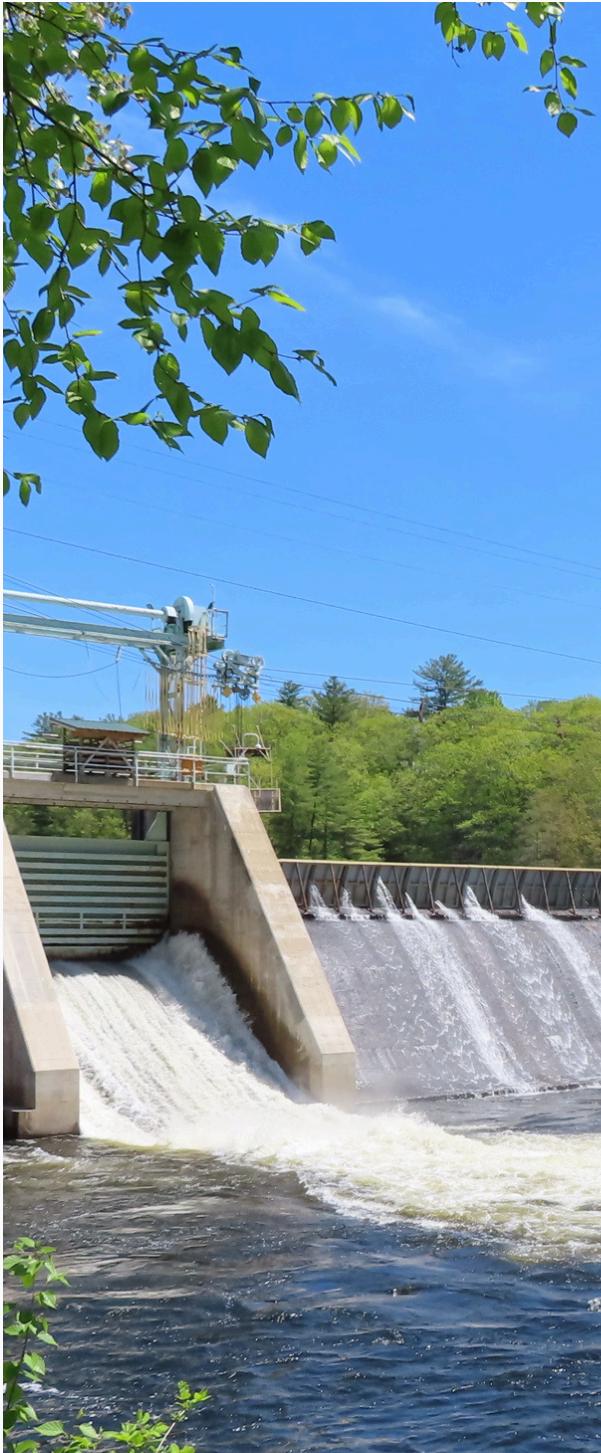


# LOW IMPACT HYDROPOWER CERTIFICATION PROGRAM TOOLKIT





## PRO TIP



Bookmark this toolkit or save it to your internal resource library. Many sections—like branding, communications, and compliance—are designed to be reused throughout your certification term and during recertification.

# HOW TO USE THIS TOOLKIT

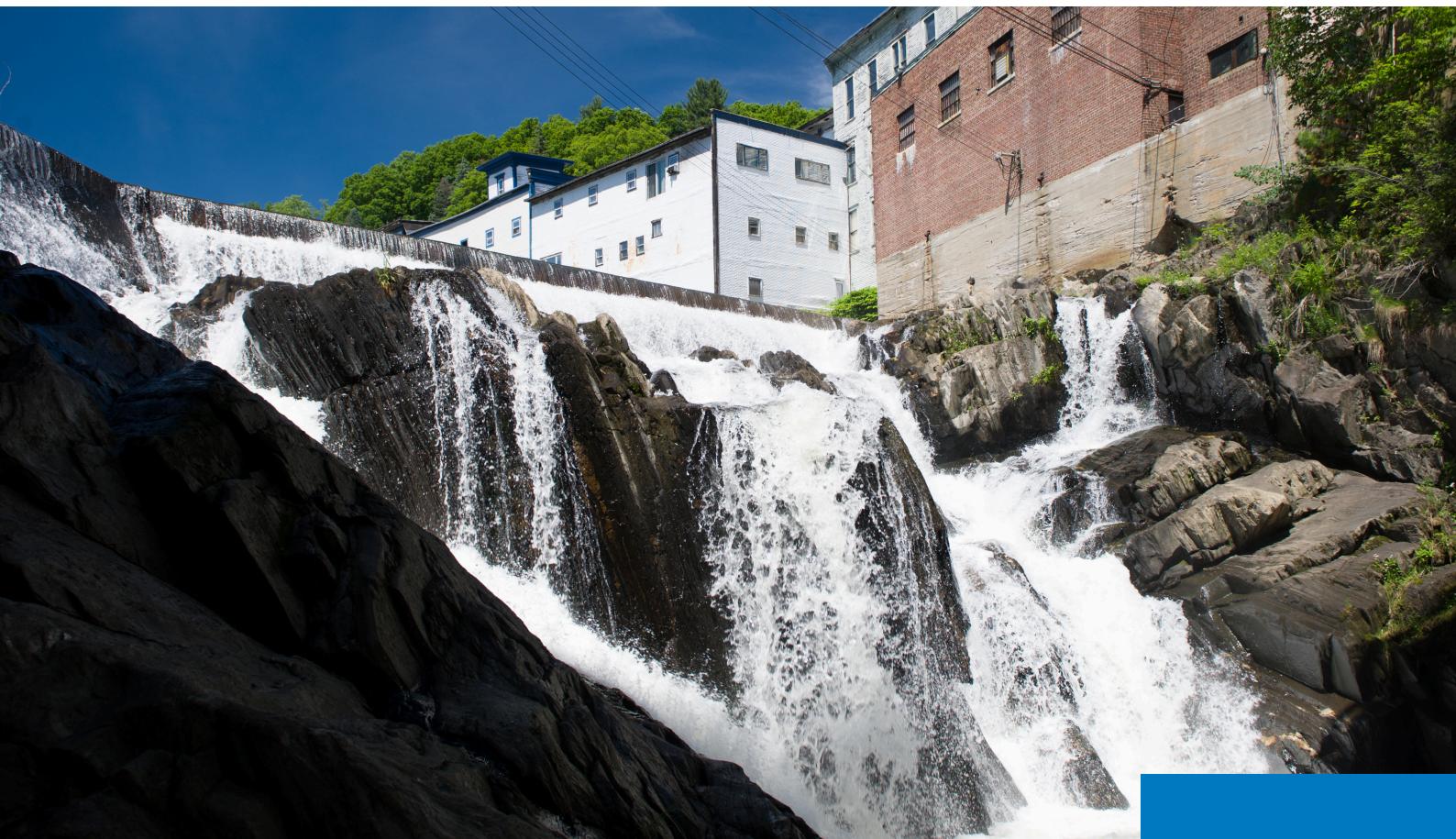
Congratulations on achieving Low Impact Certification from the Low Impact Hydropower Institute (LIHI) — a nationally recognized mark of environmental leadership and responsible hydropower operation.

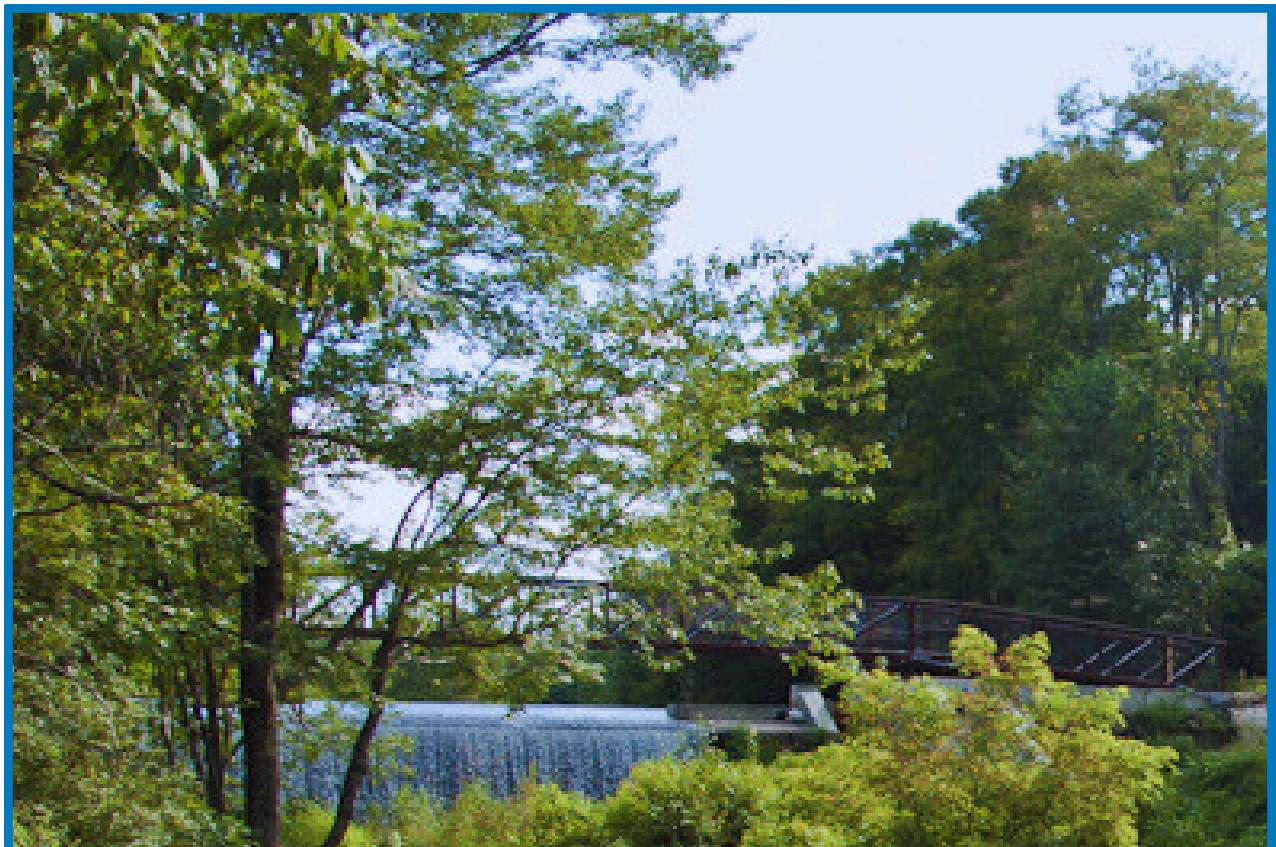
This toolkit was designed to help you maximize the benefits of your certification, maintain compliance, and communicate your achievement effectively to your community, partners, and stakeholders.

Inside, you'll find practical guidance, templates, branding assets, and resources to help you represent your certified status with confidence and accuracy.

# What's Inside...

<b>Program Fact Sheet</b>	<b>04</b>	<b>Resources</b>	<b>41</b>
<b>Compliance 101</b>	<b>07</b>	<i>Important Links - External</i>	<b>42</b>
<b>Leveraging Your Certification</b>	<b>14</b>	<i>Important Links - Internal</i>	<b>43</b>
<b>Community Engagement Quick Guide</b>	<b>17</b>	<i>Staff Contact List</i>	<b>44</b>
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# PROGRAM FACT SHEET



# LOW IMPACT HYDROPOWER CERTIFICATION PROGRAM

## FACT SHEET

### PROGRAM STATS

- Over **320** certified facilities
- **24** states with certified projects
- **16 million MWh** of certified low-impact hydropower is generated annually
- **1235 miles** of rivers protected or restored

The Low Impact Hydropower Institute (LIHI, pronounced Lee-Hee) Certification Program provides a rigorous, science-based framework for recognizing hydropower facilities that protect people, rivers, and ecosystems. Applications are evaluated against a set of eight environmental, cultural, and recreational criteria. These criteria address the primary areas of social and ecological impact associated with hydropower, including clearly defined goals to ensure that every certified facility meets the program's high standards. By achieving LIHI Certification, projects demonstrate that they operate in a way that protects river ecosystems, respects community and cultural values, and contributes to the economic viability of clean, renewable hydropower.



