

2022 Green Power Leadership Award Application

Steps to Apply for a GPLA

1. Assess Applicant Eligibility

An applicant (or organization nominated for an award by a third party) is eligible for a Green Power Leadership Award (GPLA) if it meets the following requirements:

- All applicants must be an EPA Green Power Partner in good standing by the close of the application period (i.e., March 21, 2022).
- Only the applicant's U.S.-based operations and facilities are eligible.
- Only green power generation sources located in the United States are eligible.
 - Please review the [Partnership Requirements](#) for more information.
- Only active green power purchases or green power use are eligible. A green power purchase is considered active when the start of contracted delivery is executed, or commercial operation has commenced. For GPLA eligibility, the green power use is considered active when the purchase or use start date is no later than March 21, 2022.
- Previous GPLA winners are eligible for awards. However, EPA will evaluate applicants on the incremental green power activities they have undertaken since their last award. For example, if a Partner won in 2019 for activities they conducted during the calendar year 2018, then activities from January 1, 2019, onward are eligible.
- Applicants should contact GPLA@epa.gov (or their assigned account manager) if they are unsure of their eligibility or their activities' relevance.

Note: EPA will verify eligibility during the review process, and finalists will need to pass an EPA compliance screening to be selected.

2. Request a Partner Reporting Form

Please contact GPLA@epa.gov to obtain a Partner Reporting Form, which must be completed and submitted with the application. Applicants should submit the completed award application and Partner Reporting Form together. The Partner Reporting Form includes details and instructions on completion and submission.

All green power projects and usage included in the award application must align with the information included in the Partner Reporting Form. EPA strongly encourages Partners to complete the form prior to completing this application.

Note: Applicants who are already an EPA Green Power Partner must request a pre-populated Partner Reporting Form.

3. Complete Award Application

Organizations will have the opportunity to highlight their green power leadership and impact throughout the application. Applicants should fill out areas that pertain to relevant achievements. If an applicant does not have activity in a specific area, then leave that section or question blank.

EPA encourages applicants to include hyperlinks, URLs, images, and other materials that support the information included in the application. Proof of action can be included in the application, or in a PDF attached to the application. Only verifiable work will be considered for the awards.

Third parties may nominate an organization for an award. However, third parties **MUST** copy the organization being nominated on the emailed application. EPA strongly advises that third parties consult with nominees to accurately capture their full contribution to the green power marketplace, which might be more robust than the nominating third party's experience with or sales to the nominee. *Note: only Partners can request that EPA share their Partner Reporting Form.*

If EPA selects the applicant as an award winner, the Agency may use content from this form to write the applicant's award winner profile. Please make sure all the information provided is as accurate as possible.

4. Submit Materials to GPLA@epa.gov

Required

- i. A completed GPLA application
- ii. A completed Partner Reporting Form

Optional

- i. Supplemental materials

After the applicant submits its GPLA application and Partner Reporting Form, EPA will confirm receipt and follow up with questions.

5. Questions?

Email GPLA@epa.gov or contact Rebecca Taylor at 202-564-5211 or taylor.rebecca@epa.gov.

Deadline

Monday, March 21, 2022 (11:59 p.m. Eastern Time)

Applications will be accepted beginning February 21, 2022.

Contact Details

Applicant Contact Information

Note: Please fill out the contact information below for the applicant

Organization

Contact Name

Title

Address (Street 1)

Address (Street 2)

City

State

Zip

Phone

Email

Submitter Contact Information

Note: Please fill out the contact information below if a third party is submitting an application for another organization

If same as contact information above, check here and skip:

Third-Party Organization

Contact Name

Title

Address (Street 1)

Address (Street 2)

City

State

Zip

Phone

Email

Applicant's Communications/Public Relations Contact

If same as applicant contact information, check here and skip:

Contact Name

Title

Phone

Email

- ***From this point forward, no questions are “required”. Applicants should only provide information in a question area if it is relevant to their green power activities. EPA will not consider applications incomplete if there are blank spaces.***
- ***Only activities already undertaken will be recognized. Please provide a URL or proof of action (e.g., images; screenshots of social media). EPA cannot give awards based on future plans; include only completed or ongoing activities in the application.***
- ***Each section has a text box for applicants to expand upon the information already provided. Please write about the applicant's activity, why the activity is indicative of leadership, and provide proof.***

Intention and Ambition

Intention and ambition to establish and achieve a renewable energy or emissions reduction target using green power are indicators of leadership and success. Applicants that set targets and publicly acknowledge them are more likely to achieve them. Please describe the scope, scale, and timing elements of the applicant's target and how the applicant's current green power use factors into meeting the target.

