



GreenPower for Business

Your guide to buying
government-accredited
renewable energy





Acknowledgement of Country

GreenPower acknowledges the Traditional Owners and Custodians of Country throughout Australia and pays our respects to them, and their Elders, past, present and emerging.

We recognise their enduring connection to the land, waters, and culture, and honour their vital role as the first and most knowledgeable custodians of the land.

We acknowledge that for thousands of years, First Nations people have cared for and maintained Country, with their deep knowledge and cultural practices being integral to the land itself. This rich, ongoing relationship with Country continues to inspire and guide us in our work.

Just as First Nation people have lived in harmony with the land and waters, we are dedicated to nurturing and respecting Country in all that we do. We are committed to learning from, honouring, and incorporating their practices, which have sustained the environment across generations.

Together with First Nations people our goal is to safeguard, restore and sustain the land, ensuring its health and resilience for the wellbeing of future generations.

About this guide

The GreenPower for Business Guide was developed by the National GreenPower Accreditation Program as administered by NSW Government.

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Glenrowan West Solar Farm,
Glenrowan West, Victoria.



Introduction

Interested in renewable electricity or renewable gas for your business? You've come to the right place.

More and more Australian businesses are recognising the benefits of renewable energy and making the switch. Given the growing number of product options available, it's not always a straightforward decision.

That's why we've created this guide to explain how GreenPower works and make it easier to choose a trusted option that's best for your business.



Our mission

Help energy users access government-accredited, Australian-made renewable electricity and renewable fuels to reduce emissions.



GreenPower at a glance

We've been around since 1997, so you probably know the name. But did you know...



We're a government-managed accreditation program for renewable electricity and renewable fuel in Australia.



We have facilitated over \$1 billion additional revenue for the renewable energy industry.



By choosing GreenPower, your business supports Australia's transition to a fully renewable energy grid and a more sustainable future.



We introduced Australia's first renewable gas certification in 2023 to help businesses who find it challenging to electrify their operations.



Since 2005, GreenPower has facilitated greenhouse gas emission reductions by almost 20 million tonnes and as of December 2023 over 40,000 businesses purchased GreenPower.



Our products are easy to buy and available to businesses of all sizes – from small retail shops to heavy industry and major airports.



We have over 500 accredited renewable electricity generators across Australia, including: solar, wind, mini-hydro, and bioenergy.



By purchasing GreenPower, your business can be assured that its energy use is matched with accredited renewable energy generated right here in Australia.

What is renewable energy?

Renewable energy comes from natural sources that can be replenished faster than they are consumed, such as solar, wind, or biomass. While many people use the terms 'electricity' and 'energy' interchangeably, energy has a broader definition and includes other energy carriers – such as renewable fuels and renewable gases.

Renewable electricity is produced from sources like solar, wind, mini-hydro, and bioenergy. The production of renewable electricity is generally considered to have zero emissions, which is far lower than fossil sources like coal and gas.

Renewable gas is made from renewable energy sources such as agricultural and food waste, wastewater, landfill gas, and renewable electricity – and it can have significantly lower emissions compared to gas derived from fossil fuels.

Reasons to purchase GreenPower

Customers, employees and investors are increasingly expecting businesses to support Australia's transition to renewable energy. Choosing to invest in government-accredited renewable electricity or renewable gas is an easy first step.

THE BENEFITS FOR BUSINESS



Reach your renewable energy and emission reduction goals

Whether your business has an established environmental, social and governance (ESG) strategy or is just starting to understand its impact, investing in renewable energy is a good first step to take. If on-site renewable energy (like rooftop solar panels) can't provide all your energy, purchasing GreenPower Renewable Electricity can help to lower your business's emissions. This means more time and resources to invest in other sustainability initiatives that make a difference.



Demonstrate your business values

Taking a proactive position on sustainability is a powerful way to demonstrate your values to customers, employees and investors.

A great way to promote your business's commitment to sustainability is by using the GreenPower logo across its sustainability reporting and marketing materials.



Meet Australian and international sustainability standards

Aligning to Australian and international frameworks like The National Greenhouse and Energy Reporting (NGER) scheme, RE100, Climate Active, the National Australian Built Environment Rating System (NABERS) and Green Star are becoming more important to businesses when setting climate-related goals and measuring progress.

GreenPower is also recognised in the Scope 2 emissions guidance issued by the Greenhouse Gas Protocol (GHG), the world's most widely used GHG accounting standards. Find out more [here](#).

Purchasing GreenPower Renewable Electricity is one of the most effective ways to meet these standards – and buying GreenPower instantly gives your business the evidence to make these claims.



Take a stance against greenwashing

When your business buys GreenPower, our annual audits ensure that you can confidently say, the energy used by your business is matched with accredited renewable energy, generated in Australia. In this guide, we have included helpful guidelines on what types of claims your business can make to avoid greenwashing.



Get ready for mandatory climate disclosures

It's likely that your business is aware of the growing need for regulatory compliance, improved quality and greater transparency for climate-related financial disclosures. While your business may already be reporting under an ESG framework or other sustainability frameworks, climate-related financial disclosures are rapidly becoming mandatory around the world, including in Australia. This will start to impact some larger businesses in Australia from January 2025 – you can learn more [here](#). Addressing your business's emissions is something you're better off doing sooner rather than later.

Renewable Electricity



Sapphire Wind Farm, New England, New South Wales.



In Australia, households and businesses are transitioning to renewable electricity. In fact, GreenPower matched more than 1.8 million megawatt hours (MWh) of electricity usage with renewable electricity for businesses and households in 2023.

GreenPower makes it simple and easy for businesses to be part of this transition. Many Electricity Providers in Australia offer an accredited GreenPower Renewable Electricity product that lets businesses purchase up to 100% of their electricity from large-scale renewable generators like solar and wind farms.

Switching to GreenPower Renewable Electricity means your business is credibly reducing its Scope 2 emissions from its electricity use while contributing towards Australia's transition to renewable energy.

How can our business purchase renewable electricity?

IS IT RENEWABLE?

IS IT CREDIBLE?

On-site renewable electricity

✓ Yes – however, if the renewable system generates Large-Scale Generation Certificates (LGCs), they must be retired by your business to claim these as Scope 2 emission reductions.

✓ Yes.

GreenPower Renewable Electricity

✓ Yes – because LGCs can only be created by renewable electricity generators.

✓ Yes – GreenPower is recognised by Australian and international sustainability frameworks.

Self-source and retire LGCs

✓ Yes – but your business is responsible for the sourcing and verification.

✓ Yes – but your business is responsible for the sourcing and verification.

Carbon neutral electricity that uses carbon offsets

✗ No – carbon neutral is not the same as renewable electricity.

✗ No – purchasing carbon neutral electricity is not recognised as a Scope 2 emissions reduction under most sustainability frameworks.

How is GreenPower different from carbon offsets?