### MISSION

We recognize and support hydropower that prioritizes environmental, recreational, historical, and cultural resource protection.

### VISION

We envision a world where hydropower puts people and the environment first.

### CORE VALUES

- **Water Stewardship:** Natural flowing waters are essential to healthy life on earth. We strive to protect water's natural, social, and cultural values.
- **Low Impact Hydropower:** Hydropower can operate in a low impact way that ensures ecosystems and communities can thrive. We support Low Impact hydropower that achieves this goal as a valuable resource in the clean energy transition.
- **Transparency:** Transparency builds trust and fosters accountability. We seek public input and communicate openly and honestly about the considerations underlying our decisions.
- **Integrity:** Inclusivity and consistency lead to higher quality outcomes. We value different viewpoints and approach our decisions with neutrality, devoid of personal interests or external pressures.
- **Data-driven:** Quality information leads to better decisions. To ensure our actions are grounded in science and reason, we rely on data, facts, and evidence, and we evolve if new information calls for change.
- **Collaboration:** Common ground and shared goals are the path to progress. To do this, we encourage kind, open, and candid conversations with all individuals and organizations, regardless of affiliation. We value and actively seek diverse perspectives to build mutual understanding and enduring connections.

## PROGRAM BENEFITS

The Low Impact Hydropower Institute (LIHI) Certification is more than just a credential—it's a mark of integrity, stewardship, and accountability. It tells the story of a hydropower facility's commitment to clean energy that coexists with healthy rivers and thriving communities.

Earning LHI Certification demonstrates leadership in sustainable hydropower and provides tangible benefits that strengthen both environmental performance and public trust. Certified facilities gain:

- **Independent Recognition** — Third-party verification that a facility meets rigorous environmental and social standards, reinforcing credibility with regulators, investors, and the public.
- **Market Advantage** — Eligibility for renewable energy credit (REC) programs, sustainability incentives, and increased access to green power markets.
- **Regulatory Confidence** — A respected, science-based framework that supports compliance and strengthens applications for licenses, permits, and funding opportunities.
- **Grant Competitiveness** — Certification can enhance a project's position in competitive grant and funding processes by demonstrating verified environmental performance and stakeholder engagement.
- **Public Trust and Transparency** — A visible commitment to responsible river management that resonates with local communities, Tribes, and stakeholders.
- **Communication Tools** — Use of the LIHI Certification Seal, pre-approved messaging, and templates to help facilities share their low-impact achievements.

LIHI Certification not only validates a project's environmental integrity—it also helps operators, communities, and policymakers build a shared vision for a cleaner energy future and healthier rivers.

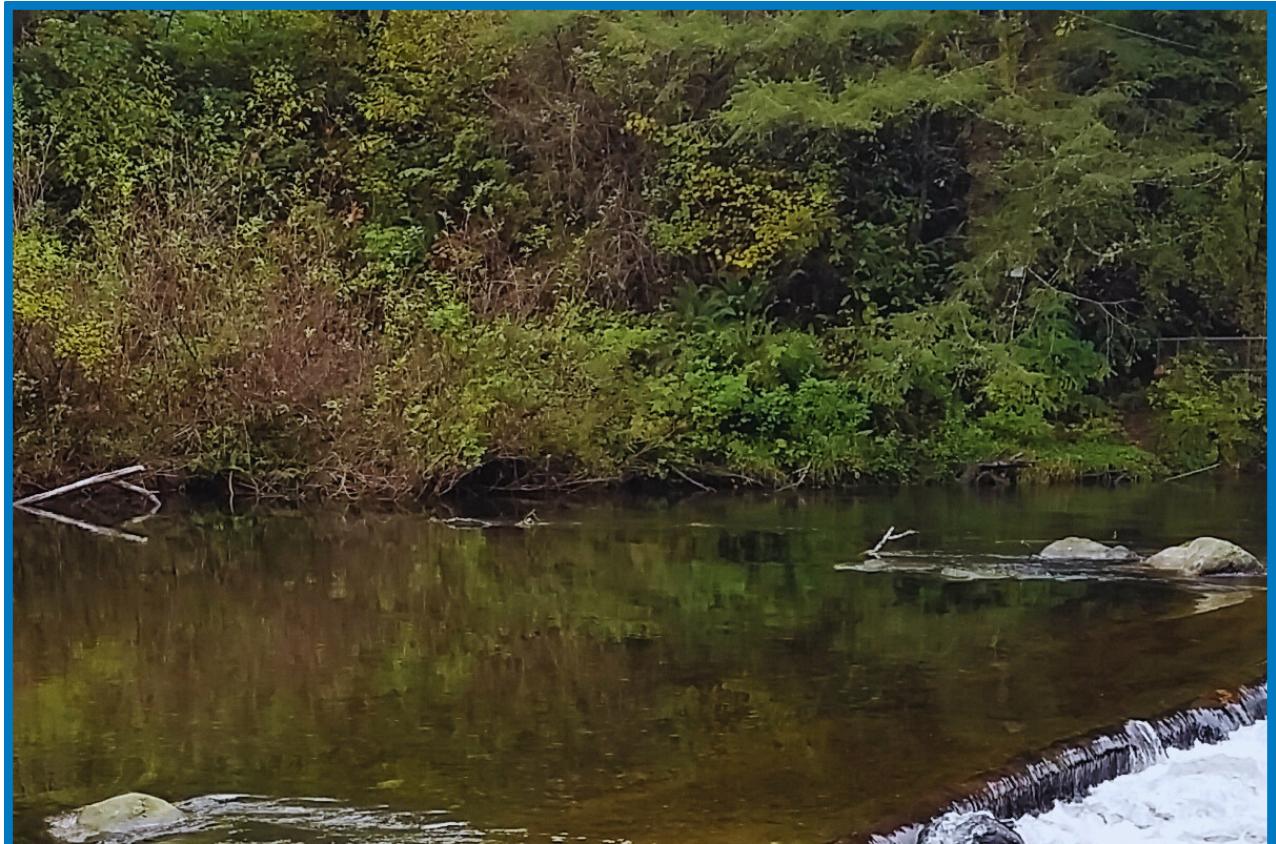
## PROGRAM CRITERIA

LIHI Certification is available to U.S. hydropower facilities that demonstrate environmentally and socially responsible operation and do not involve the construction of new dams or diversions after August 1998. Both existing and new facilities may qualify. Eligible projects include those generating power at existing dams, adding generation to non-powered dams, or improving efficiency without increasing environmental impacts. Facilities must demonstrate that any changes do not harm river flow, aquatic resources, or community values.

Pre-operational facilities may be considered if they hold a valid FERC license or similar environmental authorization, with certification taking effect once generation begins. Projects are not eligible if they require new dam construction, use pumped storage or hydrokinetic technologies, operate outside the United States, or are tied to dams formally recommended for removal.

LIHI Certification focuses on projects that use existing infrastructure to deliver clean energy while protecting river ecosystems, wildlife, and communities.





# COMPLIANCE QUICK GUIDE





# COMPLIANCE

## 1-0-1

Low Impact Hydropower  
Certification Program

Mid-term  
Reviews

\* Reviews \*

Program  
Requirements

Annual  
Reporting

\* Reporting \*

Recertification

# Maintaining Program Compliance



To maintain a valid LIHI Certificate, facility owners and operators must operate their hydropower projects in full compliance with the terms of certification and the requirements of the LIHI Handbook. LIHI protects the integrity of its program by verifying compliance annually and reviewing any reported changes or issues that may affect certification.

Changes to a facility or its operations are not automatically violations; however, LIHI must be informed so that certification records remain accurate and current.



## Consequences of Non-Compliance

If a facility fails to correct a significant violation or misrepresentation within 30 days of written notice, LIHI may:

- Impose additional conditions or fees.
- Temporarily suspend certification, requiring all parties marketing the power to stop using the LIHI mark.
- Revoke certification, which bars reapplication for five years and requires notification of customers and removal of the facility from LIHI's public listings.



## Annual Compliance Reporting

Each year, Certificate holders must submit a signed Annual Compliance Statement confirming that:

- The facility operated in compliance with the LIHI criteria and certificate conditions.
- No substantive violations, agency recommendations, or complaints were received.
- Any active facility-specific conditions have been met or are in progress.

The annual statement is due by the 15th of the certificate anniversary month. LIHI will verify submissions by reviewing regulatory dockets and other data. Failure to submit on time or providing false information may result in suspension or revocation of the Certificate. Compliance summaries are posted publicly on LIHI's website after review.



## Notification Requirements

Certificate holders must promptly notify LIHI of any event that could affect compliance, including:

- Any actual or potential violation of LIHI criteria or certificate conditions.
- A violation of LIHI's marketing or logo-use guidelines.
- Any formal notice of violation or non-compliance from a regulatory or Tribal authority.
- Any material change in the facility, its operations, or regulatory status that could affect compliance.

Notifications should include an explanation of the event and whether it is expected to impact the facility's ability to meet the LIHI criteria. Other parties may also alert LIHI to potential non-compliance or relevant changes.



## Ownership Changes

If ownership of a certified facility changes, the seller must notify LIHI within 30 days and provide contact information for the purchaser. The new owner must assume all certificate obligations and sign a Certification Mark License Agreement (CMLA) with LIHI. LIHI will then hold an informational session with the new owner to ensure understanding of compliance and reporting requirements.



## LIHI Review Process

Upon notification, LIHI staff will review the situation, gather information, and decide whether a compliance review is necessary. If needed, an independent reviewer may be assigned to assess the issue, with associated costs billed to the Certificate holder. LIHI will then determine whether corrective action, additional conditions, or other steps are required.



## Mid-Term Reviews

If annual reviews reveal material changes that may affect compliance, LIHI will conduct a mid-term review. These reviews assess whether the facility continues to meet the LIHI criteria in light of significant changes such as:

- Permanent operational or structural modifications.
- Major watershed or environmental changes (e.g., dam removals, new species listings, flooding).
- Regulatory, policy, or management plan updates affecting operations.
- Issuance or amendment of a FERC license or exemption.

Certificate holders must provide documentation within 3-6 months of such changes. Mid-term reviews include public notice and comment. Fees will apply, and additional conditions may be imposed if necessary.

# Recertification Timeline

## 9–6 months before expiration

### LIHI sends renewal notice.

Guidance, forms, and fee information are provided for the recertification application. Facilities are encouraged to begin gathering documentation early to allow time for review.

## 4–3 months before expiration

### Stage I Review – Initial Evaluation

LIHI's independent reviewer conducts a preliminary review focused on three questions:

1. Is the application complete?
2. Have there been any material changes at the facility or newly identified issues?
3. Have LIHI's certification criteria changed since the last term?

If the answer to all is "no", a quick recertification decision can be made following a 60-day public comment period.

If any answer is "yes", the process moves to Stage II Review.

### Stage II Review – Comprehensive Evaluation

- A detailed, independent review examines:
  - The new application materials.
  - Annual compliance reports and any mid-term reviews.
  - Public records, agency and tribal feedback, and public comments.
- The reviewer may ask for additional information or clarification.
- Upon completion, a written report and recommendation are submitted to LIHI staff.

## 6–4 months before expiration

### Submit a Recertification Application Package and recertification fee.

The application is similar in scope to the original certification submission. LIHI confirms receipt and begins the Stage I Review.

