



Michigan Interfaith Power and Light (MiIPL)

...Faith in Action....

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Rev. Charles Morris
Executive Director

Mark H. Clevey
Senior Editor

In 1997 Rev. Sally Bingham, San Francisco Grace Cathedral, formed the Episcopal Power and Light ministry to educate members about energy efficiency, green power and deregulated energy.

In 2002, Father Charles Morris, St. Elizabeth Catholic Church, Wyandotte, MI, teamed with the Small Business Association of Michigan (SBAM), ENERGY STAR Program to launch an IPL in Michigan. The purpose of Michigan Interfaith Power & Light (MiIPL) is to *involve communities of faith as stewards of God's creation by promoting and implementing energy conservation, energy efficiency, renewable energy and related sustainable practices.*



MiIPL Newsletter

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Message from the Director

As you read elsewhere in this winter issue of the MiIPL newsletter the Conference was a major success by any standard. We had over 100 enthusiastic participants. We had an inspiring keynote by Rev. Sally Bingham which outlined the challenge of global warming from a faith perspective. We heard public policy implications stemming from Rev. Bingham's vision offered by Tom Stanton, the Hon. Peter Lark, Gerry Lawson and Mark Clevey. And we heard from Paul Goldsmith, Danielle Conroyd practical examples of how we could make our own places of worship more "green" and "sustainable".

The exhibitors offered cutting edge technologies that make the dream of cutting back utility bills and greenhouse gas emissions by 10%-50% a reality. The setting at Marygrove topped off with the art exhibit was an added treat. We are exploring the possibility of offering the 2004 Conference in mid-Michigan in the Lansing area. The good news is that we have received a grant from the State of Michigan that will fund next year's conference.

We now have forty congregational members representative of ever diverse denominations – from Jewish to Methodist to United Church of Christ. On February 12 we will be conducting our first

workshop on energy efficiency. This workshop will be offered in Grand Rapids and is co-sponsored by West Michigan Environmental Action Council [WMEAC] as well as Grand Rapids Area Center for Ecumenism [GRACE]. This is the first of what we hope to be occasional three hour workshops on energy efficiency for congregations offered at various locations across the State.

The Low Income Energy Efficiency Grant is proceeding with our Detroit partners [St. Augustine/St. Monica Catholic, St. Suzanne Catholic, St. Peter Episcopal and Nativity Catholic] to provide energy education to low income populations who are serviced by and are residents near these parishes. Since this is a major enterprise you will be hearing more about this grant and its details in the upcoming weeks.

In this issue we continue our profile of MiIPL Board members. We feature Ada Kidd, who contributes so much to the cause of faith-based sustainability and Michigan Interfaith Power & Light's mission.

Today we also begin a series of faith statements offered by major denominations of global warming and on sustainability. The year 2003 was the third warmest in recorded history. Twenty-thousand people died in Europe this summer due to the extreme heat while several thousand more died in India also due to the extreme heat there. As you read and reflect on our various faith traditions over the course of the next several issues we at MiIPL, although equipping congregations with tools to save money on their utilities and save energy, are motivated by our common concern for the gift of this planet that our Creator has bequeathed to us, and how we choose to continue to abuse that treasure or model an alternative vision of sustainability for those who will come after us.

Within this context, in this issue we present two particularly important examples of faith in action: An article on "Environmentalism is a Jewish Value"; and, a "Statement" by Rev. Dr. Robert Edgar, who is the President of the

National Council of Churches. May these articles provide comfort and guidance to us as we follow the MiIPL path together.

Rev. Charles Morris

MiIPL Milestones:

First Annual MiIPL Conference a Rousing Success - Over 100 people attended the first annual Michigan Interfaith Power and Light (MiIPL) conference at Marygrove College, November 7 2003, on energy and the environment. The conference – titled "Sustainability as Faith in Action" – brought together members of the faith, government, non-profit and business community to learn about ways to reduce energy costs, improve the environment, purchase sustainable and energy efficient products and dramatically increase the use of renewable energy technologies by congregations in the state. Through this conference a clear message was given out by the faith community to energy suppliers and policy makers in the state: "we want to buy sustainable, energy efficient products and renewable energy – NOW!"