Carbon offsets, which are common in 'carbon neutral' electricity plans, allow businesses to compensate for their emissions by purchasing certificates to fund projects that reduce or remove emissions elsewhere from the atmosphere. Common types of carbon offset projects include reforestation and soil improvement.

It can be difficult to verify the impact of these initiatives and they aren't necessarily located in Australia. Relying on offsets alone also doesn't change how we produce electricity. Power plants keep running on fossil fuels, continuing to release emissions that later need to be removed by these offsets.

It's considered best practice to only purchase carbon offsets when there are no renewable alternatives available. This is why investing in renewable energy through programs like GreenPower is a better way your business can reduce emissions and support Australia's net zero targets.

↑ ↑ ↑
Carbon neutral energy



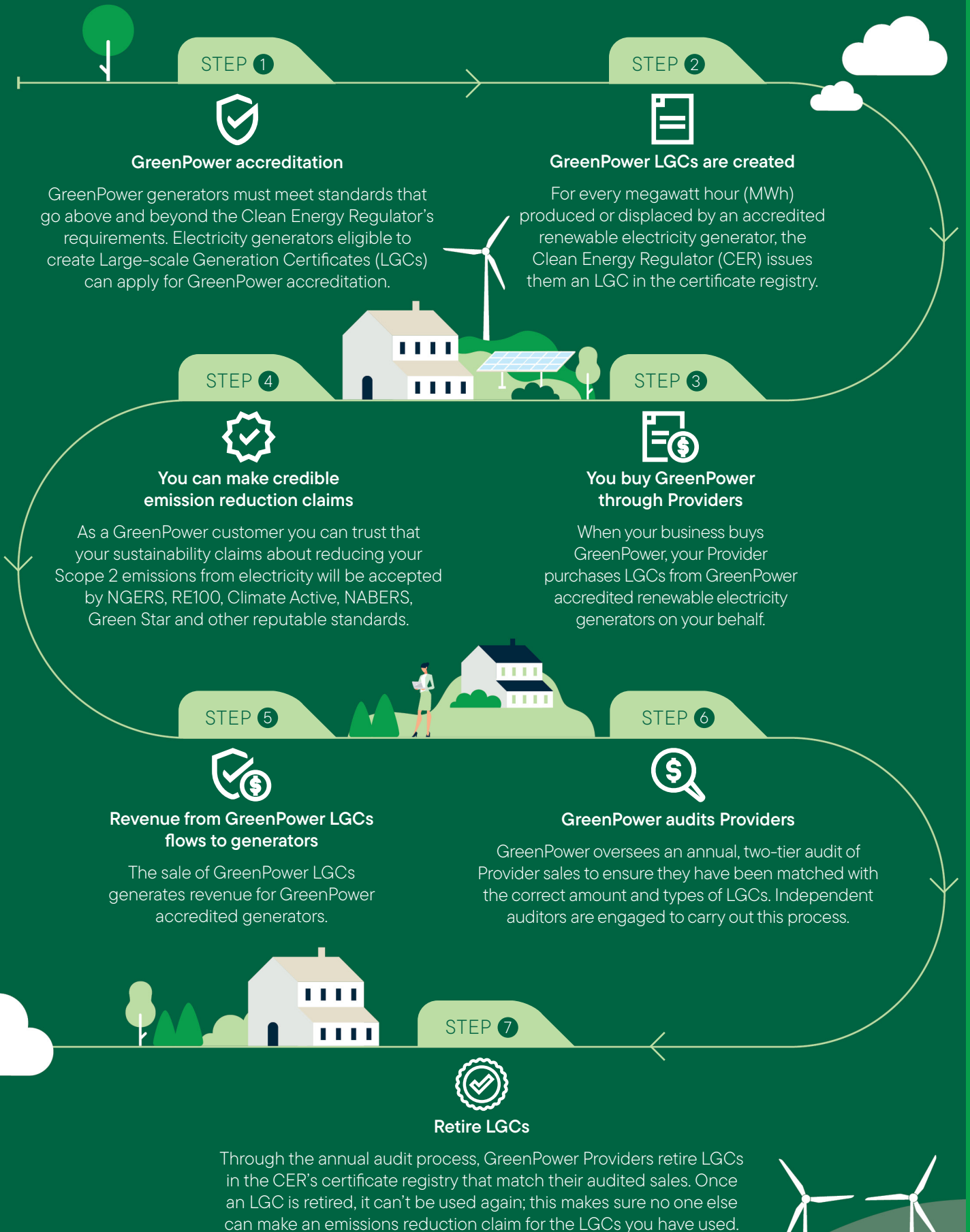
- ✗ Doesn't change how electricity is generated.
- ✗ Doesn't support Australian renewable energy.

 **GreenPower[®] Accredited**



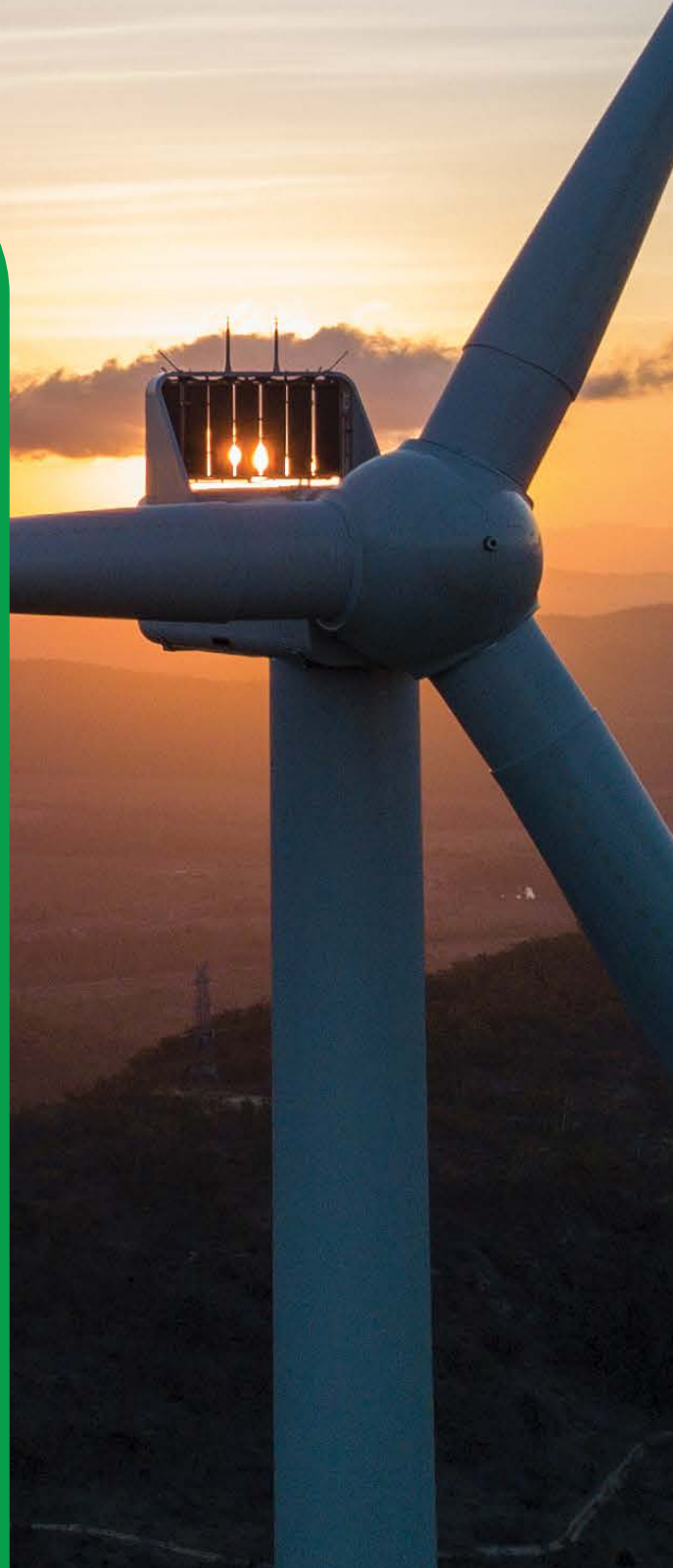
- ✓ Reduces greenhouse gas emissions.
- ✓ Supports Australian renewable energy generation.