Please provide the precise language: scope, scale, and timing of the applicant's target(s),¹ which the applicant's green power use is working to achieve:

Click or tap here to enter text.

¹ Preference is for a renewable energy or electricity target, but GHG emissions targets can also be included in their absence.

Please provide a link to a webpage or document where the applicant's target(s) is publicly available:

Click or tap here to enter text.

Voluntary green power procurement goes above and beyond what the consumer would have otherwise received via their standard delivered grid mix. EPA views incremental green power use as a leading action, key in making a difference, and evidence of having an impact. Does the applicant intend to meet its established target entirely through voluntary procurement and use of green power alone?

Yes

No, through both voluntary and non-voluntary sources (i.e., standard delivered grid mix) of renewable electricity

Does the applicant's target include interim milestones? If so, please describe them in terms of their frequency, scope, and scale. (300-350 words)

Click or tap here to enter text.

Describe the applicant's measures to institutionalize its target across its business (i.e., implementation plan, internal carbon price, supplier qualification criteria, etc.). (300-350 words)

Click or tap here to enter text.

Describe the progress the applicant has made in meeting its current target. Include the date the target was set, and any progress or benchmarks already achieved by the time of this application submittal. (300-350 words)

Click or tap here to enter text.

Is there anything else the EPA should know related to the applicant's intent and ambition in using green power? (300-350 words)

Click or tap here to enter text.

Green Power Use

Green power use is central to an applicant's award-worthiness. Since only EPA Green Power Partners are eligible for an award, EPA will partly evaluate leadership based on the applicant's green power use that goes beyond the EPA's minimum requirements. Significant green power use demonstrates leadership, drives demand, and increases market impact. In this section, please provide information on the applicant's green power use.²

Describe why the applicant is worthy of national recognition for its green power usage. What is unique about the applicant's green power portfolio, strategy, and commitment? (300-350 words)

Click or tap here to enter text.

Describe the impact the applicant's green power procurement and use has had on the market. (300-350 words)

Click or tap here to enter text.

² Previous award winners should only focus on green power use since their last award. EPA is not able to recognize applicants for actions that have already received awards.

◆ REQUIRED OF ALL APPLICANTS ◆

EPA requires that award applicants request and return an updated Partner Reporting Form, which details the applicant's current green power use data. To request a Partner Reporting Form from EPA, please contact either the applicant assigned account manager or email GPLA@epa.gov.

If someone other than the applicant is submitting this award applicant, please be aware that the EPA requires that the Partner/applicant make the requests and return the updated Partner Reporting Form to the EPA by the application period's close.

Communications

Communications related to the applicant's green power use are a critical factor in demonstrating leadership. Communications related to the applicant's green power use help raise awareness, provide social proof, inspire others, and support market principles and best practices. Applicants will be evaluated on how they communicate their green power use and partnership with EPA to stakeholders.

Describe how the applicant features its partnership with EPA's Green Power Partnership on its website or in communications materials. Please provide links below or examples with your supplemental materials. (300-350 words)

Click or tap here to enter text.

Describe how the applicant features and uses the Green Power Partner Mark (shown at right). Partner Mark use should abide by [EPA's guidelines](#). Please provide a link below or examples with your supplemental materials. (300-350 words)



Click or tap here to enter text.

If the applicant is on one of the [EPA's Top Partner Lists](#) or [EPA's Green Power Community List](#), please describe how the applicant has featured its ranking in its communications. Please provide a link below or examples with your supplemental materials. (300-350 words)

Click or tap here to enter text.

Has the applicant requested and used an EPA-provided press release template in the past? Please provide examples with your supplemental materials.

Yes No

Has the applicant used a quote from EPA about its green power use?