## 3–1 months before expiration

### Public comment period (60 days)

Once complete, the full application package is posted on the LIHI website for a 60-day public comment period.

Notice is sent to agencies, Tribes, and interested stakeholders. Comments and applicant responses are reviewed as part of the final decision process.

## 1 month before expiration

### LIHI decision and 30-day appeal period

The LIHI Executive Director reviews the independent report and recommendations and issues a preliminary decision. In the case of unresolved public comments or precedent setting situations, the Technical Committee may review and approve the decision. A Preliminary decision notice is posted on the LIHI website for a 30-day period.

## Upon approval

New certificate issued (10–15 years)



## After Approval

- A new LIHI Certificate is issued for a 10–15-year term, with any updated conditions.
- The project's LIHI webpage is updated to reflect the new certification status.
- The facility continues annual compliance reporting as usual.

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## Optional: Withdrawal or Extension

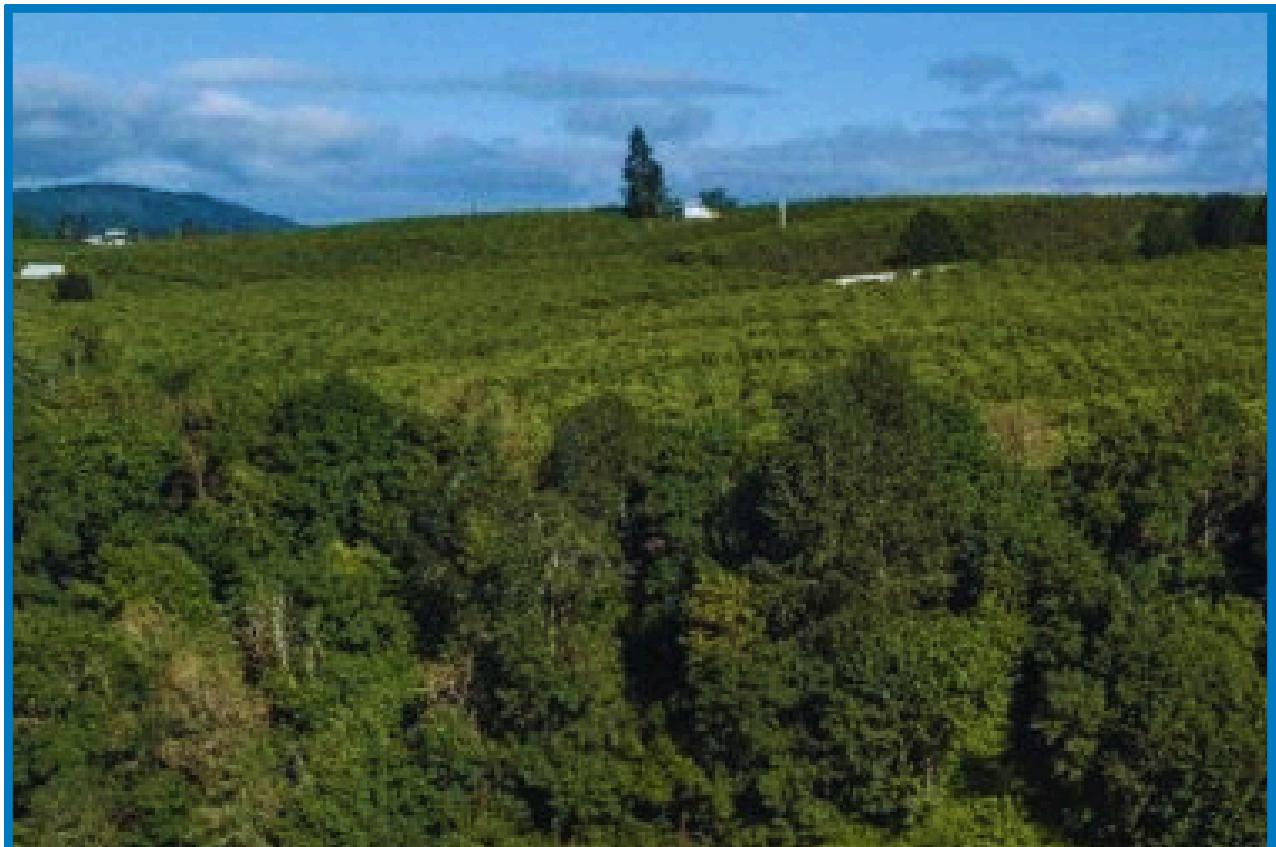
- A Certificate holder may withdraw their application at any time before a decision, with fees nonrefundable.
- If additional time is needed (e.g., during a FERC relicensing), LIHI may extend the certification term by one year pending completion of the relicensing process.

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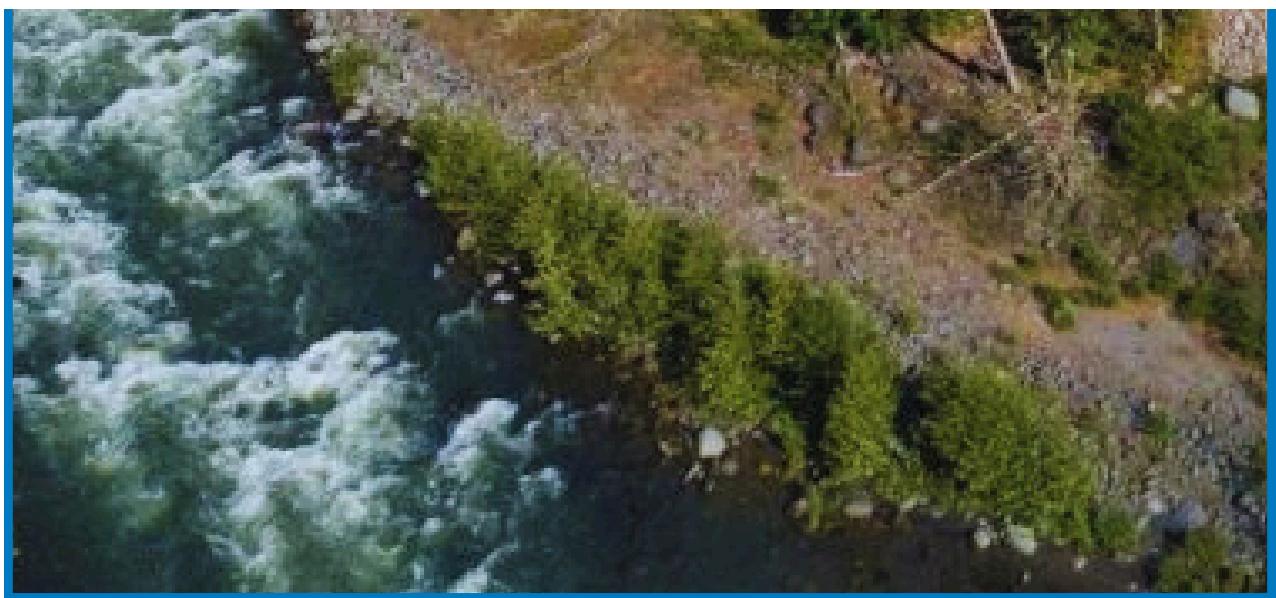
## Fee Schedule

LIHI program fees are designed to cover the cost of operating the Low Impact Hydropower Institute's Certification Program, including processing applications, monitoring compliance, and maintaining active Certifications. The Fee Schedule explains each component of the fees. LIHI reserves the right to alter the program fee policy as needed, with reasonable notice to applicants and Certificate holders. Adjustments to fees may be available under certain circumstances. Please contact LIHI for details.

See the fee schedule at [lowimpacthydro.org/lihi-fee-structure](http://lowimpacthydro.org/lihi-fee-structure).



# **LEVERAGING YOUR CERTIFICATION (INFOGRAPHIC)**



# LEVERAGING THE LOW IMPACT HYDROPOWER CERTIFICATION AS A STRATEGIC ASSET

Earning certification is more than an achievement—it's a strategic asset. This guide is designed to help Certificate holders make the most of their LIHI Certification in regulatory, funding, and market efforts. By effectively using certification in these areas, facility owners can demonstrate compliance, attract investment, and promote their commitment to low-impact, renewable energy.

## HOW CAN YOU MAKE THE MOST OF YOUR CERTIFICATION?

- Incorporate LIHI Certification into regulatory filings and permit renewals,
- Strengthen grant and funding applications by showcasing verified sustainability performance, and
- Leverage Renewable Energy Certificates (RECs) alongside LIHI Certification to enhance market value and transparency.



## DEMONSTRATING ENVIRONMENTAL PERFORMANCE

LIHI Certification provides verified, third-party documentation of a hydropower facility's environmental stewardship. This can strengthen a project's standing in:

**FERC relicensing filings**, by signaling to stakeholders in licensing proceedings a commitment to environmental stewardship, transparency, and community engagement.

**State environmental reviews** strengthens credibility with regulators by demonstrating a commitment to high environmental standards.

**Permit renewals or amendments**, where LIHI Certification demonstrates that the project exceeds relevant mitigation and monitoring requirements.



Include a copy of your LIHI Certificate and the associated Certification Review Report in your submission package. Reference your LIHI Certification Number and certification term dates in the project description or environmental compliance sections.



## STRENGTHENING GRANT AND FUNDING APPLICATIONS

Many **state, federal, and private funding programs** prioritize or require evidence of sustainable energy practices. LIHI Certification can:

Improve competitiveness for **clean energy grants, resilience funding, and river restoration partnerships**.

Serve as supporting evidence of compliance with **sustainability metrics or environmental justice criteria**.

Help demonstrate alignment with **federal and state-level renewable energy goals**.



## HOW TO HIGHLIGHT YOUR CERTIFICATION

- Mention LIHI Certification under sections like Environmental Stewardship, Sustainability, or Project Readiness.
- Include language such as:

*This facility is certified by the Low Impact Hydropower Institute (LIHI), confirming that it meets rigorous, independent standards for environmental protection and community engagement.*

# Using Your LIHI Certification with Renewable Energy (RECs)



LIHI Certification and RECs can complement each other in market and policy contexts:

LIHI Certification verifies a facility's *environmental integrity* – RECs verify the *renewable generation attributes*.



In the compliance market, LIHI Certification is required for a facility to qualify for and generate RECs that can be used to meet requirements under a state's Renewable Portfolio Standard (RPS), or similar program. These states include Massachusetts, Vermont, Delaware, Pennsylvania, Oregon. LIHI's program or its certification criteria are also woven into RPS programs in New Jersey, Utah, and Ohio.

In the voluntary market, LIHI Certification can allow eligible facilities to participate in programs such as RE100, the Green-e® Energy Program (Green-e), the U.S. Environmental Protection Agency's (EPA) Green Power Partnership Program (GPP), ANSI/ASHRAE/ICC/USGBC/IES Standard 189.1-2017 for the Design of High-Performance Green Buildings, and the AASHE STARS 3.0.

Participating in the compliance or voluntary market can offer facilities valuable revenue streams.



## TIP 1:

When marketing RECs or completing grant or disclosure forms, reference both the **LIHI Certification number and renewable generation data** from your tracking system (e.g., NAR, NEPOOL GIS, NYGATS, WREGIS, M-RETS).

Certificate holders can use both LIHI status and RECs to:

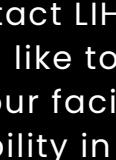
- Support **corporate power purchase agreements (PPAs)** with sustainability targets.
- Enhance **marketing of "green" hydropower products** to utilities or corporate buyers.
- Distinguish RECs from LIHI-certified sources as **"premium" renewable products**.



## EXAMPLE

“—  
The facility's Renewable Energy Certificates (RECs) are generated by a Low Impact Hydropower Institute (LIHI) certified source (Certificate #XXX, valid through 203X).”

## TIP 2:



Contact LIHI if you would like to discuss your facility's eligibility in various compliance or voluntary market programs.