How does GreenPower Renewable Electricity work?



Which GreenPower Renewable Electricity product is right for your business?

We're here to make it simple to find the GreenPower product that's right for your business - no matter the size, the nature of your operations or the amount of electricity used each year.



Explore the options below to see which one is best suited to meet your business's needs.

GreenPower



Your business:

- ✓ Is small to medium-sized;
- ✓ Wants to buy GreenPower as part of an electricity contract;
- ✓ Prefers flexibility in choosing the proportion of electricity that comes from GreenPower;
- ✓ Prefers an easy, one-time only sign up.

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GreenPower Decoupled

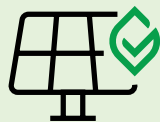


Your business:

- ✓ Is small to medium-sized;
- ✓ Prefers flexibility in choosing the proportion of electricity that comes from GreenPower or;
- ✓ Is locked into contracts with current Electricity Providers but would like to switch to GreenPower or;
- ✓ Wants to consolidate its electricity contracts for multiple offices and/or project sites or;
- ✓ Is part of an embedded network (for example, a shopping centre or apartment block) or;
- ✓ Faces limited options when it comes to Electricity Providers or;
- ✓ Wants to match its previous years electricity use with renewable electricity.

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GreenPower Connect



Your business:

- ✓ Wants to match over 6,000 MWh of electricity consumption with renewable electricity each year;
- ✓ Wants to lead the way and help launch a specific large-scale renewable project, like a solar or wind farm, to get built and feed renewable electricity into the grid;
- ✓ Wants to be certain their renewable electricity claims are independently accredited and assured;
- ✓ Is seeking a cost-effective way for their moderate to large electricity purchases to get GreenPower accreditation.

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GreenPower Corporate Direct



Your business:

- ✓ Wants to match over 6,000 MWh of electricity consumption with renewable electricity each year;
- ✓ Is seeking a cost-effective way for their large electricity purchases to get GreenPower accreditation.

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WHICH GREENPOWER RENEWABLE ELECTRICITY PRODUCT IS RIGHT FOR YOUR BUSINESS?

GreenPower



GreenPower that's bundled into your business's electricity contract.

THE BENEFITS



Simplicity and ease

Buying GreenPower is one of the easiest steps your business can take to improve its sustainability performance.



Choice and control

Your business can select the percentage of GreenPower Renewable Electricity, and the Provider to go with.



Guaranteed credibility

GreenPower Providers undergo annual audits, so your business can be confident that it's purchasing accredited renewable electricity from generators in Australia. Your business can also apply to use the GreenPower logo in its sustainability reporting and marketing materials if it's purchasing between 10 and 100% GreenPower Renewable Electricity.



Attract customers, employees and investors

As more people want to support environmentally responsible and ethical business practices, switching to renewable electricity demonstrates your business's commitment towards sustainability.

HOW IT WORKS

1. Ask your current Electricity Provider if they offer GreenPower Renewable Electricity. If not, you may be able to switch to another Provider offering accredited GreenPower products. If you are locked into your current contract another option is to purchase GreenPower Decoupled for any additional needs you may have. Most GreenPower Providers offer accredited GreenPower products. Find out which Providers offer GreenPower [here](#). Tip: make sure you receive GreenPower rather than Carbon Neutral electricity if this is what you have requested.
2. Choose the percentage of GreenPower Renewable Electricity your business wants to buy.
3. Your chosen GreenPower Provider issues the invoice, and your business pays its bills as usual. We'll ensure that the Provider matches the proportion of electricity used with the nominated amount your business wants to match with GreenPower through our annual auditing process.

CASE STUDY

White Whale Coffee Roasters



White Whale baristas.

BACKGROUND

Established in 2010, White Whale Coffee Roasters is a small business located in Cairns, Queensland. Sustainability is a big focus for White Whale, and since 2019, they've been working to reduce energy and waste intensity under the guidance of an ecoBiz Sustainability Coach.¹

WHY GREENPOWER?

White Whale heard about GreenPower through ecoBiz. They had already invested in on-site rooftop solar at their 200m² roasting facility and coffee bar. However, this wasn't generating enough power for their entire operation.

White Whale describes switching to GreenPower as a 'no brainer'. In Far North Queensland, the only Electricity Provider is Ergon, so they visited the Ergon website and simply made the switch. To get an idea of the cost difference, **White Whale initially chose to get 50% GreenPower – but when the bills started coming in, they realised that moving to 100% was 'very doable'.**

'I believe every dollar you spend is a vote for the future you want,' says Ali Slotemaker, owner of White Whale. 'Buying GreenPower is a bit like buying organic fruit and veg – you do it because you want to support the producers who are making it happen.'

THE BENEFITS

'Switching to GreenPower was the easiest sustainability initiative we'd undertaken,' says Ali. 'It's great to be able to tell people our electricity use is matched with 100% renewable electricity. These days, a lot of customers want to know their dollar is doing more than buying goods and services; they want to help make a difference.'

'This also means we can now focus on other aspects of our sustainability journey. It's an ever-evolving thing – once you start making a difference in one area, you begin to see many others where there's scope to do more.'

1. ecoBiz is a program funded by the Queensland Government to help businesses audit their resource use and reduce their costs.

GreenPower Decoupled



GreenPower Decoupled is bought separately from the business's electricity plan. It gives you the flexibility to choose your Provider and how much electricity you would like to match with renewable electricity.

THE BENEFITS



Flexibility

With GreenPower Decoupled, you can choose and change Providers and decide how much electricity you would like to match with renewable electricity. This amount can be adjusted as your business's electricity usage changes. You can also make GreenPower Decoupled purchases retrospectively to match last year's usage across all your sites.



