

# Renewable Energy Buyers Alliance (REBA): Accelerating GHG reductions through a buyer-led movement

Presentation to RE-Users Summit  
Tokyo, February 2019

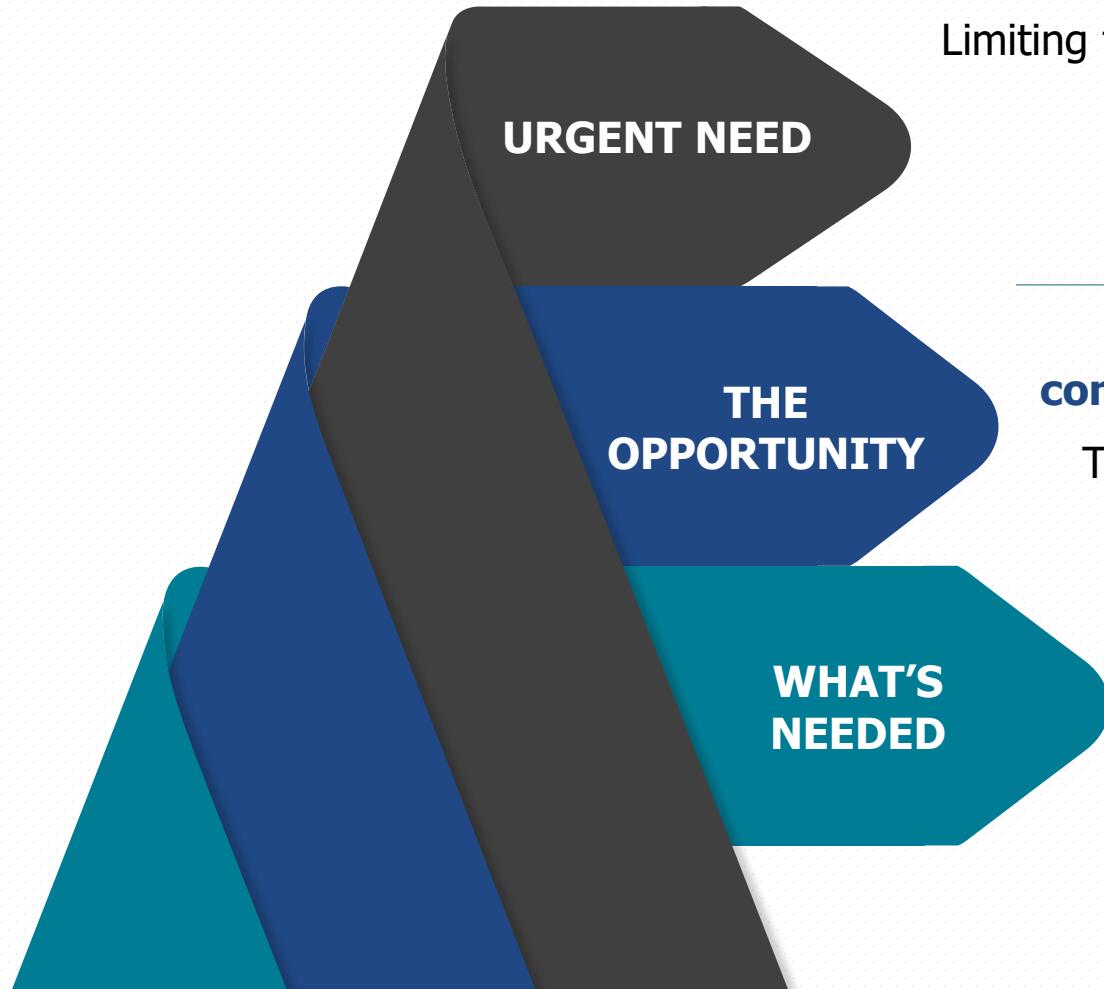
# REBA's Theory of Change

---

**Large energy consumers have the buying power and collective voice to change markets.  
Energy buyers have a unique, critical role in driving a zero-carbon energy future.**



# Action to drive GHG reductions is needed, now



Limiting temperature increase to 1.5°C globally would require **net zero emissions in the US by 2050**