The Rev. Sally Bingham, founder of the Interfaith Power and Light movement in the U.S., eloquently described the national movement in the faith community to aggregate their buying power so they can maximize the purchase of energy efficient products, renewable energy technologies and other "sustainable" technologies. While representatives from the utility sector pointedly questioned the efficacy, validity and need for a California spawned IPL Aggregation Model for Michigan, luncheon speaker J. Peter Lark, Chairperson, Michigan Public Service Commission expressed sincere thanks to "Sally" for her groundbreaking work and applauded the formation of MiIPL. Lark also was clear in his invitation to MiIPL to become more involved in the energy policy making process in Lansing.

Jerry Lawson, Director of the ENERGY STAR Small Business and Congregations spoke about how congregations across the U.S. are partnering with ENERGY STAR to lower their energy bills and stimulate energy efficiency and renewable energy business activity in their communities. A highlight of the conference was the National Award for Excellence given by Lawson to Mark H. Clevey, Vice President for Entrepreneurial Development, Small Business Association of Michigan and Director, Michigan ENERGY STAR Promotion Program. In giving this award, Lawson, noted that SBAM has made "Michigan is a national leader, recognized as having an outstanding national model for helping small businesses and congregations effectively address energy and environmental challenges."

Energy Efficient Lighting Workshop - March 19, 2004 8:30 -12, EMU (Marshall Building Auditorium). Join us for a Morning lecture & interactive workshop for new guidelines in lighting. Learn about the new fixtures, Energy Star and tips from award winning professional lighting designers. Co-sponsored by EMU Interior Design, Michigan Interfaith Power & Light, University of Detroit Mercy School of Architecture, Lawrence Technology University & the USGBC Detroit Chapter Education Committee. Space will be limited, mark your calendar & please RSVP early to ssantoro@chartermi.net

Renewable Energy Tours: The Upland Hills Ecological Awareness Center (EAC) offers Energy Tours and Energy Programs for groups. Located in a beautiful wooded setting in northern Oakland County, this Center has over 30 energy-saving features including solar heat, light and water, wind power, and an earth-sheltered roof. Educational, fun, and ecologically important! www.uheac.org (248) 693-1021

Energy Seminars: Christina Snyder offers 3 outstanding Slide Presentations: "Energy Tips for Smart Household", "Lessons from the

Zero Energy House Contest", and "Sustainable Design". Learn how to save energy and money, transition off fossil fuels, and tap into infinite resources in your home or church. Christina Snyder is an architect, adjunct professor, and lecturer on energy efficiency /renewable energy in new or existing homes. She is proprietor of Sustainable Spaces, designing appropriate architecture, and an officer in Sustainable Systems, Inc., where she helps integrate renewable energy systems onto new or existing building sites. (734) 428-9249 casnyder@ic.org

Natural Building: The Strawbale Studio is a unique & soulful structure featuring a thatched roof, round log framing, strawbale walls covered with earthen plaster and a sculptural interior. Tour this special space, participate in hands-on activities, or schedule a presentation for your group. Located on rural land Oakland Co. 5 miles north of the EAC. Deanne Bednar is an educator, artist and coordinator of the Strawbale Studio. She has illustrated several books on natural building, and is on the Detroit GREEN MAP Development Team. (248) 628-1887 e-mail: ecoartdb@aol.com

Worth Reading: Goleman, Daniel. Destructive Emotions: How Can We Overcome Them? A Scientific Dialogue with the Dalai Lama. (New York: Bantam Books) 2003. For followers of the emerging science of "Emotional Intelligence" (Case Western University) this work is right up your alley. *Goleman presents scientific evidence that livingkindness and compassion can be cultivated with meditation.* It embraces a wholeistic mind-body synergy (vs mind-body duality) view that thoughts and beliefs effect actions. For those interested in Sustainability, "mind-body synergy" seems like a logical first step.....