## Recommended Documentation to Include

When submitting regulatory or funding applications, attach:

- The **LIHI Certificate**
- The **Certification or Recertification Review Report**
- A brief statement of **ongoing compliance** with LIHI conditions, if applicable
- **REC tracking information**, where relevant



# COMMUNITY ENGAGEMENT QUICK GUIDE





## Low Impact Hydropower Certification Program

# COMMUNITY ENGAGEMENT QUICK GUIDE

Meaningful community engagement is an essential part of demonstrating low-impact hydropower practices. Facilities that proactively collaborate with Tribal Nations and local residents build stronger relationships, reduce conflict, and ensure that their operations support ecological and cultural values.



## QUICK TIP



**Documentation for Certification and Recertification**  
Certificate holders should maintain records of engagement activities, including meeting summaries, correspondence logs, and evidence of outreach outcomes. This documentation helps demonstrate compliance with stakeholder engagement criteria in certification or recertification applications.

# Engaging with Tribal Nations

Respectful government-to-government and community-to-community relationships with Tribal Nations are vital to the integrity of certification and recertification. Certificate holders should:



## RECOGNIZE SOVEREIGNTY AND SELF-DETERMINATION

Always approach Tribal Nations as sovereign governments with unique legal rights, cultural values, and decision-making authority.



## ENGAGE EARLY AND OFTEN

Initiate contact at the beginning of project planning, well before formal applications or filings. Early dialogue fosters trust and identifies potential concerns before they become barriers.



## LISTEN AND LEARN

Take time to understand each Nation's priorities, environmental concerns, and traditional ecological knowledge related to the affected watershed.



## PROVIDE CLEAR, ACCESSIBLE INFORMATION

Share project details—including environmental studies, operational changes, and mitigation measures—in plain language, and offer opportunities for in-person discussion.



## SEEK MUTUAL BENEFIT

Explore ways to integrate Tribal knowledge into project operations, habitat restoration, or educational outreach, and to support community goals beyond regulatory compliance.

## ENGAGEMENT IN ACTION

The School Street Hydroelectric Project (LIHI #63) demonstrates how meaningful engagement and respect for cultural values can lead to lasting partnerships with Tribal Nations. Cohoes Falls, located near the facility, is a sacred site for the Six Nations of the Haudenosaunee (Iroquois) Confederacy—the Mohawk, Oneida, Onondaga, Cayuga, Seneca, and Tuscarora peoples.

Throughout the FERC licensing process, the project's owner worked closely with Tribal representatives to ensure access to the falls for ceremonial and cultural activities, while coordinating with recreational groups to minimize conflicts. This collaboration created a respectful balance between community recreation and cultural preservation.

In 2011, the project owner further strengthened its commitment to Indigenous stewardship by donating 100 acres of land on the opposite bank of the Mohawk River to the Hiawatha Institute for Indigenous Knowledge, supporting education and cultural renewal for future generations.

# Engaging with Local Residents and Stakeholders

Hydropower facilities often play an important role in their surrounding communities. Meaningful engagement with local residents, businesses, governments, and other stakeholders demonstrates transparency and accountability.

## Inform and Involve

Keep local communities updated about operational changes and environmental improvements.

## Create Feedback Loops

Offer multiple avenues for the community to share input—such as public meetings, surveys, or open-house events—and follow up on how their feedback was addressed.

## Highlight Local Benefits

Communicate how LIHI Certification supports local environmental protection, recreation, and community well-being.

## Build Partnerships

Collaborate with local organizations, schools, and conservation groups to extend the impact of low-impact hydropower values beyond the facility itself.

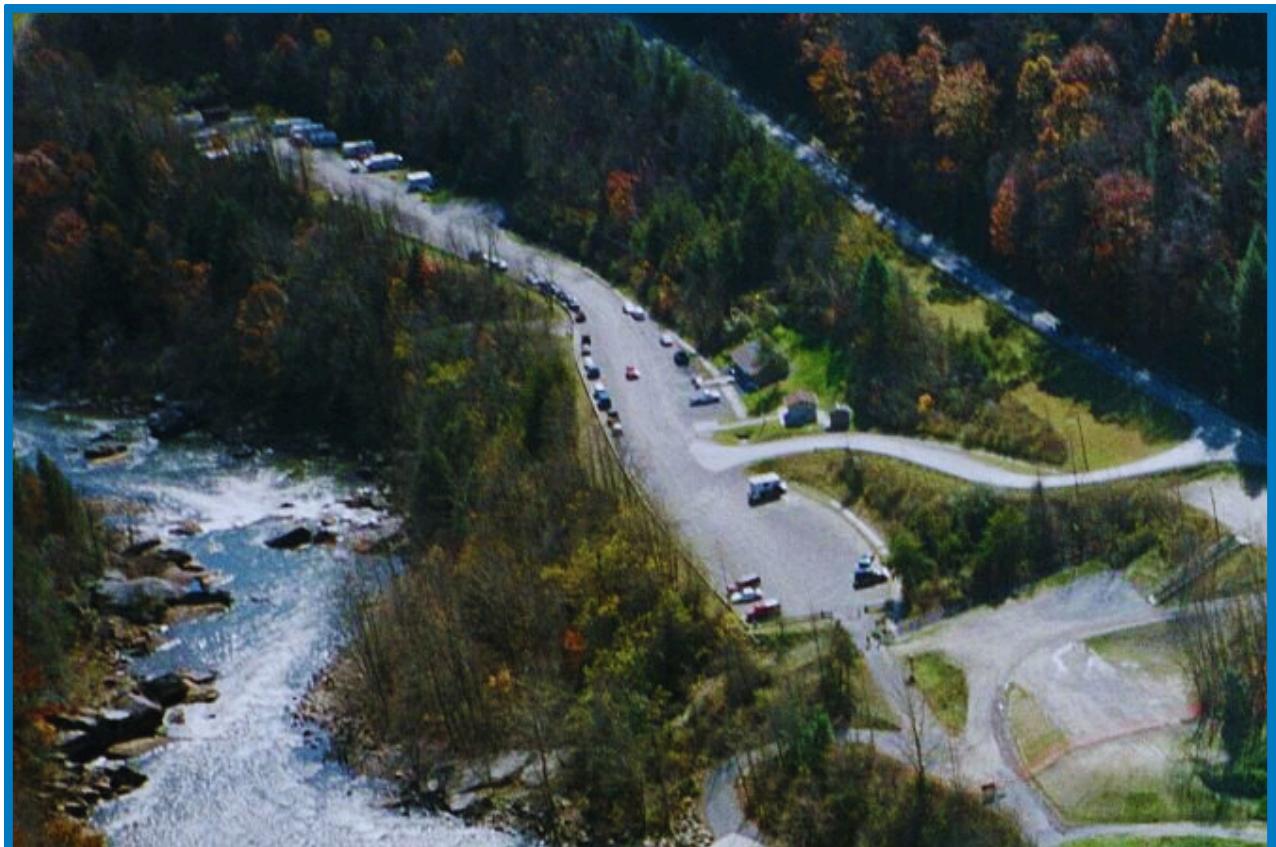
## ENGAGEMENT IN ACTION

*The Mother Ann Lee Hydroelectric Project (LIHI #24) is turning renewable energy into a hands-on learning experience for the community. Through partnerships with local schools and organizations, the facility is connecting history, art, and science to inspire the next generation of environmental stewards.*

*Students from Bloom Elementary School in Louisville, KY learned about hydropower and local fish species, then transformed the project's generators into vibrant works of art—creating a one-of-a-kind “children’s art gallery” inside the powerhouse. The project owner also donated a historic turbine runner to the Jessamine County Parks and Recreation Department, with plans for interpretive signage exploring its 1927–2014 service and the Kentucky River’s role in regional settlement.*

*The facility regularly hosts tours for Kentucky River Authority staff, lock tenders, and Centre College students, blending technical education with community engagement. As part of its sustainability program, Centre College purchases renewable energy credits from the facility, offsetting about 30% of its anticipated electricity use.*

*The Mother Ann Lee Project demonstrates how certified low-impact hydropower can celebrate cultural heritage, foster learning, and strengthen community connections.<sup>2</sup>*



# COMMUNICATION AND MESSAGING GUIDE





# COMMUNICATION AND MESSAGING GUIDE

## LOW IMPACT HYDROPOWER CERTIFICATION PROGRAM

The LIHI Communication & Messaging Guide is designed to help Certificate holders effectively share their certification achievements with the public, partners, and stakeholders while maintaining consistency with the Low Impact Hydropower Institute (LIHI) brand.



Whether preparing a press release, designing signage, updating your website, or posting on social media, this guide provides clear direction on how to accurately and confidently represent your certification.

# SHARING YOUR CERTIFICATION WITH THE PUBLIC



The Low Impact Hydropower Institute (LIHI) uses success stories to inspire others, highlight best practices, and showcase the value of LIHI Certification to policymakers, funders, and the public.

## Why Should You Submit a Success Story?



**Promote your facility's leadership** in low-impact hydropower.



**Showcase tangible benefits** of LIHI Certification (environmental improvements, stakeholder engagement, innovation).



**Support the LIHI mission** by helping educate and inspire others in the industry.



**Enhance your visibility** in LIHI communications, newsletters, website features, and annual reports.



# What Makes a Good Success Story?

*Strong success stories are:*



## Outcome-Focused

Demonstrate measurable impact, such as improved fish passage, enhanced recreation, or strengthened community partnerships.



## Visual and Compelling

Use high-quality photos, maps, or short videos.



## Human-Centered

Include the perspectives of community members, Tribal partners, or staff who made the work possible.



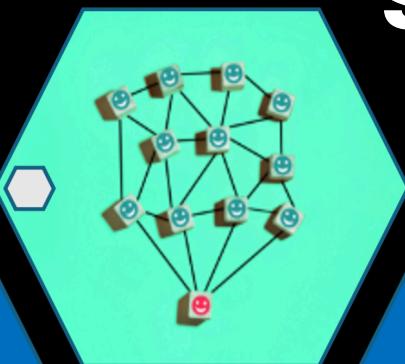
## Connection to LIHI Criteria

Highlight how the project supports low-impact values such as water quality, recreation, fish and wildlife protection, or cultural resource preservation.



# STORY IDEAS

Implementation of new **environmental enhancement projects** (fishways, flow improvements, habitat restoration).



**Public education or outreach** about hydropower and river stewardship.

**Collaboration with local or Tribal communities** to preserve cultural resources or improve local access.

**Recognition or awards** received after certification.

**Innovation in technology or operations** that reduces ecological impacts.



# How to Submit a Story

Certificate holders can submit stories through [\*\*LIHI's Success Story Submission Form\*\*](#). You can also pitch a story by emailing [wstovall@lowimpacthydro.org](mailto:wstovall@lowimpacthydro.org) with the following:

## Facility Information

- Facility name
- LIHI Certificate number
- Owner/operator contact information

## Story Summary (250-500 words)

Briefly describe:

- The project or initiative
- The challenge or motivation
- The actions taken
- The outcomes or results
- How it relates to LIHI Certification or criteria

## Permissions

Confirm you have the right to share photos, quotes, or media and permit LIHI to use them on public platforms.

## Supporting Materials

- Up to 5 photos (JPEG or PNG, minimum 1200 px wide)
- Optional: short video clip or interview (MP4 or link)
- Quotes from stakeholders or partners

## Review and Publication

Submitted stories are reviewed by LIHI's Communications Manager for clarity, accuracy, and alignment with LIHI's mission. Approved stories may appear in:

- The LIHI website and social media channels
- The LIHI Annual Report
- Industry presentations or case studies

LIHI may contact you for additional details or edits before publication.

## *Sample Story Outline*

**Title:** "Improving Fish Passage at Riverbend Hydropower Project"

**Summary:** In partnership with the local watershed council, Riverbend Hydropower installed a state-of-the-art fish ladder in 2023, improving upstream passage for native fish by 70%. The project was a key part of their LIHI recertification and demonstrates the power of community collaboration.