**Federal action** on climate change is unlikely  
Federal subsidies for GHG development are expiring

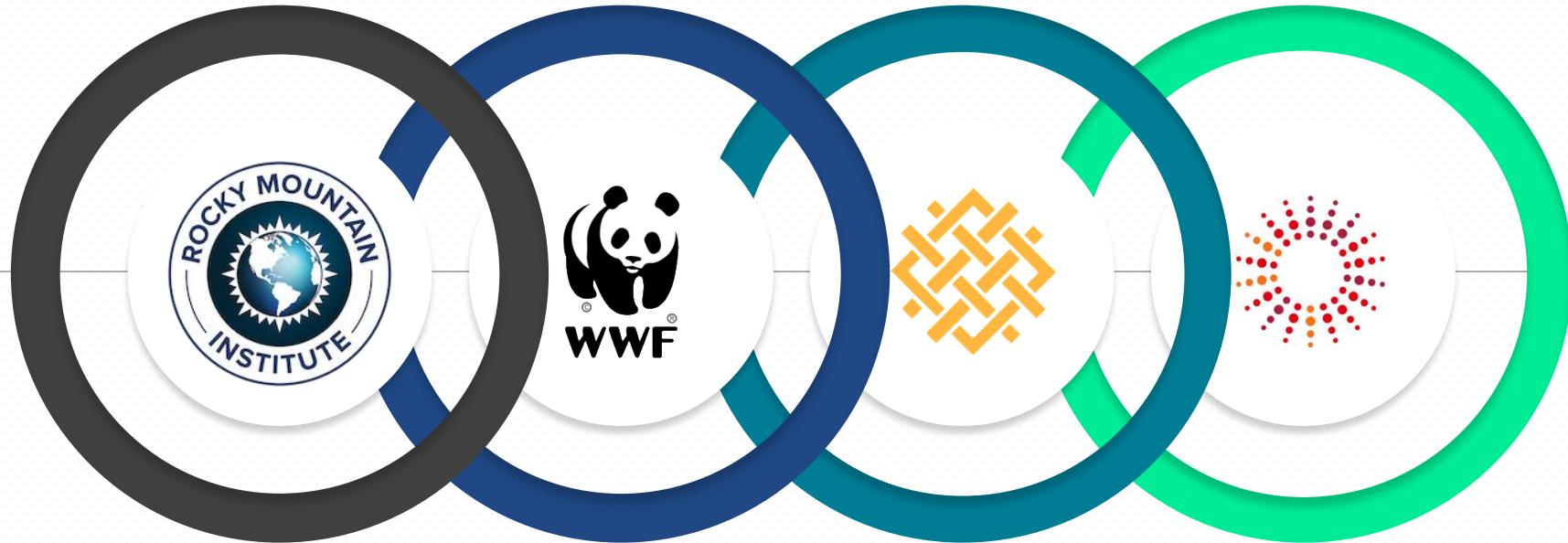
The private sector is **responsible for over 60% of energy consumption** and a major driver of economic and political change

The private sector's actions on climate issues are strong, but **not strong enough to hit this target**

Buyers have **significant unmet needs**, and need help with how and where to engage

Buyers face regulatory and market barriers.  
**Need for innovation** in policy, market structure, and the renewable energy supply chain

# one REBA for buyers and suppliers



**REBA started with a simple idea:** companies should have one place to go for planning and meeting their energy needs with clean, affordable renewable energy.

**NGOs with deep energy expertise** came together to combine their already successful programs like the Business Renewables Center, Buyers Principals, and Future of Internet Power. [Learn More HERE.](#)

**Now REBA seeks to grow** the market for non-utility renewables. From 50 buyers today to 5000 buyers tomorrow while advocating for an energy system that meets the needs of all



REBA

# REBA's Goals

Accelerate Deal Flow | Open New Markets | Influence Policy | Foster Innovation | Decarbonize Corporate Energy

REBA scales and accelerates the procurement of renewable energy by corporates and other non-utility, non-residential buyers.