Energy Touchstone

In the energy debate, it is often hard to understand exactly what is real and unreal, how this relates to that, what is good and what isn't and how an energy decision relates to the creation, retention, expansion and attraction of communities of faith as stewards of God's creation by promoting and implementing energy conservation, energy efficiency, renewable energy and related sustainable practices?

In the interest of keeping things simple, MiIPL offers the following questions to ask when making an energy decision. Send in some new ones and we will share until we get a checklist that we can send to every candidate from dog-catcher to president before we give them our precious vote.....

- ☺ (yes), ☹ (no) - Does the energy decision reduce our rising dependence on foreign oil?
- ☺ (yes), ☹ (no) - Does the energy decision reduce our use of uncertain natural gas and/or electrical supplies?
- ☺ (yes), ☹ (no) - Does the energy decision reduce emissions from unabated burning of fossil fuels?
- ☺ (yes), ☹ (no) - Does the energy decision stimulate renewable energy businesses in Michigan?
- ☺ (yes), ☹ (no) - Does the energy decision support those who have proved to be untrustworthy in the past.

Meet the MiIPL Board

In this issue of our newsletter we continue our series on meeting MiIPL Board members. We are very blessed to have the talents of Ada Kidd, who is an advocate of Justice and Peace for the Methodist Church across Michigan and a champion of sustainability.

Ada is a member of University United Methodist Church in East Lansing, serving as chair of the Church and Society Work Area. She also is a member of the West Michigan Conference Board of Church and Society. Recently she retired from a private practice in Clinical Psychology having completed her PhD in Mind/Body Medicine. She started out as a Registered Nurse but many years ago moved into Psychology as her main career and then came full circle to join these two careers.

She and her spouse, David, have three children and two grandchildren. Ada notes, *"we have always been a family concerned about the environment - enjoying camping, swimming, hiking, bird watching, winter sports and nature."* For the last 10 years Ada has served as the Environmental Justice Coordinator for the United Methodists in Michigan and write a monthly column entitled "Earth Watch" for the Michigan Christian Advocate. She was a founding member of the Michigan Ecumenical Consultation on Christianity and Ecology which later became the Michigan Interfaith Coalition for Creation.

Ada notes that she has *"always believed that all bodies of faith should work together on our common concern for Creation,"* and that she was *"delighted to receive a letter from Father Charles Morris asking me to help form the Michigan Interfaith Power and Light."* *"I have great hopes that we can join together to help Michigan become a leader in reducing energy use and promoting green power,"* says Ada.

Ada, on behalf of the MiIPL Board and of the greater MiIPL family, your leadership and energy is having an impact on the cause of sustainable energy use across Michigan, and especially West Michigan.

Shared Success Stories, by Douglas Black, ENERGY STAR Consultant

One of the benefits of MiIPL membership is the ENERGYSTAR Audit of your facility. The purpose of this walkthrough is to identify opportunities to reduce energy use, particularly with ENERGYSTAR qualifying lighting, appliances and other products.

After visiting dozens of member congregations over the past few months, we are beginning to see some interesting trends. There has been a wide range in building size – as small as 2200 square feet and as expansive as 90,000 square feet. While expected energy consumption varies according to building type, i.e. schools use more than worship spaces, the average for all buildings thus far is 107 kbtu per square foot annually.

Some congregations have already made significant improvements to their buildings, while others have quite new buildings and have wisely incorporated energy efficiency into their new worship spaces.

One fine example of this is St. Mary Magdalen in Brighton. This 28,900 square foot building houses offices, classrooms and banquet facilities in addition to the worship space. Fluorescent lighting, both T-8 technology and compact fluorescent recessed cans, are controlled by daylight sensors that adjust lighting according to the amount of natural daylight available. Natural light is free and comfortable to the eyes. Exit signs are all LED technology. Heating and cooling control systems are state-of-the-art.

Because of all of these energy-related upgrades, St. Mary Magdalen can expect very low energy use per square foot of space. Building efficiency into new construction is easy

and affordable because the labor costs are already factored into the construction budget.