**Photos:** Before-and-after images of the fish ladder and local volunteers.

**Quote:** "This project has made a real difference for our river ecosystem," said project manager Jane Smith.

# Brand Usage and Messaging

Clearly and consistently communicate your LIHI Certification status. This guide provides ready-to-use messaging, sample statements, and tone guidance to support outreach, storytelling, and public engagement.

## Core Messaging

Use this guide as a foundation for your own storytelling. You can adapt the sample messages to fit your facility's history, community relationships, and environmental achievements while maintaining consistency with LIHI's overall brand and mission. The goal is to help you confidently share your certification story—showing how your hydropower facility contributes to clean energy production, healthy rivers, and community well-being.

## What LIHI Certification Means

The Low Impact Hydropower Institute (LIHI) Certification is a nationally recognized mark of environmental stewardship. It verifies that a hydropower facility meets rigorous, science-based criteria that prioritize river ecosystems, support fish and wildlife, and respect the interests of local communities and tribes.

## Primary Message

*"Our LIHI Certification demonstrates that clean energy and healthy rivers can coexist. It reflects our commitment to operating responsibly, transparently, and sustainably."*

## Supporting Messages

### Environmental Stewardship

*We meet stringent standards to protect water quality, fish passage, and river habitats.*

### Community Commitment

*Our operations balance renewable power generation with the needs and values of local communities and Tribal Nations.*

### Transparency and Accountability

*LIHI Certification requires regular review, public input, and transparent documentation.*

### Recognition and Leadership

*LIHI Certification distinguishes our facility as a leader in responsible hydropower.*

### Continuous Improvement

*Certification encourages ongoing progress toward environmental and social performance and sustainability goals.*

# Sample Language for Common Uses

## Elevator Pitch

*"We're proud to be certified by the Low Impact Hydropower Institute (LIHI). This independent, science-based certification recognizes hydropower facilities that meet high environmental and social responsibility standards—prioritizing river ecosystems while producing renewable energy."*

### Short version (for social media or intros):

*"Proud to generate renewable power that prioritizes our rivers and communities — LIHI Certified."*

## Press Release

*[Facility Name] has earned Low Impact Hydropower Institute (LIHI) Certification, recognizing its commitment to responsible, renewable energy generation. LIHI Certification is earned when hydropower facilities meet strict environmental, recreational, and community protection standards, ensuring that clean energy production can coexist with healthy rivers and vibrant ecosystems and communities.*

## Website / About Section

*[Facility Name] is certified by the Low Impact Hydropower Institute, demonstrating our dedication to sustainable hydropower practices that protect fish and wildlife, maintain water quality, and support local communities.*

### OPTIONAL ADD-ONS:

#### Suggested Tagline:

*"Certification that Puts People and the Environment First."*

#### Hashtags:

- #LIHICertified
- #SustainableHydropower
- #CleanEnergy
- #HealthyRivers
- #LowImpactHydro

## Grant or Regulatory Filings

*LIHI Certification provides independent verification of our environmental performance, aligning with many state and federal sustainability, climate, and water resource goals. It strengthens our position for environmental grant funding and compliance recognition.*

## Social Media

*"Clean energy that prioritizes our rivers — proud to be LIHI Certified! 🌊 #SustainableHydropower #LIHICertified #LowImpact"*

*"Our hydropower facility meets rigorous LIHI environmental protection and community engagement standards. Learn more: [link]"*

*"We're committed to renewable energy that respects rivers and communities. #LowImpactHydro #CleanEnergy"*

## Tone and Style



### Positive and Factual

Emphasize benefits without exaggeration.



### Collaborative

Recognize partners, communities, and environmental stakeholders.



### Transparent

Acknowledge that certification involves continual improvement, not perfection.



### Accessible

Avoid technical jargon when communicating with the public.

## General Brand and Messaging Do's and Don'ts



### • DO's •

- Use the term **“Low Impact Hydropower Institute (LIHI) Certification”** as a first reference; then, you may use “LIHI Certified.”
- If relevant, reference your facility’s certification year or term (e.g., “Certified by LIHI in 2024”).
- Include the **official LIHI logo or seal** following brand usage guidelines.
- Provide a link to [www.lowimpacthydro.org](http://www.lowimpacthydro.org) for credibility and context.



### • DON'Ts •

- Alter or stylize the LIHI logo.
- Claim LIHI “approved” or “endorsed” your operations — use “certified.”
- Present your LIHI Certification as a government-issued designation.

# Referencing LIHI in Communication

As LIHI works to get its brand better recognition and distinguish LIHI Certified hydropower from generic “low-impact” claims, we ask that you refer to LIHI and its program as follows.

## Low Impact Hydropower Institute (LIHI)

In the past, we have often referred to ourselves as “the Institute”. We would prefer to use “LIHI” if the name needs to be shortened.

### Low Impact Certified

This is the term we will use to refer to hydro that qualifies for our Certification. Please do not use “low-impact”, “low impact”, “low-impact certified”. The capitalization here is important.

#### EXAMPLES

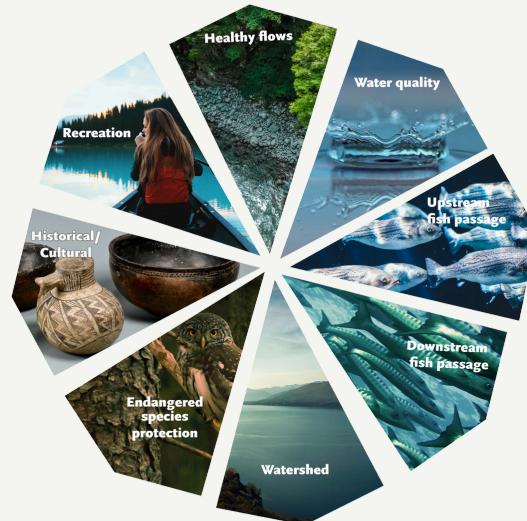
- *The project first received LIHI Certification in 2017.*
- *The project was first certified as Low Impact in 2017.*
- *As a Low Impact Certified project, we reduce our environmental footprint.*

### Certification, certification process

Verbs that have to do with process do not need to be capitalized.

#### EXAMPLE

*During the original certification, the federal agency submitted a comment.*



### LIHI Certificate, LIHI Certification, Certificate, Certification

These are the proper nouns that refer to the actual Certificate or Certificate decision applicants receive.

#### EXAMPLE

*In accordance with the project's 2017 LIHI Certificate, upstream fish passage was installed on the lower dam.*

### LIHI Certified®

This is the registered trademark for our Certifications.

#### EXAMPLE

*The Riverbend Project is LIHI Certified®.*

### How to Pronounce LIHI

When referring to LIHI in the abbreviated form, the proper pronunciation is *Lee Hee*.

# PLUS Standard Messaging



Incorporate PLUS standard messaging across your facilities' public communications, grant applications, and community engagement materials

## When to Use PLUS Messaging

PLUS messaging may be used only when your facility has earned a PLUS standard under the LIHI Handbook (e.g., enhanced fish passage, expanded recreational access, watershed restoration partnerships, improved flows, or habitat protections beyond license conditions), **AND** LIHI has confirmed your PLUS status during certification or recertification.

## Benefits of PLUS Messaging

Facilities that meet PLUS standards may gain greater grant competitiveness by demonstrating voluntary environmental leadership, in addition to enhanced community standing and trust, through documented commitments beyond compliance and proactive support of ecological and cultural values.

## Approved PLUS Messaging

### Short Core Message

*"Our facility meets LIHI's PLUS standard, recognizing our efforts that go beyond certification requirements to protect river ecosystems and support local communities."*

### Expanded Core Message

*"Our LIHI Certification has earned a PLUS standard, which is awarded only to facilities that demonstrate exceptional performance beyond baseline certification requirements. This reflects our commitment to stronger fish passage, improved habitat conditions, enhanced recreation, and deeper engagement with Tribal Nations and local communities."*

## Messaging by Standard Criteria

### Environmental Leadership

*"Our PLUS status reflects investments in environmental improvements that demonstrate how hydropower can actively restore and support river ecosystems—not just avoid harm."*

### Community & Tribal Engagement

*"Our [insert initiative] provides facility tours for school and community groups, on the history and cultural values that are unique to the area. LIHI recognized [insert initiative] as exceeding certification standards, earning our facility a PLUS status."*

### Recreation and Public Access

*"Our PLUS status highlights our efforts to support recreational, safe, public river access for fishing, boating, and exploration."*

### Innovation

*"As recognized by our PLUS status, we continually technological advancements that strengthen renewable energy production and river resilience."*

## Guidance and Limitations

To maintain accuracy and trust, PLUS-standard messaging should not:

- Suggest "zero impact" or perfect environmental performance.
- Overstate benefits beyond what LIHI's certification review recognized.
- Imply a regulatory approval or government endorsement.
- Be used after a modification that would invalidate PLUS status without LIHI review.

If you have any questions, consult LIHI's Communications Manager to verify appropriate language.



PLUS standard messaging can help strengthen your credibility, demonstrate industry leadership, and highlight the unique benefits of investing in higher environmental performance.

# Certification Mark and Marketing Guidelines

Once the Certification decision becomes final, a LIHI Certificate for the facility will be issued to the applicant but only after the applicant has executed the LIHI Certification Mark License Agreement (Agreement or CMLA). The CMLA standard form is available for review at [lowimpacthydro.org/how-to-apply](http://lowimpacthydro.org/how-to-apply).

The CMLA entitles the Certificate holder to use the LIHI Certification Mark to market energy and the associated green attributes from the facility as "Low Impact Certified" or "LIHI Certified®". This includes selling Renewable Energy Credits into a market that requires proof of LIHI Certification to qualify.

The Agreement requires strict, ongoing adherence by Certificate holders to all program rules provided for in the LIHI Handbook, as well as the LIHI marketing guidelines and the program compliance requirements in Section 5.3 of the Handbook.

The LIHI marketing guidelines provide rules for the observance of Federal Trade Commission principles as well as acceptable language for the use of the Low Impact Certification Mark. The marketing guidelines are available at <http://lowimpacthydro.org/marketing-guidelines>, and will be updated periodically at the discretion of LIHI. All Certificate holders will be notified of changes to the guidelines at least 60 days before they go into effect.

If a facility is sold during the term of Certification, the seller must notify LIHI within 30 days and provide the new owner's contact information. The new owner must execute a new CMLA with LIHI, or if the new owner is already a LIHI Certificate holder, LIHI will add a new Exhibit to the existing CMLA, and the new owner must agree to assume all program obligations in order to retain Certification.

## Withdrawal of Certification

A Certificate holder may withdraw a Certified facility from the LIHI program at any time by notifying LIHI in writing. If a Certificate is withdrawn, facility documents will be removed from the website, and the Certificate holder must immediately notify its current customers that it is no longer LIHI Certified and, if its customers do not deliver power to the ultimate retail customer, immediately notify the retail marketer. The Certificate holder must also immediately notify any entity marketing power from the facility to immediately stop employing the LIHI Certification in its marketing unless it can find another supply that is also Low Impact Certified. The Certificate holder may reapply for LIHI Certification at a later date if desired.



## TEMPLATES + RESOURCES

- Press Releases Templates
- Social Media Sample Posts
- Logo Pack



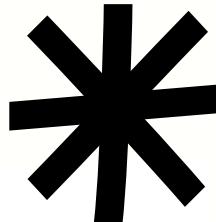
# SAMPLE SOCIAL MEDIA POSTS

Social media is one of the most effective ways to share your certification story and highlight your commitment to low-impact, renewable energy. The sample posts provided are designed to help you announce your LIHI Certification, recertification, or community impact in a way that fits each platform's tone and audience.

