

### BICEP Member Company Spotlight

## Gap Inc.

Gap Inc.'s comprehensive environmental strategy focuses efforts on energy, water and waste in both its owned and operated facilities and supply chain.

When asked why it joined BICEP in 2009, Gap replied, "We believe we should go beyond the basics of ethical business practices and embrace our responsibility to people and the planet. We believe this brings a sustained, collective value to our shareholders, our employees, our customers and society."

[Read more about BICEP members.](#)

### Upcoming BICEP Events

#### Outdoor Industry Association Rendezvous 2012

October 3rd - 5th, 2012  
Boston, MA

[For more information, click here.](#)

#### Save the Date! Ceres Conference 2013

May 1st-2nd, 2013  
San Francisco, CA

[Learn more about the Ceres Conference here.](#)

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### BICEP Staff

## Companies Urge Congress to Extend Wind Production Tax Credit



Nineteen companies, including Annie's, Inc., Johnson & Johnson, Timberland and Levi Strauss & Co, wrote to Congressional leaders encouraging them to extend the Production Tax Credit (PTC), a key provision supporting renewable energy.

The PTC provides a tax credit of 2.2 cents per kilowatt-hour of renewable power generated, and if lawmakers fail to act, is set to expire in 2012. Originally signed into law by George H.W. Bush, the tax credit has helped to strengthen energy diversity, reduce reliance on fossil fuels, and keep electricity costs low for homes and businesses across the country.

"For consumers of wind electricity, the economic benefits of the PTC are tremendous. The PTC has enabled the industry to slash wind energy costs - 90% since 1980 - a big reason why companies like ours are buying increasing amounts of renewable energy," the companies wrote in their letter. "Extending the PTC lowers prices for all consumers, keeps America competitive in a global marketplace and creates homegrown American jobs."

[Read the Ceres press release here.](#)

The release of the letter was covered by PoliticoPro, [The Hill's E-2 Wire](#), [AOL Energy](#), [Think Progress](#), and [Triple Pundit](#).

## White House Sports and Sustainability Forum



Justin Zeulner (first from left) of the Portland Trail Blazers

The Portland Trail Blazers, a BICEP member company, was invited to the White House for the "[Sports and Sustainability Forum](#)", an event highlighting the unique ability of the sports industry to reach a broad audience in promoting sustainability.

Justin Zeulner, Director of Sustainability and planning for the Portland Trail Blazers, shared some of the team's green successes including the Rose Quarter's [LEED](#)

[Gold certification](#) and [electric vehicle charging site](#).

Lisa Jackson, head of the Environmental Protection Agency, offered welcoming remarks highlighting the importance of coalitions coming together to engage millions of people in protecting the environment.

[Watch a video of the forum here.](#)

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## BICEP Attends Democratic National Convention

Several BICEP members including Timberland, Seventh Generation, and New Belgium Brewing were invited to speak at the American Sustainable Business Council's "Summit for a Sustainable Economy" at the DNC in Charlotte, NC on September 5th.

Betsy Blaisdell of Timberland gave a ringing endorsement of BICEP from the stage and [CEO Kim Jordan of New Belgium Brewing was interviewed by NPR](#) on businesses taking the lead on sustainability.

A similar event at the Republican National Convention was cancelled due to Hurricane Isaac.

## Supporting PACE Energy Efficiency

Ceres submitted comments on behalf of BICEP to the Federal Housing Finance Agency (FHFA) urging them to restore Property Assessed Clean Energy (PACE) programs that help property owners make energy efficiency and renewable energy upgrades to their homes.

[Read the letter here.](#)

## BICEP in Action

BICEP members are leaders when it comes to finding innovative ways to reduce their impact and strengthen their bottom lines. Here are just a few examples of the great work BICEP members are doing:



**Ben & Jerry's gets a visit from head of EPA:** Lisa Jackson, head of the US Environmental Protection Agency (EPA) toured the Ben & Jerry's ice cream plant in Vermont where she heard about the company's sustainable business practices, including its wastewater treatment, energy efficiency, and recycling efforts.

[Learn more here.](#)

**Sustainable Apparel Coalition launches new index:** The Higg Index is a new open-source tool to help footwear and apparel manufacturers better measure the social impacts of their products. The Outdoor Industry Association's Eco Index and Nike's Environmental Apparel Design Tool were the basis for the new industry-wide tool which measures water use, energy consumption, greenhouse gas emissions, waste, chemicals and toxicity.

[Read more here.](#)



**The North Face wins EPA Green Power Leadership award:** The North Face has been awarded the Green Power Leadership award from the EPA. The EPA highlighted The North Face's commitment to purchase 100% green power and their involvement in BICEP.

[Click here to learn more.](#)

**Aspen Snowmass captures waste methane for energy:** Aspen Skiing Company has partnered with a local coal mine to capture waste methane released from the mine and use it to generate negative-carbon electricity. This innovative approach provides the ASC with all of its energy and eliminates 3 times the carbon pollution created by the resort annually.

[Learn more here.](#)

**Nike uses water free dyes:** Nike has developed a process of dyeing fabric using industrial CO2 waste instead of water, saving billions of gallons of water per year and reducing the companies carbon footprint.

[Click to learn more.](#)

## Bills to Watch

A ballot initiative in Michigan, [Proposal 3](#), would increase Michigan's renewable energy portfolio from the current 10% by 2015 to 25% by 2025 if it passes this November.

The [Wind Powering American Jobs Act of 2012](#) (H.R. 6031), introduced in June by Representative Earl Blumenauer, would extend the tax credit for the production of wind electricity through the end of 2013. The current tax credit is set to expire at the end of 2012 unless Congress acts. BICEP company members [sent a letter to Congress](#) urging the extension of the tax credits.

The [Energy Savings and Industrial Competitiveness Act of 2011](#) (S.1000) introduced in May by Senators Jeanne Shaheen (D-NH) and Rob Portman (R-OH) would create a broad package of incentives and tools to encourage and increase energy efficiency investments by businesses and homeowners.

The [Clean Energy Victory Bonds Act of 2012](#) (HR. 6275), introduced in August by Representative Bob Filner and joined by 12 co-sponsors, would extend the Production Tax Credit and other clean energy incentives for another decade. The bill would also allow Americans to invest billions of dollars toward clean energy and energy-efficiency technologies.

The [PACE Assessment Protection Act of 2011](#) (HR.2599), introduced in July by Representatives Nan Hayworth (R-NY), Mike Thompson (D-CA) and Dan Lungren (R-CA) (with 52 other co-sponsors), would address action taken by the Federal Housing Finance Agency that is currently preventing states and communities from taking advantage of PACE programs

The [Sensible Accounting to Value Energy Act of 2011](#) (S.1737), introduced in October by Senators Michael Bennet (D-CO) and Johnny Isakson (R-GA), would provide mortgage financing for energy efficiency upgrades, change federal underwriting rules to better capture the value of energy efficiency and allow homeowners and builders to more fully recover the cost of energy efficiency projects.

The [Master Limited Partnerships Parity Act](#) (S. 3275), introduced by Senators Chris Coon (D-DE) and Jerry Moran (R-KS), would extend a tax provision allowing energy projects access to cheaper capital for renewable energy projects that is currently only available to fossil fuel-based energy projects.

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