(Editor Note: Douglas “Doug” Black is under contract with the Michigan ENERGY STAR Program to provide ENERGY STAR Energy Audits and Consulting to program participants, such as MiIPL. Doug has extensive expertise in energy efficiency and renewable energy and is an extremely valuable asset to the program and Michigan as a whole).

Environmentalism is a Jewish Value: Israel’s Eco-Activists

Environmental awareness is seeping into Israeli life at a more rapid rate than ever. Communities throughout Israel are adopting alternative, environmentally sustainable ways of life – many such communities belong to the Green Kibbutz Group. One member community is [Kibbutz Lotan](#), located in the Arava Valley in the Negev Desert. Claiming the mission of ‘Tikkun Olam’ as their own, Lotan’s members are committed socially and religiously to environmentalism and deem themselves eco-activists. Recycling, waste reduction, alternative building methods, organic agriculture, holistic treatments and education for the public are staples at this Kibbutz. Additionally, in the realms of research, design and technology, environmentalism is becoming a principal factor and distinguishes Israel on the global level. For more information about Israeli environmental issues and organizations please visit www.azm.org/isra_envir.html.

Reprinted from AMERICAN ZIONIST MOVEMENT [azm@azm.org], 12/03.

U.S. Department of Health and Human Services Faith-Based Center Listserv

HHS has created a listserv to provide more information about the activities of its Center for Faith-based and Community Initiatives (CFBCI). The CFBCI's mission is part of the Department's focus on improving human services for our country's neediest citizens. This Center leads the Department's efforts to better utilize faith-based and community-based organizations in providing effective human services. Please visit their website for more information:
<http://www.hhs.gov/fbci/>

"The world is green and beautiful and God has appointed you his stewards over it" - The Prophet Mohammed

Statment by Rev. Dr. Robert Edgar, President of the National Council of Churches

"Most climate scientists now agree that human beings are altering the earth's climate. It's happening in this way: the world functions like a greenhouse. Light from the sun enters the earth's atmosphere, reaches the earth and is reflected back into the atmosphere as heat. Small concentrations of carbon dioxide and other greenhouse gases, by trapping some of this heat, keep the earth warm enough for life to thrive. The rest of the heat escapes into space.

Since the industrial revolution, human activity has added carbon dioxide and other greenhouse gases to the atmosphere, increasing

their concentration. More of the sun's heat is therefore trapped, and the earth has become warmer, and the climate has started to change.

The United States, which has 4% of the population, produces 21% of the greenhouse gases. The main source of U.S. emissions is the burning of fossil fuels by industry, by electrical generation, and by cars and trucks.

The 2500 scientists of the Intergovernmental Panel on Climate Change (IPCC) have concluded that during the next century the average temperature of the planet is apt to increase between 2 and 6 degrees Fahrenheit. Global warming is already evident. The 10 warmest years in this century have occurred since 1983. 1998 was the warmest since records have been kept. Studies also show that during this century there has been an increase in worldwide precipitation, a decrease in polar ice caps, and a rise in sea level.

But why is this the particular concern of religious leaders? Climate change will hurt creation. People of faith know, as Psalms 24 tells us, "the Earth is the Lord's and all that is in it." Human beings are called to care for the earth. We do not own it, but are to treasure and nurture it as a sacred trust.

All living things will be affected. Higher temperatures cause more evaporation and soils will tend to dry out faster. At the same time, increased amounts of water in the atmosphere will mean more rain or snow overall which can cause flooding and soil erosion. Sea levels have already risen about 6 inches over the last 100 years. As temperatures rise, glaciers and permafrost will melt, further raising sea level, flooding islands and low-lying coastal zones. We are not taking good care of God's creation.

Second, people of faith have long believed that we are "our brothers' and sisters' keepers." We are responsible for each others' well-being.

Global warming will affect the health and safety of everyone. The changes in the weather will threaten our supplies of food and water. Those living on islands and low-lying coasts will probably lose their homes.

With climate change, heat waves will happen more often. In July, 1995, 465 people died in Chicago from a heat wave with temperature exceeding 90 degrees Fahrenheit day and night. Diseases that thrive in warmer climates - malaria, encephalitis, cholera, dengue and yellow fevers - are apt to spread with expanding range of mosquitoes and other disease-carrying organisms. This could result in 50 million to 80 million additional malaria cases per year worldwide by 2100.