## Capacity

Catalyze 60 GW of new, corporate backed renewables on the grid by 2025

## Access

Avoid millions of tons of CO<sub>2</sub> emissions

## Buyers

Grow the buyer market from 50 buyers cumulatively in 2018 to 5000+ buyers in 2025



REBA



REBA inception



Today



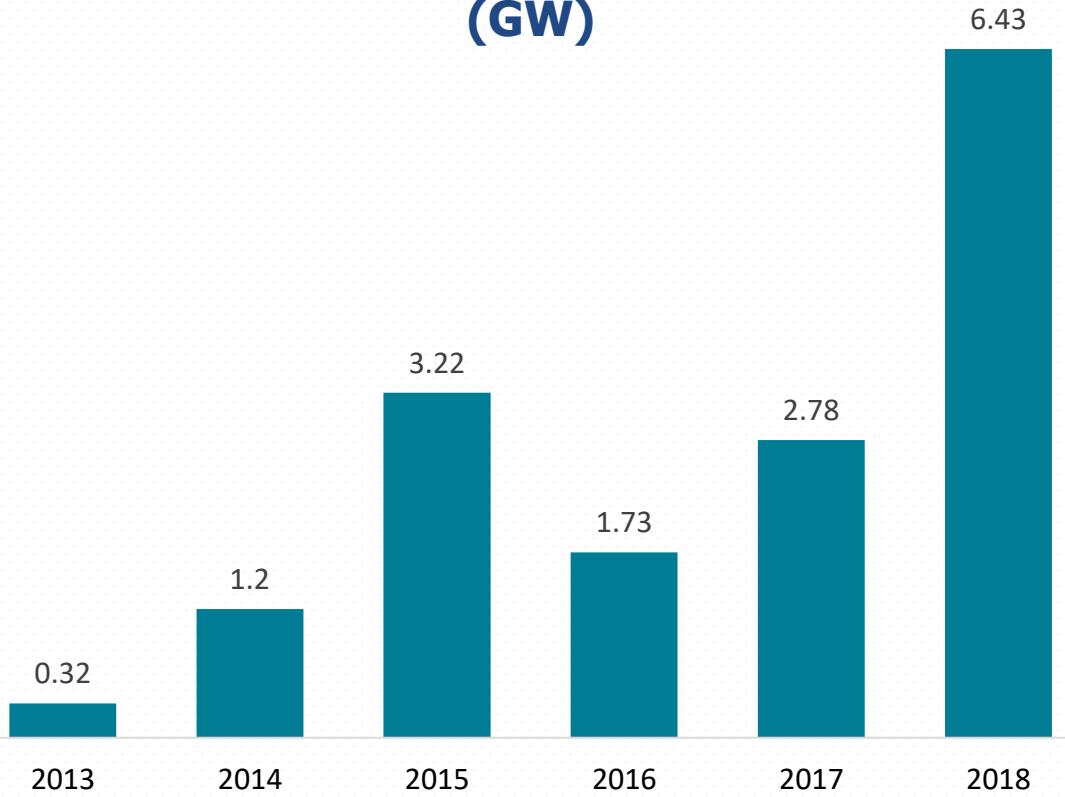
By 2025

# Already the largest community of corporate buyers in the world

REBA has grown from 13 companies and 1.5 GW of renewables in 2014 to 300 members and 14+ GW today



New Corporate Renewables (GW)



\*logos here represent a subset of 170+ Buyer member companies

# What will REBA do

Accelerate Deal Flow | Open New Markets | Influence Policy | Foster Innovation | Decarbonize Corporate Energy

## Educate & Engage

### Provide Transactional Education

- Boot camps
- Buyers roadmap
- Primers & guides
- Case studies & market intelligence
- Expertise for data center operators

### Connect a Global Renewable Energy Network

- Supply chain working group
- Global networking and partnerships
- Connect to international platforms

### Set Direction with Thought Leadership

- Buyers Principles
- Authoring white papers & research for market growth
- Innovation showcases

### Evolve Markets with Policy and Advocacy

- A pro-renewables policy platform
- Legislative and regulatory tracking
- Growing market access for buyers