Simplicity and ease

Buying GreenPower is one of the easiest steps your business can take to improve its sustainability performance. If your business has offices and/or project sites in multiple locations or your business is locked into existing electricity contracts expiring at different times, purchasing GreenPower Decoupled is much simpler than switching contracts individually.



No need to wait

Even if your business is locked into existing electricity contracts, purchasing GreenPower Decoupled allows your business to instantly match your electricity use with renewable electricity.



Guaranteed credibility

GreenPower Providers undergo annual audits, so your business can be confident that it's purchasing accredited renewable electricity from generators in Australia. Your business can also apply to use the GreenPower logo in its sustainability reporting and marketing materials if it's purchasing between 10 and 100% GreenPower Renewable Electricity.



Attract customers, employees and investors

As more people want to support environmentally responsible and ethical business practices, switching to renewable electricity demonstrates your business's commitment towards sustainability.

HOW IT WORKS

1. Decide how much electricity usage your business would like to match with GreenPower. This could be for one business location or across several sites.
2. Get quotes from our GreenPower Providers. Find out which Providers offer GreenPower Decoupled in your business's state or territory [here](#).
3. Your business pays the GreenPower invoice separately to the usual electricity bills. We'll ensure that the Provider matches the proportion of electricity used with the nominated amount your business wants to match with GreenPower through our annual auditing process.

CASE STUDY

Laing O'Rourke



Princes Highway East Kilmany Solar, Victoria.

BACKGROUND

As a construction company, Laing O'Rourke's facilities vary greatly across projects, ranging from small site offices to corporate spaces. Their electricity usage fluctuates according to the projects underway. One of the key targets of the company's global sustainability strategy is to achieve net zero for Scope 1, 2 and 3 emissions by 2050. To achieve this, the business is investing in several initiatives.

Transitioning to renewable electricity was a unique challenge. On-site renewables weren't always viable (although several of their sites are powered by solar energy) and with their varied operations, they found it hard to accurately measure their electricity use. They addressed this by rolling out a technology across their construction sites called Wattwatcher, which provides real-time reporting of their electricity use. Additionally, electricity usage in corporate offices and warehouses was collated through electricity bills.

WHY GREENPOWER DECOUPLED?

It made sense for Laing O'Rourke to purchase GreenPower Decoupled as it was the simplest way to choose amounts that matched with their fluctuating electricity use. For each reporting period, they collect and report the usage data across all their sites, and they then purchase the equivalent amount of GreenPower through their Provider.

THE BENEFITS

Laing O'Rourke can now confidently say that the electricity used in all their site and corporate offices is matched with 100% renewable electricity.

'GreenPower has allowed us to address the abatement of our Scope 2 footprint, whilst considering our unique portfolio and fluctuating electricity usage,' says Sam Donaldson, Laing O'Rourke's Australia's Sustainability Lead.

'We are now into our third annual cycle of purchasing GreenPower for our business. This is a simple, credible and rigorously audited solution that not only decarbonises our energy usage, but also helps drive renewable energy in Australia.'

GreenPower Connect



GreenPower that gives moderate to large electricity users the opportunity to help launch new renewable projects.

THE BENEFITS

Investment in the future

Through GreenPower Connect, your business can demonstrate to investors, employees and customers that it's contributing to the growth of the renewable energy sector in Australia.

Tangibility and traceability

GreenPower Connect enables your business to match its electricity use with renewable electricity from one or more GreenPower-accredited generators. This enables you to promote the type of renewable energy (e.g., wind, solar) and the specific generator you select.

Flexibility

Your business chooses the renewable electricity generator and the amount of LGCs to purchase. This can be done via a power purchase agreement ([PPA](#)), which offers long-term certainty around costs.

Guaranteed credibility

GreenPower Providers undergo annual audits, so your business can be confident that it's purchasing accredited renewable electricity from generators in Australia. Your business can also apply to use the GreenPower logo in its sustainability reporting and marketing materials if it's purchasing between 10 and 100% GreenPower Renewable Electricity.

Transparency

Your company's renewable electricity purchases are made publicly available and are fully traceable through our GreenPower website.

Hassle-free administration

While your business is responsible for buying and retiring LGCs, GreenPower makes the reporting and recognition of renewable electricity purchases very easy.

Simple fee structure

A fixed GreenPower administration fee of AU\$5,000 p.a. per project plus the costs of the LGCs sourced by your business from renewable generator/s.

Cost-effective

Our fee structure is cost-effective as you pay a fixed price rather than a fee per kWh used.

HOW IT WORKS

1. Your business enters into a PPA with a GreenPower accredited generator before it is built. Your business can do this independently, through a buyers' group (to increase buying power) or through a GreenPower Provider.
2. Set up a dedicated GreenPower account with the CER managed Renewable Energy Certificate (REC) registry. This will enable your business to voluntarily retire LGCs through GreenPower.
3. GreenPower includes the retired LGCs in our annual auditing process and publishes them in the annual audit reports that are available on the GreenPower website.

CASE STUDY

City of Sydney & Flow Power



Group of Flow Power employees.

BACKGROUND

As part of their climate emergency response, City of Sydney set ambitious targets to address their carbon footprint, with the immediate focus being the 80% reduction of their operational emissions by 2025 (from their 2006 baseline).

City of Sydney is responsible for a variety of assets that require electricity – from Sydney Town Hall to streetlights throughout the Council area. Buying renewable electricity for these assets with was identified as one of the most impactful ways to reduce their Scope 2 emissions.

It was important to ensure that the renewable electricity sources were credible and traceable. Entering a PPA offered this transparency, and they went ahead to search for a Provider who would be a good match.

They decided on Flow Power: a Provider with an expanding portfolio of solar, wind and storage projects across Australia.

WHY GREENPOWER CONNECT?

The GreenPower Connect product was in development around the time City of Sydney were negotiating a PPA with Flow Power. One of the goals for the GreenPower Connect product is to bring independent certification to proposed renewable electricity projects, enabling customers to invest in them through PPAs with greater confidence.

City of Sydney identified Flow Power's proposed Shoalhaven Community Solar Farm as a strategic investment opportunity through their PPA, facilitating its construction. GreenPower collaborated closely with Flow Power to complete the certification process, which was finalised in November 2021. Shoalhaven Community Solar Farm became the first ever GreenPower Connect accredited project, and now generates around 5,900 MWh each year.

THE BENEFITS


GreenPower Connect played an important role in helping City of Sydney progress towards their 2025 target and to confidently promote they're buying 100% renewable electricity. City of Sydney has proudly pioneered this approach working with Flow Power and GreenPower to invest in our community and infrastructure.

GreenPower Corporate Direct



GreenPower that accredits large renewable electricity purchases in a cost-effective way.


THE BENEFITS

 **Tangibility
and
traceability**


GreenPower Corporate Direct enables your business to match its electricity use with renewable electricity from one or more GreenPower-accredited generators. This enables you to promote the type of renewable energy (e.g., wind, solar) and the specific generator you selected.