These examples can be copied and customized to include your facility's name, project highlights, images, and links to relevant pages (such as your website, press release, or LIHI profile).



# Sample Social Media Posts – LinkedIn



Whitney D. Stovall, MPA ▾

We're proud to announce that our facility has earned Low Impact Hydropower Institute (LIHI) Certification—a mark of our commitment to clean, renewable energy and responsible river stewardship.

This certification recognizes hydropower facilities that are committed to protecting ecosystems, water quality, and local communities.

Learn more about LIHI Certification ➔ [link]

#Hydropower #CleanEnergy #Sustainability #LIHI #RenewableEnergy  
#LIHICertified



## TIPS:

- Use 2-3 short paragraphs and spacing for readability.
- Tag organizations and partners (e.g., @Low Impact Hydropower Institute, @YourUtilityName).
- Include a photo of your facility, team, or river.
- Use 3-5 professional hashtags (e.g., #Hydropower #CleanEnergy #Sustainability #LIHICertified).

## EXAMPLE EDITS:

Add a sentence about your facility's impact — such as "Our project provides renewable power to 3,000 homes annually."

## Certification Announcement

We're proud to announce that our facility has earned @Low Impact Hydropower Institute (LIHI) Certification — a mark of our commitment to clean, renewable energy and responsible river stewardship.

This certification recognizes hydropower facilities that are committed to protecting ecosystems, water quality, and local communities.

Learn more about our LIHI Certification ➔ [link to project page]

#Hydropower #CleanEnergy #Sustainability  
#LIHI #RenewableEnergy #LIHICertified

## Recertification Announcement

We're honored to have achieved recertification from the @Low Impact Hydropower Institute (LIHI)!

Recertification reaffirms our long-term commitment to sustainable hydropower, continuous environmental improvement, and transparent operations.

Thank you to our partners, staff, and community for supporting our mission. 💧

#Hydropower #Sustainability  
#RenewableEnergy #LIHICertified  
#ClimateAction

## Community & Environmental Impact Story

At our [facility name], we believe hydropower should give back to both people and nature.

Our recent [project/partnership] with [local school / organization] helped teach students about renewable energy while enhancing our community spaces.

Learn how LIHI-certified facilities like ours create clean energy with local impact: [link]

#Hydropower #STEMEducation  
#CommunityEngagement #CleanEnergy  
#LIHICertified

# Sample Social Media Posts - X



**Lara Bridges**  
@reallygreatsite

Exciting news! Our facility has earned @LowImpactHydro Certification — recognizing our dedication to clean energy and river stewardship. 🌱

We Are Proud to Be LIHI Certified!

Learn more: [insert project page link]  
#LIHI #CleanEnergy #Hydropower #Sustainability #LIHICertified



## TIPS:

- Keep posts under 280 characters.
- Use emojis sparingly to add personality.
- Include a photo or short video — visuals significantly increase engagement.
- Tag @LowImpactHydro and local partners when possible.
- Use 2-3 short hashtags ( e.g., #Hydropower #CleanEnergy #LIHICertified).

## EXAMPLE EDITS:

Add your location or river name for local connection — e.g., "Proud to bring clean energy to the [River Name] community!"

## Certification Announcement

Exciting news! Our facility has earned @LowImpactHydro Certification — recognizing our dedication to clean energy and river stewardship.



We Are Proud to Be LIHI Certified!

Learn more: [insert project page link]  
#LIHI #CleanEnergy #Hydropower #Sustainability #LIHICertified

---

## Recertification Announcement

We're Proud to be recertified by @lowimpacthydro!

Being recertified means staying true to our mission: clean power that protects rivers and communities.



Thank you to everyone who makes this possible.  
[link]

#LIHICertified #CleanEnergy #Hydropower #Sustainability

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## Community & Environmental Impact Story

Clean energy meets classroom learning! ⚡

Our recent [project] with [local partner] helped students explore how hydropower powers our communities.

Visit [link] to learn more about how we're powering learning and community.

#LIHI #STEMEducation #CleanEnergy #Hydropower

# Sample Social Media Posts — Facebook



Whitney Stovall  
Just now ·

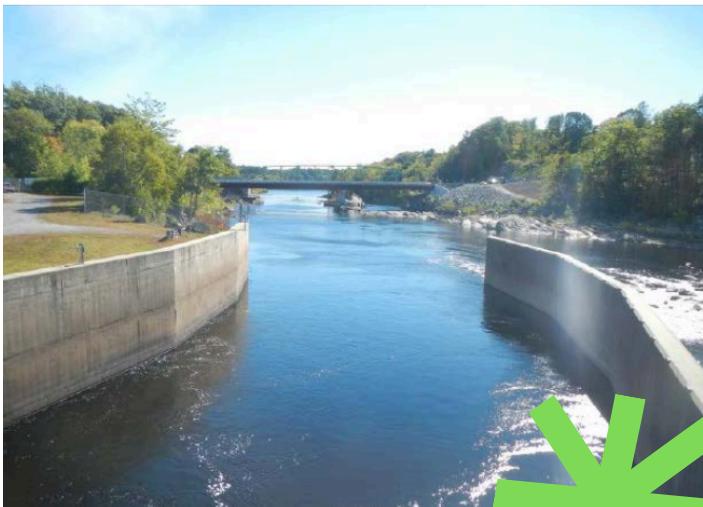
Exciting news! 🎉 Our hydropower facility has been certified by the [Low Impact Hydropower Institute \(LIHI\)](#)!

This national certification recognizes our work to generate clean, renewable energy while maintaining healthy rivers and thriving habitats.

For our community, this means sustainable power generation that supports local ecosystems, recreational opportunities, and future generations.

Learn more about how our LIHI Certification benefits the [river name] region ➡ [link to project page]

#LIHI #CleanEnergy #Hydropower #LIHICertified #RiverStewardship



## TIPS:

- Keep posts under 280 characters.
- Use emojis sparingly to add personality.
- Include a photo or short video — visuals significantly increase engagement.
- Tag @Low Impact Hydropower Institute and local partners when possible.
- Use 2-3 short hashtags ( e.g., #Hydropower #CleanEnergy #LIHICertified).

## EXAMPLE EDITS:

Add a “call to action”.

## Certification Announcement

Exciting news! 🎉 Our hydropower facility has been certified by the Low Impact Hydropower Institute (LIHI)!

This national certification recognizes our work to generate clean, renewable energy while maintaining healthy rivers and thriving habitats.

For our community, this means sustainable power generation that supports local ecosystems, recreational opportunities, and future generations.

Learn more about how our LIHI Certification benefits the [river name] region ➡ [link to project page]

#LIHI #CleanEnergy #Hydropower #LIHICertified #RiverStewardship

## Recertification Announcement

We're proud to share that our hydropower facility has been recertified by the Low Impact Hydropower Institute (LIHI)!

This milestone shows our continued dedication to environmentally responsible energy and healthy river systems.

Read more about our recertification process and what it means for our community ➡ [link]

#LIHI #Hydropower #Sustainability #RenewableEnergy #LIHICertified

## Community & Environmental Impact Story

Great things happen when clean energy meets community collaboration. ⚡

Through our recent partnership with [organization], we're proud to show how hydropower can make a local difference — from supporting environmental projects to strengthening education and recreation opportunities.

As a LIHI-certified facility, we're committed to using innovation and collaboration to keep our energy clean and our rivers thriving.

Learn more about our partnership ➡ [link]

#LIHICertified #CleanEnergy #Hydropower #Sustainability #CommunityPartnership

# PRESS RELEASE TEMPLATES



## HOW TO USE THE PRESS RELEASE TEMPLATES

These press release templates are designed to help LIHI Certificate Holders share their certification, recertification, or project achievements with the public in a professional, consistent manner. Using these templates ensures that your communications:

- Accurately represent your facility's LIHI Certification status,
- Maintain consistency with LIHI brand language and messaging, and
- Highlight your commitment to environmental stewardship and responsible hydropower.

## WHEN TO USE THE TEMPLATES

Certificate holders are encouraged to issue a press release when:

- You receive your LIHI Certification,
- You renew or extend your certification (recertification), or
- You complete a community, environmental, or educational project related to your LIHI designation.

Press releases can be shared with:

- Local and regional media outlets
- Industry trade publications
- Partner organizations and environmental groups
- Your company's website, blog, or newsletter
- State or regional energy or environmental agencies

## How To Access Templates

Click the links below or scan the QR code to access the templates and follow the steps outlined in the 'How to Customize' section.



- [Press Release Templates](#)

## HOW TO CUSTOMIZE

Each template includes placeholders (like [Facility Name], [Operator Name], [River Name], etc.) — simply replace these with details specific to your project. You can also:

- Add relevant quotes from company leaders, local officials, or partners.
- Include photos of your facility, river, or staff.
- Add your facility's logo or official seal.
- Add a link to your facility's LIHI Certificate page on the LIHI website.

 Tip: Keep the final release to one page for general media use (about 400–600 words).

## HOW TO DISTRIBUTE

Once your release is finalized:

1. Send to local media (newspapers, radio, and online news outlets) with a short cover email.
2. Post it on your website under "News," "Press," or "Sustainability."
3. Share it on LinkedIn, Facebook, and X (Twitter) — include a link to the full release and tag LIHI.
4. Email it to partners and stakeholders (e.g., local government, NGOs, or community groups).

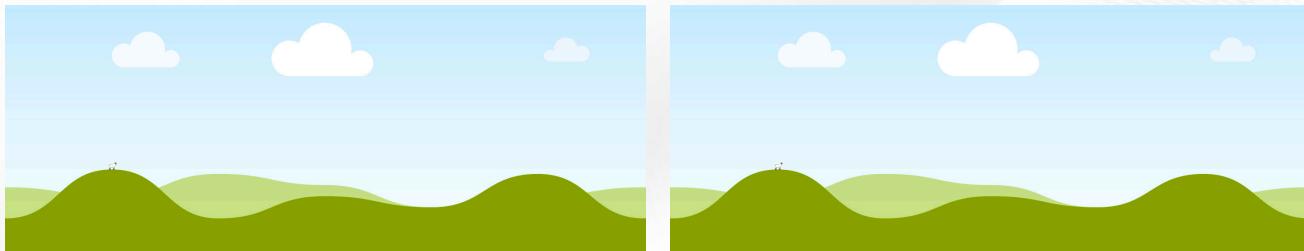


**FOR IMMEDIATE RELEASE**

[DATE]

## **[FACILITY NAME] ACHIEVES NEW MILESTONE IN RENEWABLE ENERGY**

*Low Impact Hydropower Institute Certifies [Facility Name] as Hydropower that's 'Putting People and the Environment First.'*



[City, State] — [Facility Name], operated by [Operator Name], has been officially certified by the Low Impact Hydropower Institute (LIHI), recognizing the facility's adherence to rigorous environmental, recreational, and community standards. The certification confirms that the hydropower facility meets LIHI's nationally recognized criteria for low-impact operation.

[Insert Quote; e.g., "We're proud to achieve LIHI Certification," said [Spokesperson Name, Title]. "This recognition reflects our commitment to generating renewable energy while protecting river ecosystems and supporting local communities."]

The LIHI Certification serves as a mark of integrity and accountability, signifying that the facility's operations are compatible with healthy rivers, thriving wildlife, and public recreation. Certified facilities undergo an independent review process based on criteria such as river flows, water quality, fish passage, cultural resource protection, and public engagement.

[Facility Name] is located on the [River Name] and produces enough renewable energy to power approximately [number] homes annually.

*For more information about the project, visit [insert link to project page].  
Learn more about LIHI and its certification program at [www.lowimpacthydro.org.](http://www.lowimpacthydro.org.)*

For media inquiries, please contact [Insert Name/Title] at [insert email] or call [Insert Phone Number].