Third, people of faith are called to justice and fairness. The rich of the world - the industrialized nations - are primarily responsible for the increase of greenhouse gases. Seventy-three percent of the gases due to human activity come from these nations. It will be the poor in the developing world, and in the U.S. and other industrialized nations, who will be the first affected by heat waves, storms, floods, and disease.

It is only right that those who cause a problem be the ones who rectify it. It is not fair that restrictions be placed on the poor to make up for damage, past and present, caused by the conduct of the rich.

Fourth, God provides opportunities for gracefulness. Perhaps the Kyoto Protocol is one of those. Though failing to deal with the magnitude of the reality, it is an important first step. It calls upon the industrialized nations to reduce greenhouse gas emissions by approximately 5.2% below 1990 levels by 2010. The U.S. target is 7%, Japan 6% and the European Community 8%.

Faithfulness has always involved demands and opportunities to do the right thing. The reality of global warming now provides both. Will we be faithful?"

Let's Roll...., Thomas L. Friedman, NYT, 1/2/03....

"I don't want to be dependent on Mideast oil anymore. Countries in that region haven't had a good century in seven hundred years - and they're not going to soon. Oil is their curse, as well as ours. It's corrupted their rulers, enabled them to keep their women backward and out of the workforce, and prevented them from developing innovative economies that make things instead of just take thing from the ground. They have a lot of homework to do before they will be stable allies."

SBAM – MiIPL Partnership for Energy and Environmental Security...

MiIPL has formed a "Sponsoring Organization" agreement with the Small Business Association of Michigan (SBAM). Under this agreement, MiIPL can take advantage of SBAM's "Aggregation" expertise.

In Energy, the SBAM – MiIPL agreement focus on a four step process for MiIPL members to achieve *energy security and sustainability*:

1. The first step is to join MiIPL and receive an ENERGY STAR audit of your facilities. This audit will identify electrical devices that can be replaced with ENERGY STAR rated products, review your current energy bills and identify savings opportunities from building modifications and Electric Choice.

2. Michigan has deregulated its electric utilities and SBAM has entered into the power market by forming a partnership with Strategic Energy Limited. The second element of the SBAM and MiIPL partnership is Electric Choice where congregations can save between 15% and 30% on their electric bills by switching from Detroit Edison or Consumers to the Strategic Energy Limited as their primary electric supplier.
3. As a third step, congregations then invest some or all of their Electric Choice savings in an ENERGY STAR focused Demand Side Energy Management (DSM) program that can further reduce their energy costs by roughly 25% or greater. The MiIPL project will help lower the upfront costs by aggregating your purchases with other MiIPL members (bulk discounts) or negotiating discounted prices with ENERGY STAR vendors.
4. The last step in the program is to take all or some of the combined savings from Electric Choice and ENERGY STAR and purchase electricity generated from clean and reliable renewable energy sources (green power) such as Wind, Solar and Biomass. The MiIPL project will help lower the upfront costs for both on-site generation products (e.g., solar) and/or green power transmitted via utility lines by aggregating your purchases with other MiIPL members (bulk discounts) or negotiating discounted process with Green Power producers. MiIPL will also *facilitate* investments in Green Power production facilities (e.g., Wind Farms) by interested MiIPL members.

The ***combined elements*** of this program reduce operating costs for congregations, stimulate ENERGY STAR and Green Power business development and jobs in our communities, help restore the environment and provide protection from ***environmental, trust, price, generation, availability, reliability and transmission instabilities and volatilities inherent in fossil fuels.***

**For further information please contact
Charles Morris and/or Mark H. Clevey.
Green Gazelles:**

Green Gazelles – Instrument of Environmental and Economic Restoration

Michigan is in trouble. In the last three years, the U.S. has lost 2.8 million manufacturing jobs – roughly 170,000 of which have occurred in Michigan alone. Moreover, “Okun’s Law,” named after noted economist Arthur Okun, predicts how fast the economy has to grow to reduce unemployment. Back in the early 1990’s, economists expected that the economy had to grow faster than 2.6 percent to create jobs. Today, because of productivity gains, growth rates have to be much higher.