 **Flexibility**

Your business chooses and the amount of LGCs to purchase from one or more GreenPower accredited generators, via a GreenPower Provider or directly from the market. This can also be done via a PPA, which offers long-term certainty around costs.

 **Guaranteed
credibility**

GreenPower Providers undergo annual audits, so your business can be confident that it's purchasing accredited renewable electricity from generators in Australia. Your business can also apply to use the GreenPower logo in its sustainability reporting and marketing materials if it's purchasing between 10 and 100% GreenPower Renewable Electricity.

 **Transparency**

Your business's renewable electricity purchases are made publicly available and are fully traceable through our GreenPower website.

 **Hassle-free
administration**

While your business is responsible for buying and retiring LGCs, GreenPower makes the reporting and recognition of renewable electricity purchases very easy.

 **Simple fee
structure**

Our fees are fixed and based off the number of LGCs retired.

 **Cost-effective**

Our fee structure is cost-effective as you pay a fixed price rather than a fee per kWh used.

HOW IT WORKS

1. Once your business has purchased LGCs, you will need to ensure that a dedicated GreenPower account is set up with the CER's Renewable Certificate (REC) registry. This will enable your business to voluntarily retire LGCs through GreenPower. It's important to note that vintage requirements on the generation year of the LGCs retired will apply.
2. GreenPower verifies the retired LGCs and provides transparency about your renewable electricity purchase through the GreenPower website.

CASE STUDY

Melbourne Airport



Melbourne Airport.

BACKGROUND

Melbourne Airport operates an embedded electricity network, supplying power to its terminal and airside operations, as well as its tenants across the broader business precinct.

Electricity consumption across the airport precinct is substantial, covering both operational needs, such as airfield and street lighting, heating and cooling, and the electricity demands of its diverse tenant base. Tenants range from large-scale logistics operators to small retailers within the terminal. Given its extensive infrastructure and significant energy requirements, the airport has a substantial opportunity to influence and drive impactful initiatives.

As part of its commitment to achieving net zero Scope 1 and 2 emissions by 2025, Melbourne Airport initiated a transition to renewable energy several years ago. The first milestone was the establishment of two on-site solar plants to support its operations, with a third site currently under construction and scheduled to come online in early 2025.

In July 2023, the airport furthered its efforts by signing a five-year Power Purchase Agreement (PPA) that includes a fixed rate for Large-scale Generation Certificates (LGCs), matching all its energy under the agreement from 2024. The energy supplied under this PPA is linked to the Stockyard Hill Wind Farm. **This initiative aimed to power the airport's operations with 100% renewable electricity (addressing Scope 1 and 2 emissions) and to support tenants in adopting renewable energy for their operations (addressing Scope 3 emissions).**

WHY GREENPOWER CORPORATE DIRECT?

Melbourne Airport needed a way to accredit the renewable electricity they produced via their on-site solar generation, the renewable electricity they sold as a Provider, and the LGCs they purchase and retire. GreenPower Corporate Direct was able to tick all these boxes.

GreenPower worked directly with Melbourne Airport to guide them through the steps involved. This included accrediting their Oaklands Junction and Agility Warehouse solar farms as GreenPower generators and accrediting a GreenPower Renewable Electricity product that Melbourne Airport now offers to its tenants. Today, most of the airport's electricity use is matched with GreenPower LGCs generated by their two on-site solar farms and Stockyard Hill, a nearby large-scale wind farm.

THE BENEFITS

'Having our operations powered mostly by renewable electricity is a key part of achieving our sustainability goals. GreenPower made this easy and cost-effective,' says Braeden Prescott, who led the transition to GreenPower on behalf of the airport as part their Engineering and Asset Management team. 'Unlocking our ability to offer renewable electricity to tenants across the airport precinct has also enabled us to have a far greater impact.'

How much does it cost?

We work hard to keep our fees low so that your contributions directly support renewable electricity generation in Australia.

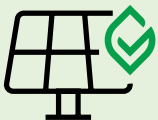


GreenPower

Offers vary between GreenPower Providers, with an average cost between \$0.04-0.08/kWh for 100% GreenPower. Businesses that shop around may find electricity plans including 100% GreenPower for a similar or even lower price than standard grid electricity. Most of the GreenPower charge goes back to the renewable electricity generator that your Provider purchases from.



GreenPower Decoupled



GreenPower Connect

Costs of LGCs sourced by your business, plus a fixed administration fee to GreenPower of AU\$5,000 p.a. per project.



GreenPower Corporate Direct

Costs of LGCs sourced by your business, plus a capped administration fee to GreenPower starting from AU\$5,000 p.a.

Number of LGCs retired each year

<10,000	(AU\$5,000)
10,000 – 20,000	(AU\$10,000)
20,000+	(AU\$15,000)

If your business uses a GreenPower Provider as an agent to facilitate a Corporate Direct agreement, they may charge additional fees.

Messaging guidelines

What is greenwashing?

‘Greenwashing’ is a term used when a business makes false or misleading claims, or omits key information, that makes a product or service appear less harmful for the environment than it really is.

Consumers, investors, employees and regulators are aware of this problem which is raising more questions on environmental claims made by businesses.

In 2022, the Australian Competition and Consumer Commission (ACCC) checked the environmental claims of 247 businesses. They found that 57% of these businesses made false, unclear, or unsupported claims – highlighting greenwashing as a common problem.

Where there is greenwashing, there are consequences; damage to a brand’s reputation, increasing scrutiny from regulators, and the risk of fines and litigation. In December 2023, the ACCC published comprehensive guidelines to help businesses avoid greenwashing and make credible environmental claims.

To learn more about sustainability claims, visit the [ACCC website](#).

Access the ACCC guidelines here:

[Making environmental claims - A guide for business
| December 2023 \(acc.gov.au\)](#)

What claims can I make when I buy GreenPower?

It's important to understand what your business can and can't say to ensure any claims made regarding your GreenPower purchase are accurate.

The following examples will help your business communicate with confidence. Businesses who purchase GreenPower can contact us at greenpower.admin@planning.nsw.gov.au or on 02 9995 5468 for guidance.

FOR BUSINESSES THAT PURCHASE A GREENPOWER ELECTRICITY PRODUCT

Do say...

✓ My business buys X% GreenPower accredited renewable electricity to match our electricity use.

✓ My business buys X% GreenPower accredited renewable electricity made in Australia to match our electricity use.

✓ Since buying X% GreenPower Renewable Electricity to match our usage, our Scope 2 emissions from electricity use are reduced to X / by X% / zero.

✓ My business buys X% GreenPower Renewable Electricity to match our use and reduce our Scope 2 emissions from electricity use.

Don't say...

✗ My business is GreenPower certified / accredited.

✗ My business is using renewable electricity 24/7.

✗ Our business is buying GreenPower, which means we are carbon neutral.

✗ The electricity we use comes from the sun, wind, water and biomass.

Why?

GreenPower provides accreditation of renewable electricity products. We don't conduct an independent audit of your business's operations and don't offer business-related certification nor accreditation.

All electricity consumed from the grid is a mix of renewable and non-renewable energy. GreenPower purchases match electricity usage with renewable generation. However, in Australia, we currently have limited capacity to match renewable electricity generation to consumption 24/7.

At GreenPower, your business's electricity usage is volume matched with renewable electricity and is 'trued up' once a year. It's not time matched.

Purchasing GreenPower Renewable Electricity reduces Scope 2 emissions from electricity use. Your business also needs to address and report its Scope 1 and Scope 3 emissions for any additional claims.

Unless your business has on-site renewable generators (e.g. rooftop solar panels), the specific electrons that your business draws from the grid are generated by a mix of fuel sources available at that point in time, including renewable and non-renewable sources.

Renewable Gas



Anaerobic digesters for biogas.



Building a market for a new kind of renewable energy in Australia.

What is renewable gas?

Renewable gas is made from renewable sources such as agricultural and food waste, wastewater, landfill gas, and renewable electricity. It can have significantly lower emissions compared to gas derived from fossil fuels. Types of renewable gas include biogas, biomethane and renewable hydrogen.

What is GreenPower doing in this space?

GreenPower's Renewable Gas Certification gives businesses the opportunity to match their fossil gas use with accredited low-emission renewable gas certificates. These are called Renewable Gas Guarantee of Origin (RGGO) certificates. The sale of RGGOs provides financial support for renewable gas projects in Australia, supporting the transition away from fossil fuels and reducing emissions.

What kind of businesses can purchase GreenPower Renewable Gas?

Renewable gas is ideal for hard-to-abate commercial and industrial businesses that cannot easily decarbonise through electrifying their operations.

How does the program work?

GreenPower works with renewable gas producers that have projects in Australia that meet our environmental and social impact criteria. GreenPower accredited producers supply renewable gas into the existing gas network or directly to their customers. They register the gas supplied in an online platform that generates RGGO certificates for sale. Businesses who want to match their fossil gas use with renewable gas can purchase RGGO certificates, much like how Large-Scale Generation Certificates ([LGCs](#)) work for renewable electricity.

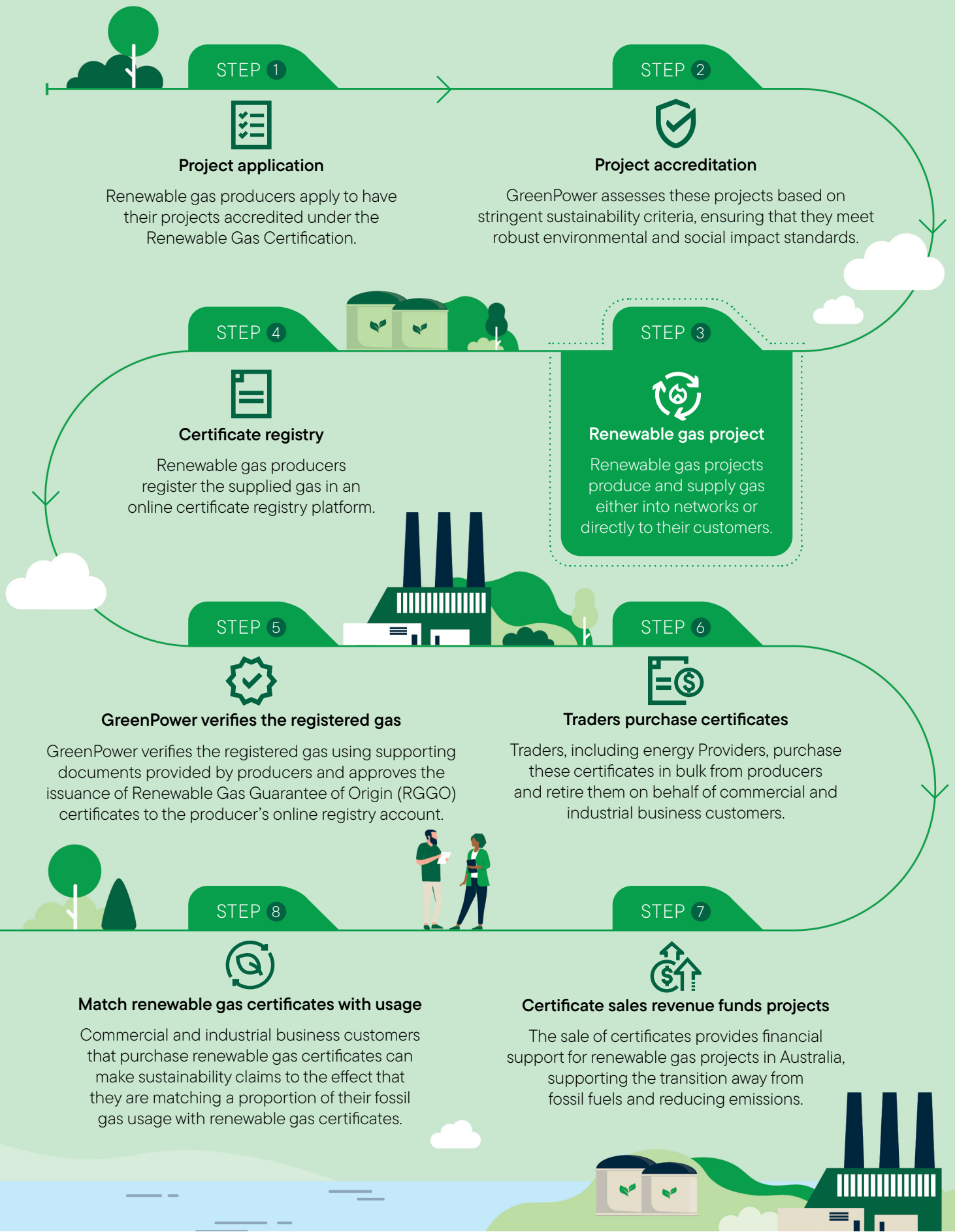
Find out more by visiting our website [here](#).

How does GreenPower Renewable Gas work?

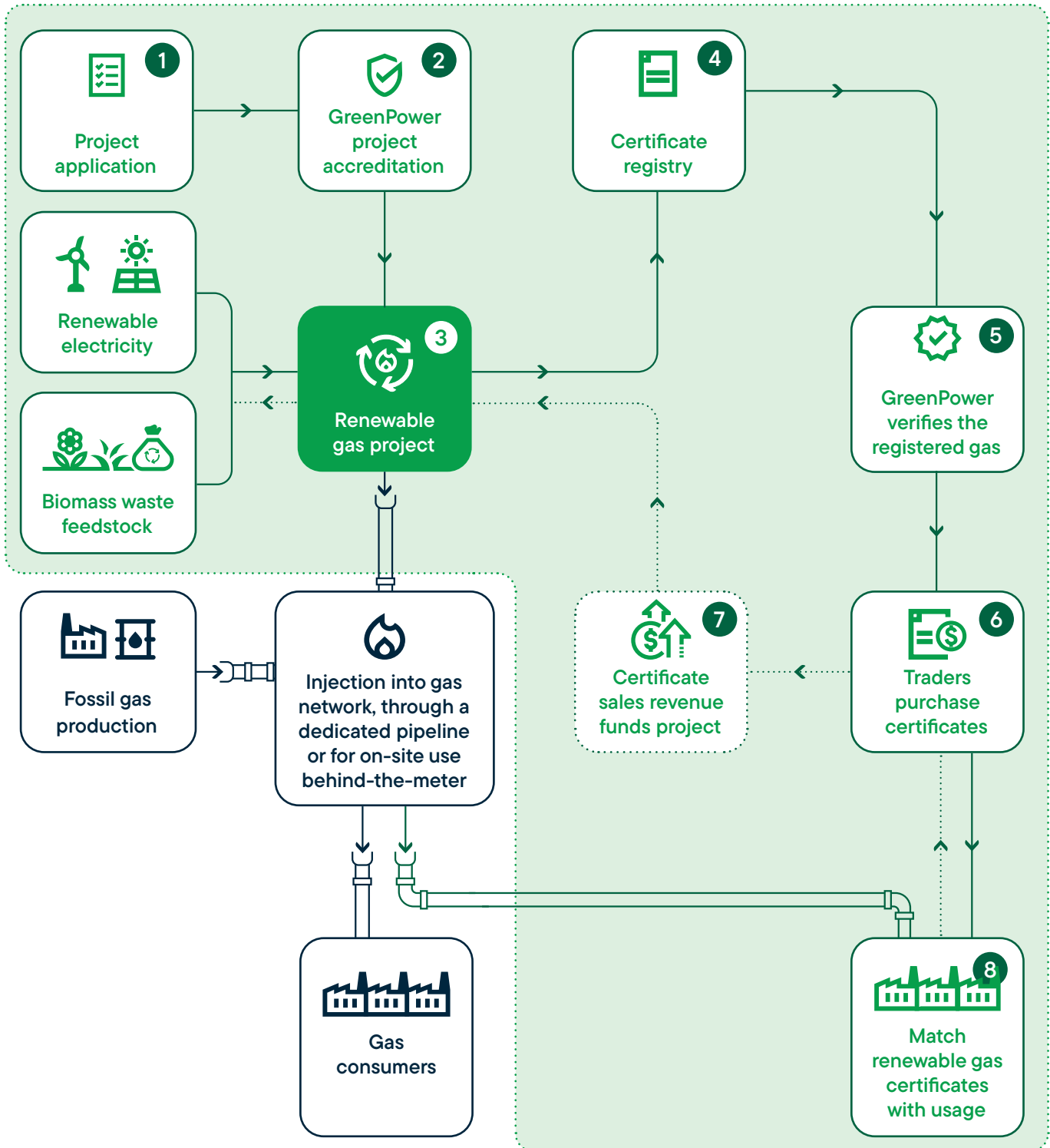


Annual auditing

GreenPower conducts annual audits of renewable gas projects and certificate trades using an independent auditor.



Flow of funds and gas certificates



Key

..... Flow of funds

———— Flow of gas or certificates

- - - - - Annual auditing

Messaging guidelines

It's important to understand what your business can and can't say to ensure that any claims made related to your GreenPower Renewable Gas Certificate purchase are accurate. The following examples will help your business communicate with confidence. Businesses who purchase GreenPower can contact us at greenpower.gas@dpi.nsw.gov.au for guidance.

RGGOs can be produced, traded and retired linked or unlinked to the actual supply of renewable gas. The certificates are classified as coupled or decoupled.



DECOUPLED RGGOs WITH RENEWABLE GAS

Decoupled RGGOs refer to certificates that are generated for renewable gas that have been separated from the physical gas, such as when gas is injected into the gas network. These certificates can be sold to any gas user business connected to the gas network.

Do say...

✓ Our business matches X% of our gas use with GreenPower accredited, low-emissions renewable gas certificates for gas that was added to the gas network on our behalf.

✓ Our business is supporting the renewable gas sector by matching X% of our gas use with certificates from GreenPower accredited renewable gas projects in Australia.

✓ Our business matches X% of our gas use with GreenPower accredited, low-emissions renewable gas certificates.

Don't say...

✗ X% of our business's gas use is (or is replaced with) renewable gas.

✗ Our business is supporting renewable gas projects in Australia by using or replacing X% of our gas use with GreenPower accredited renewable gas.

✗ Since we purchase X% of GreenPower Renewable Gas certificates, our Scope 1 emissions from gas use is reduced to X / by X% / zero.

✗ Our business matches X% of our gas use with GreenPower accredited, zero-emissions renewable gas certificates.

Why?

Unless renewable gas is directly supplied to your business or produced for your business behind-the-meter, such claims are misleading and could be considered greenwashing.

Unless renewable gas is directly supplied to your business or produced for your business behind-the-meter, such claims are misleading and may be considered greenwashing.

In the absence of market-based emission accounting for renewable gas, The National Greenhouse and Energy Reporting (NGER) scheme doesn't accept emission reduction claims using renewable gas certificates.

GreenPower Renewable Gas is not considered zero-emissions since the use of carbon offset certificates to offset the projects' residual emissions isn't permitted.



COUPLED RGGOs WITH RENEWABLE GAS

Coupled RGGOs refer to certificates that are directly tied to the physical supply of renewable gas from a Producer to an end user, such as through a dedicated pipeline or for on-site use behind-the-meter.

Do say...

✓ Since our business purchases X% GreenPower renewable gas, our Scope 1 emissions from gas use are reduced to X / by X% / zero.

Don't say...

✗ Since our business purchases GreenPower Renewable Gas, our Scope 1 emissions from gas use are zero.

Why?

The National Greenhouse and Energy Reporting (NGER) scheme publishes the emissions factors for the combustion of renewable gases. Businesses directly using renewable gas can utilise these factors to calculate their Scope 1 emissions reduction.

✓ X% of our business's gas use is GreenPower accredited renewable gas to lower our business emissions from gas use.

✗ Our business is using GreenPower accredited renewable gas to lower our emissions from gas use.

Non-specific claims can be misleading and could be perceived as greenwashing. The more specific the claim, the better.

✓ X% of our business's gas comes directly from GreenPower accredited renewable gas projects.

✗ Our business's gas comes directly from GreenPower accredited renewable gas projects.

Non-specific claims can be misleading and could be perceived as greenwashing. The more specific the claim, the better.

Glossary

Terms commonly used in discussions about renewable energy.

Behind-the-meter

A behind-the-meter installation refers to the on-site production and use of renewable gas. In these cases, the renewable gas is not transported through pipelines or by rail, truck, or ship.