### **About [Insert Facility Name]**

*LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MAECENAS PORTA LECTUS LECTUS, QUIS DICTUM EROS GRAVIDA SIT AMET. ALIQUAM MOLESTIE, NEQUE CONVALLIS ALIQUET BIBENDUM, NEQUE LECTUS PELLentesQUE MAGNA, SIT AMET EGESTAS MI AUGUE SED LOREM.*

### **About the Low Impact Hydropower Institute**

The Low Impact Hydropower Institute is a non-profit organization dedicated to promoting hydropower that is compatible with environmental and social values. LIHI Certification identifies facilities that meet rigorous standards for protecting river ecosystems, supporting communities, and advancing sustainable energy.

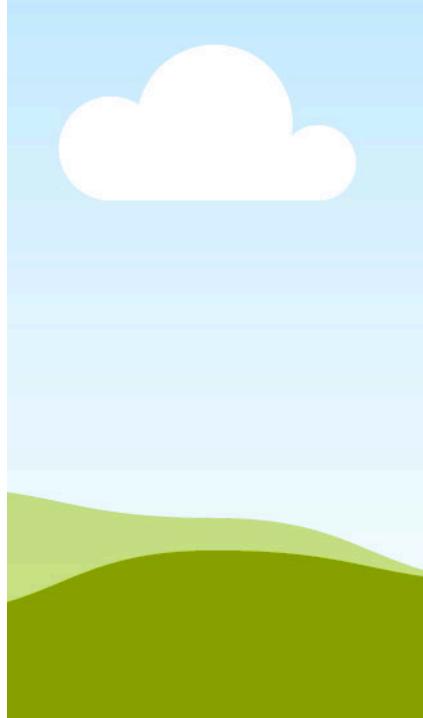
FOR IMMEDIATE RELEASE

[Date]

# [FACILITY NAME] COMPLETES LOW IMPACT HYDROPOWER RECERTIFICATION

## [Facility] continues to demonstrate how renewable power can coexist with thriving rivers

[City, State] — [Facility Name], owned and operated by [Operator Name], has successfully renewed its Low Impact Hydropower Institute (LIHI) Certification, reaffirming its long-term commitment to sustainable and environmentally responsible hydropower generation.



[Insert Quote; e.g., "Recertification demonstrates our ongoing dedication to protecting river ecosystems and supporting our community," said [Spokesperson Name, Title]. "We're proud to continue meeting LIHI's high standards for low-impact operation."]

The LIHI recertification process reviews each facility's ongoing compliance with eight environmental criteria, including fish passage, flow regimes, water quality, cultural resources, and recreational access. Recertified facilities are recognized for maintaining performance that minimizes ecological impacts and promotes renewable energy.

For more information about the project, visit [insert link to project page].

Learn more about LIHI and its certification program at [www.lowimpacthydro.org](http://www.lowimpacthydro.org).

Contact [Insert Name/Title] at [insert email] or call [Insert Phone Number] for all media inquiries.

### About [Insert Facility Name]



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta lectus lectus, quis dictum eros gravida sit amet. Aliquam molestie, neque convallis aliquet bibendum, neque lectus pellentesque magna, sit amet egestas mi augue sed lorem.

### About the Low Impact Hydropower Institute

The Low Impact Hydropower Institute is a non-profit organization dedicated to promoting hydropower that is compatible with environmental and social values. LIHI Certification identifies facilities that meet rigorous standards for protecting river ecosystems, supporting communities, and advancing sustainable energy.





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# [FACILITY NAME] INVESTS IN FISH PASSAGE AND RIVER RESTORATION

## [Facility Name] Hydropower Project Enhances Habitat Along [River Name]

FOR IMMEDIATE RELEASE

Date:

[City, State] — [Facility Name], a LIHI Certified® facility, is being recognized for its efforts to [describe achievement — e.g., restore fish passage, enhance recreation, improve habitat, partner with local organizations, etc.].

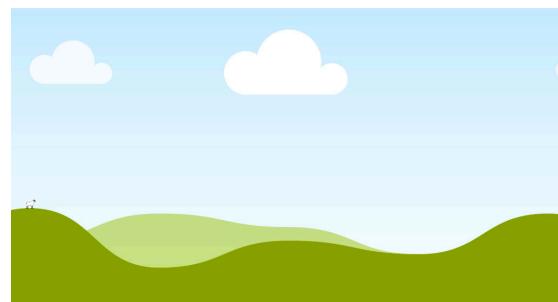
[Insert Quote; e.g., “[Quote from project partner or local stakeholder],” said [Spokesperson Name, Title]. “This project illustrates what’s possible when clean energy production and environmental stewardship go hand in hand.”]

The Low Impact Hydropower Institute acknowledges facilities that meet stringent standards for protecting river ecosystems and engaging with local communities. [Facility Name]’s recent [project/initiative] demonstrates leadership in advancing sustainable hydropower and supporting community values.

For more information about the project, visit [insert link to project page].

Learn more about LIHI and its certification program at [www.lowimpacthydro.org](http://www.lowimpacthydro.org).

Contact [Insert Name/Title] at [insert email] or call [Insert Phone Number] for all media inquiries.



### About [Insert Facility Name]

*Placeholder text for facility description. This text is repeated in the original image.*

# LIHI LOGO STYLE SHEET



Pantone  
362



Pantone  
300



**Black**



**CMYK**

C 70

M 0

Y 90

K 9

**CMYK**

C 100

M 44

Y 0

K 0

**CMYK**

C 0

M 0

Y 0

K 100

**RGB**

R 74

G 170

B 66

**RGB**

R 0

G 121

B 193

**RGB**

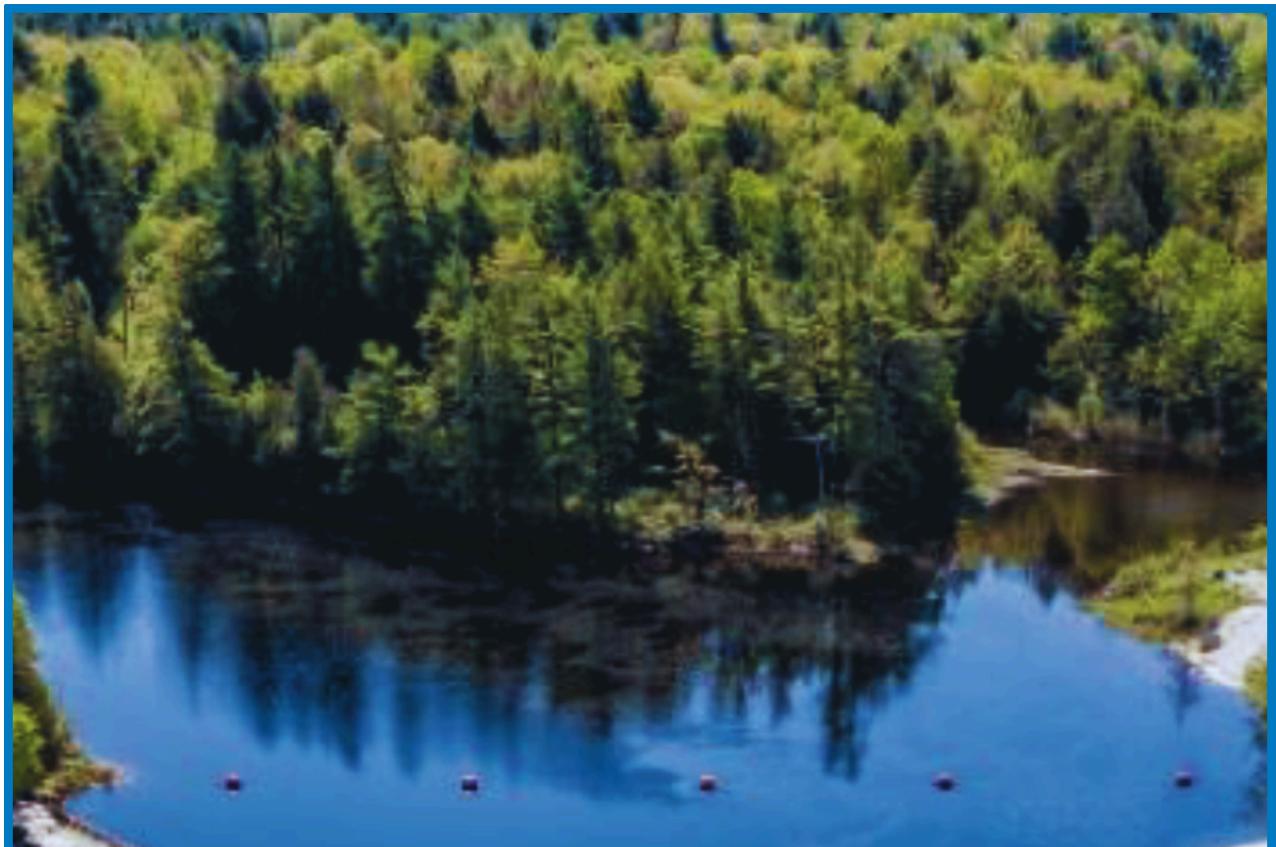
R 0

G 0

B 0



Click [here](#) to Download Logo  
Files or scan the or code.



# RESOURCES



# IMPORTANT EXTERNAL LINKS

FOR CERTIFICATE HOLDERS

## REGULATORY

**Federal Energy Regulatory  
Commission**  
[ferc.gov/industries/hydropower.asp](http://ferc.gov/industries/hydropower.asp)

## INDUSTRY TOOLS & DATA

**Hydro eLibrary**  
[hydropowerelibrary.pnnl.gov](http://hydropowerelibrary.pnnl.gov)

**HydroWires (Water  
Innovation for a Resilient  
Electricity System)**  
[energy.gov/eere/water/hydrowires-initiative](http://energy.gov/eere/water/hydrowires-initiative)

**National Renewable Energy  
Laboratory**  
[nrel.gov](http://nrel.gov)

**Hydropower RAPID Toolkit**  
[openei.org/wiki/RAPID/Hydropower](http://openei.org/wiki/RAPID/Hydropower)

**HydroSource**  
[hydrosource.ornl.gov/](http://hydrosource.ornl.gov/)

## RESOURCE AGENCIES

**NOAA Fisheries Office of  
Habitat Conservation**  
[fisheries.noaa.gov/about/office-habitat-conservation](http://fisheries.noaa.gov/about/office-habitat-conservation)

**US Fish and Wildlife Service  
National Fish Passage Program**  
[fws.gov/fisheries/fish-passage.html](http://fws.gov/fisheries/fish-passage.html)

## HYDROPOWER ADVOCACY

**National Hydropower  
Association**  
[hydro.org/](http://hydro.org/)

## RENEWABLE POLICY

**Clean Energy States Alliance**  
[cesa.org](http://cesa.org)

## FUNDING RESOURCES

**Hydropower Incentives Guide**  
[energy.gov/gdo/hydroelectric-incentives-guide](http://energy.gov/gdo/hydroelectric-incentives-guide)

**Database of State Incentives for  
Renewables and Efficiency (DSIRE)**  
[dsireusa.org](http://dsireusa.org)

**Rural Energy for America Program**  
[rd.usda.gov/programs-services/energy-programs/rural-energy-america-program-renewable-energy-systems-energy-efficiency-improvement-guaranteed-loans](http://rd.usda.gov/programs-services/energy-programs/rural-energy-america-program-renewable-energy-systems-energy-efficiency-improvement-guaranteed-loans)

**Section 45Y Clean Electricity  
Production Credit and Section 48E  
Clean Electricity Investment Credit**  
[federalregister.gov/documents/2025/01/15/2025-00196/section-45y-clean-electricity-production-credit-and-section-48e-clean-electricity-investment-credit](http://federalregister.gov/documents/2025/01/15/2025-00196/section-45y-clean-electricity-production-credit-and-section-48e-clean-electricity-investment-credit)

