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PUNCH OR THE LONDON CHARIVARI VOLUME 4



RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 40 pages. Original publisher: Golden, Colo. : National Renewable Energy Laboratory, 2009 OCLC Number: (OCoLC)436234186 Subject: Electric utilities -- Rates -- United States. Excerpt: . . . Common Criticisms In this section, we identify and analyze major areas of concern regarding the marketing and overall performance of green pricing programs. We present the following four common and related criticisms, along with considerations helpful in evaluating their merit: 1. Green pricing programs spend too much on marketing. 2. Marketing expenditures serve private, not public, interests. 3. Green pricing programs do not result in new renewable energy development. 4. Public disclosure is poor and programs are not transparent enough. In general, market participants have recently become more cognizant of these issues. This paper aims to identify issues for which the market is seeking solutions. Because solutions to many of these issues are generally program-specific in nature and a subject for market participants and regulators, suggestions are made but the evaluation of specific solutions is beyond the scope of this paper. Common Criticism No. 1: Green Pricing Programs Spend Too Much on Marketing The core criticism highlighted by some industry observers around the country is whether programs simply spend too much on marketing. This question is actually complex, contextual, and multidimensional. Optimal expenditures depend upon the individual program design, the goals of the marketing campaign, and the goals of the regulatory body in approving the program. Some degree of marketing is needed to inform customers that they have the option to participate in green pricing programs; without participants, programs cannot succeed by any measure. But what level of marketing expenditures is appropriate Have programmatic goals been achieved, and have they been achieved cost effectively A meaningful response depends upon ones view...



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