Green Gazelles are a way to stimulate economic development and job creation that will be environmentally sound. David Birch, President and CEO of Arc Analytics, is a renowned economic researcher who is credited with discovering that small, rather than large companies, are the engines of job creation and economic growth. In an interview with *Fortune Small Business* magazine last December, Birch noted that approximately 350,000 small businesses in America have been classified as “gazelles” (i.e., high growth potential small businesses). Though they represent only about three percent of the nation’s small businesses, gazelles produce almost all the economic growth, new jobs, and technology innovations that are attributed to the entire small business sector.

“Green Gazelles” are high-growth potential small businesses whose competitive advantage is based on the combined environmental and economic benefits of their technology, products and or processes. Cumulatively Green Gazelles are a creative and effective market-based solution to both economic and environmental issues.

Green Gazelles represent a rigorous, viable alternative to centralized "command and control"

techniques of environmental protection. Their manifestation as a decentralized, market-based, non-bureaucratic and non-regulatory approach produces economic activity, cost effective environmental restoration and new high value jobs. Indeed, Byron Kennard has aptly noted that “There can be no transition to an environmentally sound economy without Green Gazelles leading the way.”

Within this context, public policies designed to incentivize the creation, retention, expansion and attraction of Green Gazelles in Michigan could pay significant dividends. Towards this end, we need to stop paying lip service to small businesses and start working on making Michigan *the recognized world leader* in cutting-edge Green Gazelle development.

Daniel Goleman, in his work *Primal Leadership* (2002) notes, “*Today, leaders are called on to build their companies by creating the future rather than investing in the past.*” Instead of continuing to subsidize industries ripe for creative destruction (old line industrials) and/or offshoring Michigan needs to use Green Gazelles to *both* identify and exploit our formidable competitive advantages.

Indeed, continuing to elect politicians, and employ so call economic development specialists, whose only tool in their tool-kit is to subsidize the offshoring of our jobs, wealth and American Dream, is simply not sustainable! A disturbing facet of globalization is ineffectiveness of traditional economic development tools. For example, Michigan can not buy itself out of its economic decline by using incentives to attract new industries to the state; any industry large enough to offset our loss is also subject to globalization. Moreover, nations that do not share our Democratic values and freedoms will always be willing to sacrifice their environmental quality, citizen’s health, family values and communities to attract wealth and job bearing industries.

Our competitive advantage in the global economy is innovative and entrepreneurial Green Gazelles: small businesses that are positioned to “change the game.” Green Gazelles are ideally positioned to use entrepreneurialism, innovation and creativity to foster the robust growth of new industries that will generate more wealth, prosperity and high value jobs than those lost to globalization. Accordingly, it is in our interest to use “lead, follow or get out of the way” as a touchstone for any elected official, policy or initiative that affects Green Gazelle development.

Profile: Studio Sue – Illuminating the Path of Joy and Peace...

Artist Sue Schnackenberg sees her mission in life as “*illuminating the path of joy and peace.*” While three grown sons and a gaggle of grandchildren have slowed her down at times, Sue has been actively “*illuminating*” for most of her adult life. With a BFA from Michigan State University, she has tried her hand at most mediums including painting, quilting, pottery and sewing.

Several years ago Sue embarked on a new phase of her work and began to paint large “theme murals,” principally at hospitals. “*What you see is the context for an entire environmental experience,*” says Sue. With this in mind, she changed a sterile white-walled Therapeutic Bath room at the Hospice House of Mid Michigan into an early summer Wetland, complete with a waterfall and large lake, teaming with life.

“*Nature’s healing*” is a theme Sue brings to her work. “There is an uplifting, nurturing essence in nature,” says Sue. She also tries to display this theme while creating her murals. She uses recycled cans, recycling her materials and uses natural material when possible. She also

plays positive theme music while the paint on her murals is drying so that the positive energy is absorbed into the paint itself. Her efforts have created an unexpected “communal” effect as well. *“People are drawn to her work and come and ‘sit in the gardens,’”* says, Chris Simons, past Activity Director, Dimondale Center.