Yes No

Please identify the range of strategies the applicant implements to promote its green power use and partnership with EPA. Please provide examples with your supplemental materials.

Website

Newsletters

Podcasts

Whitepapers

Reports

Webinars

Blogging/Guest blogging

Social media (Facebook, LinkedIn, Twitter, Yelp, Instagram, Influencers)

Exterior/interior signage

Sustainability report

Other not noted (enter details below):

Brochures

Overhead messaging

On-hold messaging

Mailers

Press releases

Media interviews

Sponsorships

Speaking events

Conferences

Applicant hosted events

Click or tap here to enter text.

Influence

Influencing others to use green power is a significant area of leadership. EPA will evaluate applicants on concrete actions taken that help increase access to and use of green power within the local community or stakeholder groups. Stakeholder groups could include competitors, suppliers, employees, customers, and load-serving entities; and, communities disproportionately burdened by environmental harms and risks, such as minority, low-income, and tribal communities, among others.

Describe the applicant's actions to help increase access to and use of green power in the communities in which it operates. Examples may include but are not limited to: procurement collaborations in the community; influence around new utility product offerings; or, playing a key role in a shared renewable energy project. (300-350 words)

Click or tap here to enter text.

Do the applicant's investments in green power have any direct impact on communities disproportionately burdened by environmental harms and risks, such as minority, low-income, and/or tribal communities, among others? (300-350 words)

Click or tap here to enter text.

Describe the applicant's actions to increase access to and use of green power within its value/supply chain. (300-350 words)

Click or tap here to enter text.

Describe the applicant's actions to increase access to and use of green power among competitors, employees, customers, or by load-serving entities. (300-350 words)

Click or tap here to enter text.

Transparency

Transparency speaks to an applicant's willingness to collaborate, share information, report data, and advance best practices and market principles. Based on the evidence provided, the EPA will assess the applicant's leadership on following market principles and practices; accountability in reporting and involvement in related groups, programs, and initiatives; and actively advancing knowledge to others.

Leadership involves supporting core market principles and best practices that foster credibility, confidence, and market participation by others. Which of the following market principles and best practices does the applicant support publicly? Please select any of the following that apply.

- Recognizing market instruments as the mechanism to substantiate renewable electricity generation and use claims.
- Avoiding claims that lead to double counting and double claiming of energy attributes.
- Purchasing green power from the same market (per GHG Protocol guidance) in which the applicant operationally uses electricity.
- Communicating using credible terms like "incremental" or "new" capacity or generation, but avoid terms like "additionality," which has a precise meaning under greenhouse gas accounting practices.
- Ensuring claims are connected to the source of the renewable energy certificates the applicant owns rather than claims on a project for which the applicant no longer owns the related renewable energy certificates.
- Supporting all green power supply options as credible, such that consumers who lack access are not dissuaded from engaging in the market due to a lack of confidence in specific supply types.

What other fundamental market principles or best practices does the applicant feel are critical to support? What actions does the applicant take to support these principles or best practices? (300-350 words)

Click or tap here to enter text.

Please describe any of the applicant's additional activities related to green power use that focus on collaboration, information sharing, data reporting, or advancing best practices and market principles. (300-350 words)

Click or tap here to enter text.

Innovation

Innovation, sustainability, and grid improvements demonstrate leadership related to a range of actions that support the realization of a renewable electricity future. EPA will evaluate applicants on their actions around the deployment of storage, electrification of operations, support of resilient grid infrastructure, and support of market principles and best practices.

Describe innovative strategies the applicant has used to procure green power or deploy storage assets. Examples include creative financing, the locational value of projects, or other strategic approaches to the market to advance a renewable electricity future. (300-350 words)

Click or tap here to enter text.

Describe the applicant's goals, strategy, and actions around electrification. How does the applicant measure its success in electrifying end-use applications? Examples of electrification include electric water heating, space heating, and electric vehicle charging. (300-350 words)

Click or tap here to enter text.

Describe the applicant's engagement and deployment of storage assets, microgrids, or other activities that improve grid resiliency. (300-350 words)

Click or tap here to enter text.

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EPA Form 5900-583

End of Application. Please submit to GPLA@epa.gov.