



SOLAR ETHICS PLEDGE

GREEN ENERGY OHIO - SOLAR UNITED NEIGHBORS

Green Energy Ohio & Solar United Neighbors Create Code of Ethics for Solar Installers

Green Energy Ohio (GEO) and Solar United Neighbors of Ohio (OH SUN) have created a Code of Ethics intended to protect the solar industry in Ohio, promote reputable companies, and help ensure that Ohio consumers can have confidence in their installers. The Code puts forth business and professional practices consistent with ethical standards in other states and solar industry organizations.

Ohio solar installers are invited to sign the Pledge to abide by this Code of Ethics. Companies who sign the Pledge will be listed on the website solarethics.org and will be publicly promoted by GEO and OH SUN.

GEO and OH SUN have the following expectations for solar installers doing business in Ohio

- Companies will maintain the highest ethical standards of advertising, selling, installation, and service guided by the principles of honesty and integrity.
- No advertising claim by any company should be deceptive or misleading, whether by affirmative statement, implication, or omission.
- Companies will not partner with, contract with, or otherwise receive services from solar lead generation organizations that make deceptive or misleading claims in advertising or in any interaction with potential clients.
- Companies will be transparent in dealing with subcontractors and hold all subcontractors to the ethical standards set forth in this document.
- The capabilities, performance, and energy savings potential of solar products and systems, as well as warranties and financing mechanisms, must be presented in an honest and transparent manner. Estimates of future utility price increases should be supported by data from reliable independent sources.
- Companies will not refer to a solar system as “free” in oral or written marketing or sales discussions unless the consumer will pay nothing for the solar system or the energy it generates.
- Companies will employ knowledgeable sales personnel, trained in the solar products they market, to provide customers with up-to-date, understandable product information.
- Companies will design, build, install, operate, and/or maintain products in a manner compatible with public health, safety, and environmental values and in compliance with local, state, and federal codes and best practices.
- Companies will apply all government and utility incentives in compliance with program regulations and will fairly represent the impacts of such incentives in all consumer transactions.
- Companies will comply with all federal, state, and local laws, including but not limited to the Home Solicitation Act and the Ohio Consumer Sales Practices Act.