



Green Power Marketing in the United States: A Status Report, Sixth Edition (Paperback)

By National Renewable Energy Laboratory (NREL)

Bibliogov, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.Voluntary consumer decisions to purchase electricity supplied from renewable energy sources represent a powerful market support mechanism for renewable energy development. Beginning in the early 1990s, a small number of U.S. utilities began offering green power options to their customers. Since then, these products have become more prevalent both from utilities and in states that have introduced competition into their retail electricity markets. Today, nearly 50 of all U.S. consumers have an option to purchase some type of green power product from a retail electricity provider. Currently, more than 350 investor-owned utilities, rural electric cooperatives, and other publicly owned utilities in 33 states offer green power programs. This report provides an overview of green power marketing activity in the United States. It describes green power product offerings, consumer response, and recent industry trends. The three distinct markets for green power are discussed in turn.



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