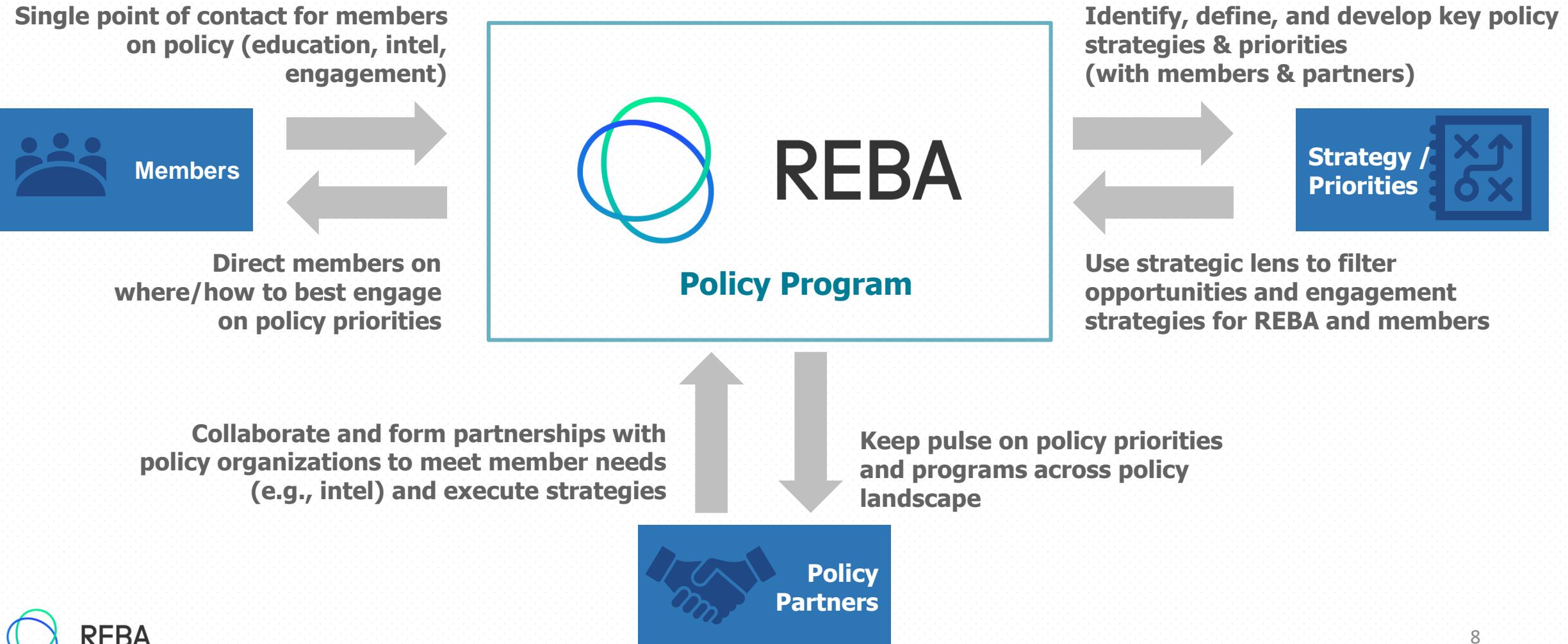
### Drive Innovation in Market Structures

- Working groups on advanced market topics
- Designing for risk management and mitigation
- Go beyond the PPA