Carbon (dioxide) emissions

Carbon dioxide emissions or CO₂ emissions are emissions stemming from the burning of fossil fuels and from industrial processes. They include carbon dioxide emissions from the combustion of solid, liquid, and gas fossil fuels, including gas flaring. In this guide, we use the terms carbon emissions and greenhouse gas emissions interchangeably.

Carbon footprint

A measure of the total amount of greenhouse gas emissions released into the atmosphere that's directly and indirectly caused by a business, product, service, event, building or precinct.

Carbon neutral

A state where all greenhouse emissions associated with a business or other types of carbon footprints are balanced and reduced to zero through emission reductions and/or the retirement of carbon offsets.

Carbon neutral electricity

Electricity that is usually produced from fossil fuels and has its emissions offset or balanced out using carbon offsets.

Carbon offset

A carbon offset is a reduction in greenhouse gas emissions made in order to compensate for emissions made elsewhere. Carbon offsets are typically generated through projects that remove carbon from the atmosphere, such as reforestation projects, or avoid greenhouse gas emissions, such as energy efficiency projects. These offsets can then be purchased by businesses or individuals to compensate for their own greenhouse gas emissions.

Clean Energy Regulator (CER)

The independent statutory authority that's responsible for administering Australian Government schemes to increase renewable energy generation and measure, manage, reduce and offset carbon emissions in Australia.

Global warming

The phenomenon of increasing average air temperatures near the surface of the earth over the past one to two centuries. The Intergovernmental Panel on Climate Change has stated that most of the warming over the second half of the 20th century can be attributed to human activities.

Greenhouse effect

The result of greenhouse gases in the Earth's lower atmosphere trapping heat from the sun, raising the surface temperature and leading to global warming.

Greenhouse gas (GHG)

A greenhouse gas is an atmospheric gas that absorbs infrared radiation from the earth's surface and reradiates it back to the earth's surface, contributing to the greenhouse effect. Human activities since the Industrial Revolution, especially the combustion of fossil fuels, are largely responsible for steady increases in atmospheric concentrations of various greenhouse gases, especially carbon dioxide, methane, ozone, and chlorofluorocarbons (CFCs). In this guide, we use the terms carbon emissions and greenhouse gas emissions interchangeably.

GreenPower accreditation program

A government-managed, national program administered by the NSW Government that aims to help energy users access government-accredited, Australian-made renewable electricity and renewable fuels to reduce emissions.

GreenPower generator

A generator that produces electricity from a renewable source and is accredited through the GreenPower program.

GreenPower product

A product that is accredited by the GreenPower program and enables customers to match their energy use with renewable electricity.

GreenPower Provider

A GreenPower Provider is an electricity retailer or environmental certificate trader that has a contractual agreement with the GreenPower Program Manager to sell one or more accredited GreenPower Products and has agreed to adhere to the requirements set out in GreenPower's Program Rules.

Greenwashing

A term used to describe when a business makes false or misleading claims, or omits key information, that makes their product or service appear less harmful for the environment than it really is.

Large-scale Generation Certificates (LGCs)

LGCs are renewable energy certificates issued by the Clean Energy Regulator to large renewable electricity generators with a generation capacity of over 100kW.

One LGC is created for every 1 MWh of renewable electricity generated or displaced by a renewable generator.

GreenPower LGCs are LGCs created by a GreenPower generator and are the only type of LGCs which can be retired for GreenPower.

Megawatts (MW) and megawatt hours (MWh)

Megawatts (MW) are a measure of power and relate to the capacity of a power station to produce electricity. Megawatt hours (MWh) are a measure of energy over time. On a typical electricity bill, kilowatt hours (kWh) will be the standard unit: 1,000,000 kWh = 1,000 MWh = 1 GWh.

Power Purchase Agreement (PPA)

In this guide, a PPA refers to the contract between a business customer and an off-site renewable energy generator. PPAs can be arranged with or without the involvement of intermediaries such as a consultant or a Provider.

Renewable energy

Energy that comes from resources that are naturally replenished, such as solar, wind, rain and geothermal heat.

Renewable Energy Certificate (REC)

These certificates provide a way to track and account for renewable energy generation and use. RECs can be sold separately from the underlying physical energy.

In Australia, the Clean Energy Regulator (CER) creates and administers two types of RECs: Small-scale Technology Certificates (STCs) and Large-scale Generation Certificates (LGCs). Small-scale Technology Certificates are created by small-scale (up to 100 kW) renewable electricity generation systems. See definition of LGCs.

GreenPower creates and administers Renewable Gas Guarantee of Origin (RGGO) certificates, the first REC used to track and account for renewable gas generation and use in Australia.

Renewable Energy Certificate (REC) Registry

An online system that's used by the Clean Energy Regulator to manage, audit and report on the renewable energy certificate market and its participants. This system records the details and history of each individual certificate from creation, through any transfer of ownership and its eventual retirement. All LGCs are recorded in the REC Registry.

Renewable Energy Target (RET)

The RET scheme requires electricity retailers and large wholesale purchasers of electricity to source a proportion of their electricity from renewable energy sources. GreenPower renewable electricity sales by Providers are independently audited each year and cannot be used by electricity retailers to meet any of their obligations under the RET scheme.

Retired Large-scale Generation Certificates

LGCs that have been officially retired (also known as surrendered) and marked as invalid in the Renewable Energy Certificate Registry. Each retired LGC represents one megawatt-hour of renewable electricity generated, allowing entities to make unique claims about their use of zero-emissions electricity.

Scope 1, 2 and 3 emissions

Scope 1, 2 and 3 emissions is a way of categorising the different kinds of emissions a business creates in its own operations and in its wider value chain. These categories are the basis for emissions reporting and climate-related disclosures.

- Scope 1 are direct on-site emissions like gas burnt for heating or the fuel used for running vehicles.
- Scope 2 are indirect emissions from purchased or acquired electricity, steam, heating and cooling.
- Scope 3 emissions are produced by a business's value chain, such as the companies that supply the raw materials and when customers use its product or service.

Scope 1 and 2 are the easiest for businesses to measure, control and reduce, while Scope 3 can be influenced; for example, by encouraging suppliers, customers and staff to switch to renewable energy. GreenPower Renewable Electricity can help businesses reduce their Scope 2 and Scope 3 emissions.

Guidance for business in ACT

The ACT Government is committed to delivering 100% renewable electricity for the Territory. However, not all sustainability standards recognise electricity purchases in the ACT as 100% renewable by default. Where there's a gap, your business can get GreenPower to make up the difference. For more information, visit our [website](#).

Contact us

Phone: 02 9995 5468

Renewable Electricity enquiries: greenpower.admin@planning.nsw.gov.au

Renewable Gas enquiries: greenpower.gas@dpie.nsw.gov.au

www.greenpower.gov.au

National GreenPower Accreditation Program
NSW Department of Climate Change, Energy, the Environment and Water
Locked Bag 5022
Parramatta NSW 2124