**WPTO Funding Opportunities**  
[energy.gov/eere/water/water-power-funding-opportunities](http://energy.gov/eere/water/water-power-funding-opportunities)

## GREEN MARKET

**AASHE STARS 3.0**  
[stars.aashe.org/resources-support/stars-3-0/](http://stars.aashe.org/resources-support/stars-3-0/)

**Renewable Energy Markets  
Association (REMA)**  
[renewablemarketers.org](http://renewablemarketers.org)

**Center for Resource Solutions**  
[resource-solutions.org/index.php](http://resource-solutions.org/index.php)

**US Environmental Protection Agency  
Green Power Partnership Program**  
[epa.gov/greenpower/](http://epa.gov/greenpower/)

**Green-E**  
[green-e.org](http://green-e.org)

## ENGOS

**Hydropower Reform Coalition**  
[hydroreform.org](http://hydroreform.org)

**American Rivers**  
[americanrivers.org](http://americanrivers.org)

**Appalachian Mountain Club**  
[outdoors.org](http://outdoors.org)

**Union of Concerned Scientists**  
[ucssusa.org](http://ucssusa.org)

**The Nature Conservancy**  
[nature.org](http://nature.org)

**National Resources Defense Council**  
[nrdc.org](http://nrdc.org)

**Trout Unlimited**  
[tu.org](http://tu.org)

## CERTIFICATE HOLDER

# IMPORTANT LINKS

*Internal*



### **HANDBOOK**

#### **2nd Edition LIHI Handbook**

#### **Revision 2.06**

[lowimpacthydro.org/wp-content/uploads/2025/02/2nd-Edition-Handbook-Rev.-2.06-clean-final.pdf](https://lowimpacthydro.org/wp-content/uploads/2025/02/2nd-Edition-Handbook-Rev.-2.06-clean-final.pdf)

### **PROGRAM ELIGIBILITY**

#### **Certification Criteria**

[lowimpacthydro.org/program-eligibility/](https://lowimpacthydro.org/program-eligibility/)

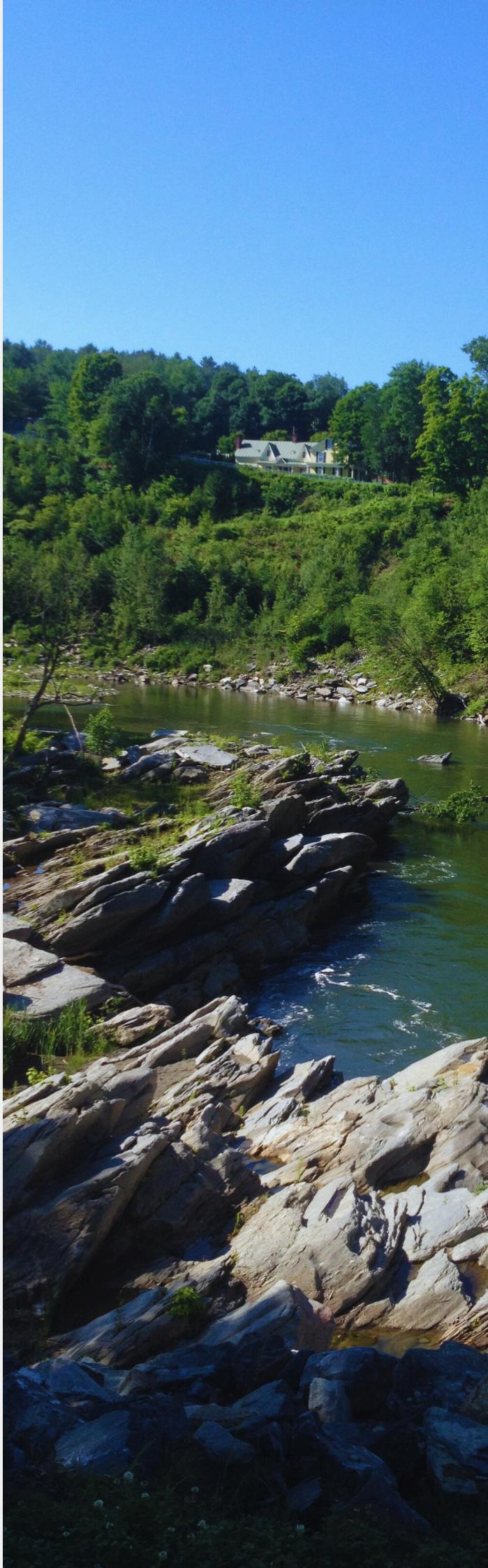
### **POLICIES & GUIDELINES**

#### **Marketing Guidelines**

[lowimpacthydro.org/marketing-guidelines/](https://lowimpacthydro.org/marketing-guidelines/)

#### **Privacy Policy**

[lowimpacthydro.org/privacy-policy-2](https://lowimpacthydro.org/privacy-policy-2)



# LIHI Staff Contact sheet



Shannon Ames | Executive Director

[sames@lowimpacthydro.org](mailto:sames@lowimpacthydro.org)

Phone: 339-970-9337



Maryllice Fischer | Certification Program Director

[mfischer@lowimpacthydro.org](mailto:mfischer@lowimpacthydro.org)

Phone: 603-842-5834



Whitney Stovall | Communications Manager

[wstovall@lowimpacthydro.org](mailto:wstovall@lowimpacthydro.org)

Phone: 314-610-4254



Whitman Constantineau | Administrative Manager

[wconstantineau@lowimpacthydro.org](mailto:wconstantineau@lowimpacthydro.org)

Phone: 339-234-9882



Surabhi Karambelkar | Policy Director

[skarambelkar@lowimpacthydro.org](mailto:skarambelkar@lowimpacthydro.org)

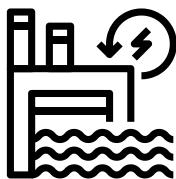
Phone: 415-548-1006

# Talking Points



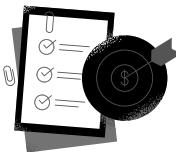
## About LIHI and the Certification Program

- The Low Impact Hydropower Institute (LIHI) is a non-profit organization dedicated to recognizing and promoting environmentally responsible hydropower.
- LIHI Certification is an independent, science-based assessment that verifies a facility meets rigorous environmental and social performance standards.
- The certification evaluates eight key resource areas including flows, water quality, fish and wildlife protection, cultural resources, recreation, and threatened and endangered species.



## Why Our Facility is Certified

- Our hydropower facility has been independently reviewed and approved by LIHI as a low-impact operation, meaning it meets high standards for environmental protection and community engagement.
- This certification reflects our commitment to renewable energy that supports river health, biodiversity, community engagement, and local recreation.
- LIHI Certification recognizes our proactive efforts to protect fish passage, maintain water quality, and collaborate with local stakeholders.
- Achieving and maintaining certification demonstrates long-term accountability and transparency in how we operate.



## Benefits of Certification

- LIHI Certification strengthens our credibility with regulators, communities, and investors.
- It can enhance eligibility for grants, green power programs, and environmental markets, including Renewable Energy Credits (RECs).
- The certification helps us differentiate our facility in the renewable energy sector by showcasing our commitment to sustainable hydropower.
- Our certified status provides tangible proof that clean energy and healthy rivers can coexist.



## Community and Environmental Stewardship

- We believe that hydropower can contribute to local and regional sustainability when managed responsibly.
- Our certification supports public trust by ensuring our operations meet stringent environmental performance criteria.
- Through education, outreach, and partnerships, we help communities understand the importance of balancing clean energy and ecological health.
- Our goal is to be a model for responsible hydropower development—demonstrating that environmental leadership and energy generation go hand in hand.



## Quotes for Easy Use

- “LIHI Certification affirms our commitment to hydropower that puts people and the environment first.”
- “Being certified by LIHI means our facility meets nationally recognized standards for low-impact hydropower.”
- “Our certification reflects our belief that clean energy and healthy waterways belong together.”
- “Through LIHI Certification, we show that sustainability is not just a goal—it’s part of how we operate every day.”

# LIHI FAQs



## About the Certification Program

**Q**

What does it mean to be LIHI Certified®?

**A**

LIHI Certification is a nationally recognized mark of environmental performance in hydropower. It confirms that a facility meets the Low Impact Hydropower Institute's rigorous criteria, demonstrating a commitment to protecting river ecosystems, fish and wildlife habitat, water quality, recreation, and cultural resources.

**Q**

How long is our certification valid?

**A**

Certificates are valid for a term of 10 to 15 years under the 2nd Edition LIHI Handbook. The term length depends on whether the facility meets advanced standards (PLUS standards).

**Q**

How will I know when it's time to recertify?

**A**

LIHI will notify you six to nine months before your certificate expires with instructions on how to apply for recertification. You should submit your application well in advance to allow for review and public comment.

**Q**

What if my facility is undergoing FERC relicensing?

**A**

If your facility enters a FERC relicensing process during your LIHI certification term, you may still apply for recertification. LIHI will evaluate your facility under the applicable handbook version and may extend the current term to accommodate relicensing.

# LIHI FAQs

## Using Your Certification

**Q**

How can I promote my certification?

**A**

You're encouraged to share your certification publicly! Use the LIHI logo on your website, signage, press releases, and social media. The toolkit provides official logo files, brand guidelines, and sample messaging for consistent use.

**Q**

Can I say my project is "green" or "sustainable" because it's LIHI Certified®?

**A**

You can describe your project as "LIHI Certified" or as "Low Impact Hydropower" and highlight its verified environmental performance. Avoid implying that certification means "zero impact" or using unsupported environmental claims.

**Q**

Where should the LIHI logo be displayed?

**A**

Many Certificate holders feature the LIHI logo on:

- Facility signage or visitor centers
- Company websites or sustainability pages
- Annual reports or marketing materials
- Regulatory or grant applications (to demonstrate environmental commitment)

## Administrative Questions

**Q**

How can I update my contact or facility information?

**A**

Email [mfischer@lowimpacthydro.org](mailto:mfischer@lowimpacthydro.org) with any updates, such as changes in ownership, project information, or facility contact information.

# LIHI FAQs



## Administrative Questions cont.

**Q** What fees are associated with certification or recertification?

**A** Certification and recertification fees vary depending on facility size and review complexity. See the latest version of the LIHI Handbook for the current fee schedule or visit [lowimpacthydro.org/lihi-fee-structure](http://lowimpacthydro.org/lihi-fee-structure).

**Q** What if I need to correct or withdraw information after submitting an application?

**A** You can submit clarifications or updates to your reviewer or to [mfischer@lowimpacthydro.org](mailto:mfischer@lowimpacthydro.org) at any time during the review process.

## Public Communication and Reporting

**Q** Is LIHI certification publicly listed?

**A** Yes. All certified facilities have a dedicated page on the LIHI website, which includes application materials and history. Public materials are also shared with research institutions. Visit [lowimpacthydro.org/certified-facilities/](http://lowimpacthydro.org/certified-facilities/) for a list of certified facilities.

**Q** Can I distribute a press release about my certification?

**A** Absolutely! LIHI encourages you to share the news! The toolkit provides press release templates and sample social media posts to make it easy.

**Q** How can I share a success story or community initiative related to my project?

**A** LIHI welcomes stories that highlight environmental improvements, partnerships, or educational efforts. The Communication and Messaging Guide in the toolkit explains how to submit them for potential publication or spotlight.

# LIHI FAQs



## Technical and REC-Related Questions

**Q**

Does LIHI Certification qualify my project for renewable energy credits (RECs)?

**A**

LIHI Certification can enhance the marketability of your project's RECs and demonstrate their environmental integrity. However, REC eligibility depends on state or regional market rules.

**Q**

How is certification connected to other sustainability standards?

**A**

LIHI Certification complements frameworks such as FERC licensing, ESG reporting, and renewable procurement programs, adding third-party validation of low-impact operations.





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