.