Sue’s theme murals now adorn several facilities, including,

- **Dimondale Center Nursing Home** – Large Room done in a variety of gardens for Alzheimer’s Patients.
- **Sparrow Hospital** – Waiting room done as a sunrise over a wetlands
- **Hospice House of Mid Michigan** – Multiple rooms and windows (Forest, Waterfall and Country Cottage in the Woods, Tree of Life, Garden Trellis)
- **Center for Yoga** – Yoga Tree (4’x8’)

The healing power of Sue’s work make it ideal for MiIPL members wanting to display a Sustainability Theme in their facilities. A modern garden of Eden, complete with Windmills, solar systems, organic gardens....

Sue’s process is to interview prospective clients and their stakeholders. She also photographs the site and does some drafts to help here clients *“visualize the possibilities.”* *‘Large jobs tend to cost less than small jobs as economy of scale kicks in,’* says Sue. For the “Food for Living,” food coop, Sue is negotiating a barter of food for paint!! For further information please contact:

Studio Sue
1326 Westview, Apt. 202B
East Lansing, MI 48823
(517) 332-3401
sue@studiosue.com
www.studiosue.com
Contact: Sue Schnackenberg, President

“Greenwashing” - What Is Really Green?... By, Mark H. Clevey

This article is the third in a series on Renewable Energy designed to make it easier for MiIPL members to purchase Green Power (Grid Connected and/or Stand-alone, on site and/or off site). Green Power - offers MiIPL members the opportunity to reduce our dependency on imported oil, stimulate new business and related economic development and reduce pollution.

To recap, a major downside of burning fuels to create energy is that waste (in the form of exhaust) is generated along with power. Exhaust that can not be used by living things as food is, by definition, pollution. In contrast, the National Association of Attorneys General defines “Green Power” as *“any energy source that is naturally replenishable and replenished on some reasonable time scale. Renewable energy sources include, but are not limited to, wind, sun, heat from the earth’s interior, oceans and rivers, and eligible biomass.”*

Many programs tested around the country have demonstrated the widespread interests of consumers in renewable and other environmentally friendly sources of energy. For consumers who want green power, the marketing of environmental benefits will be a powerful advertising theme. The dark side of green power, however, is the potential for deceptive advertising (***“Greenwashing”***) and the need for industry standards and enforceable substantiation requirements.

When power flows from the generator to the customer, all green and non-green electrons are merged together in the states electrical grid. The National Association of Attorneys General proposed a set of “Environmental marketing Guidelines for Electricity” note that it is,

“physically impossible to determine the sources of the electrons used by any given

consumer. Thus, when a consumer chooses a particular electricity product based on the environmental attributes associated with how and where that power was generated, what s/he is actually doing is financially supporting the chosen generation source, not buying the precise energy generated by that source.”

While it is impossible to verify the source of any particular electrons, however, it is possible to follow the financial transactions that underlie the generation of electricity and its purchase by consumers. The Attorneys General report notes:

“First, the usage by the customer is measured at the customer’s meter. The customer is billed for that usage and the proceeds for the energy to the supplier. The supplier in turn must pay, either directly or through a middleman, the generators whose power it bought in order to meet customer demand. In this way, the customer’s usage is linked, through the financial process, to identifiable generation units and characteristics – for example, the fuel type or emissions associated with electricity that came from those units. Thus it is possible to say with reasonable certainty that the customer’s purchase and use of power did result in the generation and placement on the grid of power possessing the power characteristics of the supplier’s offer and that no other claim is made on that power. This allows suppliers to use the financial trail to substantiate their claims as to the quantity and attributes of their electricity.”

A major difficulty associated with linking the “financial process to identifiable generation units and characteristics,” however, concerns the use of substantiating electricity product or company claims for consumers. According to the Attorney’s General, the issue “*involves the flow of money from the consumer to the advertised generation source and evidence that claims are not made twice for the same units of electricity.*” *The NAAG recommends a “tagging” system that will ensure that the supplier will have “certificates that reliably establish that, for the period relevant to the claim, the supplier purchased the sole rights to*

the claimed attributes in an amount adequate to meet consumption demand for the product consistent with the claimed attributes.” In addition, “*no more than one certificate*” will be “*issued for any one unit of power.*”

Several Green Certificate programs have sprung up across the U.S. For example, the “Green E program,” “ERT Clean Power Program” and the green tagging system offered by the Michigan Independent Power Producers Association (currently used by the Lansing Board of Water and Light *GreenWise* program). Each one of these program has different requirements and processes. In each case, the certificates are aimed at addressing issues raised by the NAAG.

The “*Power Scorecard*” offers consumers a comprehensive way to ensure reliability and quality in energy. The Scorecard measures environmental impact of various types of electrical generation – including Green Power. The Power Scorecard grades the types of generation resources used to produce electricity according to their effects on the environment and can be used as a design tool to match the most appropriate type of Green Power to a given building or application. The Power Scorecard operates by assigning a “score” to the impact a product has in each of the following eight environmental areas most seriously affected by electricity production:

AIR IMPACTS

- 1. global climate change**
- 2. acid rain**
- 3. smog (ozone) and fine particulates**
- 4. toxic mercury emissions**

WATER IMPACTS

- 5. consumption of water resources**
- 6. pollution of water bodies**

LAND IMPACTS

- 7. on-site land impacts (permanent plant footprint)**
- 8. off-site land impacts (solid waste disposal & fuel processing)**

For more information on the Power Scorecard please see:

<http://www.powerscorecard.org/>

Electric Choice

Michigan has deregulated its electric and gas utilities. Customers may now purchase electricity from Power Marketers. Peter Franolic, Director, Corporate Energy Affairs, Bethlehem Steel offers the following questions you should ask when approached by a Power Marketer/Retailer:

- Does the seller own or control any generating assets?
- How big of a player is the supplier in the marketplace?
- How experienced are the suppliers' employees?
- Is the supplier willing to agree to liquidated damages for nonperformance?
- Does the supplier have corporate guarantees?
- Does the supplier offer risk management services?
- Is the supplier a player in all energy markets?
- Is the supplier a good source of market knowledge?
- Does the supplier offer both short and long-term agreements?
- Does the marketer have appropriate back-office capability?

Poets Corner

The Want of Peace, by Wendell Berry

All goes back to the earth,
And so I do not desire
Pride of excess or power,
But the contentment's made
By men who have had little:
The fisherman's silence
Receiving the river's grace,
The gardener's musing on rows.

I lack the peace of simple things.
I am never wholly in place.
I find no peace or grace.
We sell the world to buy fire,
Our way lighted by burning men,
And that has bent my mind
And made me think of darkness
And wish for the dumb life of roots.

GreenWords...

“You must be the change you wish to see in this world” - Gandhi



MiIPL 2003 Membership Form

Contact: Mr. Ms. Mrs. Dr. Rev. Rabbi Imam Sr. Other: (_____)

Name: _____

Mailing Address: _____

P.O. Box _____ City: _____ State: _____ Zip+4 _____

Phone _____ Fax _____

E-Mail: _____ www: _____

MiIPL is organized exclusively for the purposes of receiving and administering funds for charitable, [religious,] educational and scientific purposes as described in Section 501(c)(3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue Law.

Annual Dues are **\$100.00/Congregation, \$75.00/Partner, \$50.00/Individual**. Please check payment method:

- Please make ENCLOSED Checks Payable To: "MiIPL"
- Master Card Visa Discover American Express Other: _____
Card # _____ Expiration Date (mm/yy) _____

Signature: _____

Please mail completed Membership Form AND Payment to: Rev. Charles Morris, Executive Director, MiIPL, P.O. Box 4606, East Lansing, MI 48826.

**Michigan Interfaith Power and Light (MiIPL)
c/o Urban Options, Inc.
405 Grove Street
East Lansing, MI 48823**