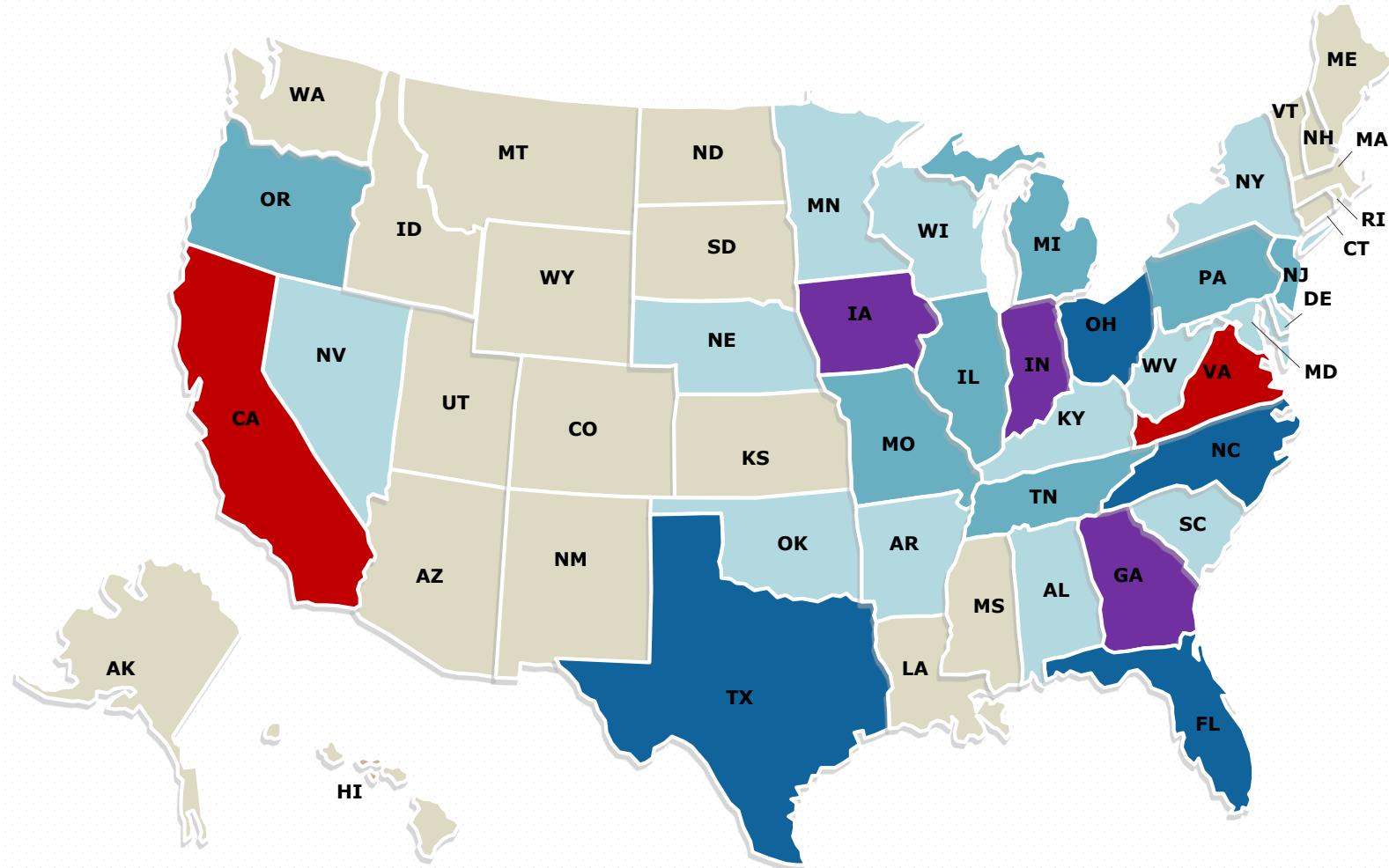
## Innovate & Expand: Policy and Markets



# REBA's new Policy Innovation Program is buyer-led, collaborative and strategic



# Investment in the Policy Innovation Acceleration Fund opens up new markets to renewable energy buyers



Number of buyers interviewed for whom state is a priority*	Number of States
0	20
1	14
2	7
3	4
4	3
5	2

# Investment in the Markets Innovation Acceleration Fund allows expansion of procurement structures



Google wants carbon-free energy for data centres 24/7

12 Oct 18 Ashton Young

With data centre operators around the world clamouring to get on-board the renewable energy train, Google has announced it intends to take it a step further.

The search giant has released a report that details its progress in making its data centres sustainable, after last year achieving the milestone of being the first company to match 100 percent of its annual electricity consumption through direct purchases of renewable energy.

Google head of energy market development Michael Terrell says while it is an important accomplishment, it is just the beginning.

"Electricity is the fuel that allows our data centres to deliver billions of Google searches, YouTube views, and much more—every single day, around the clock. