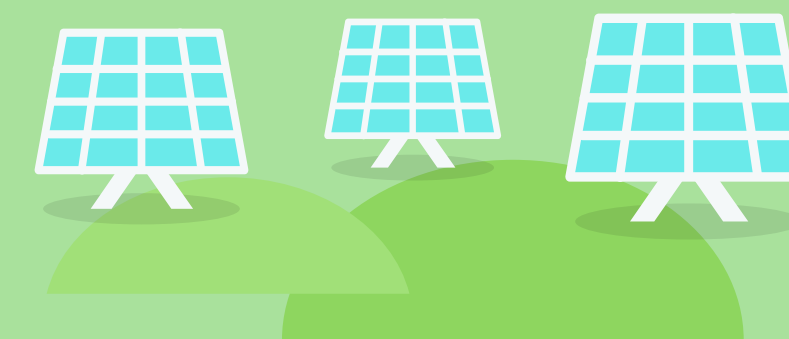
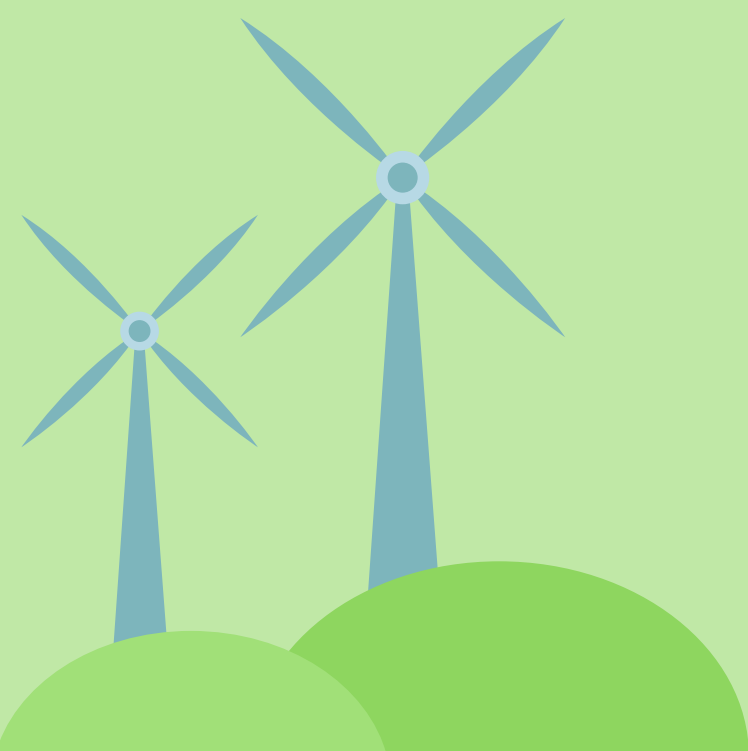




EMERGING IMPACT STRATEGIES IN CORPORATE RENEWABLE ENERGY PROCUREMENT

Renewable energy buyers want their purchase to have impact, which can be measured in many ways. Impact goes beyond the often misunderstood idea of “additionality”, as all renewable energy purchases contribute to the transformation of the electricity sector.

A company's individual goals and constraints will inform their renewable energy procurement strategy and its impact. Below are some examples of corporate renewable energy sourcing strategies and how they create impact.



Preferring generation local to load

Goal: Have an impact where they directly do business (ex: less local pollution and more local renewable energy jobs) as well as more precise claims of using bundled renewable energy.

Preferring generation causing maximum avoided emissions (by location or time of generation)

Goal: Create a larger carbon reduction benefit by ramping down more dirty energy production.

Committing to long-term contracts

Goal: Making renewable energy projects more financially viable because they have long term offtaker.

Supporting utility green tariffs

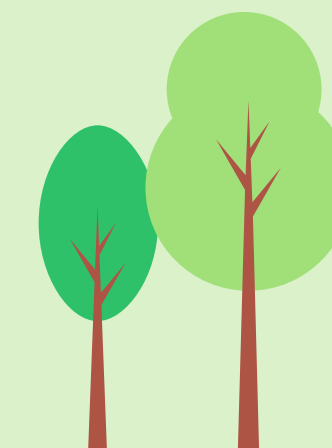
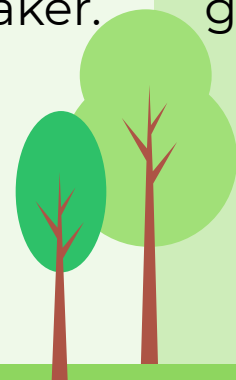
Goal: Encourage utilities to switch to cleaner power and offer renewable energy to a growing number of customers.

Matching time of generation to load

Goal: Make more precise renewable energy usage claims and support renewable generation to the grid at the same time of energy need.

Aggregating PPAs

Goal: Expand access to more impactful direct procurement of renewable energy to smaller organizations.



Presented by **Michelle McGinty**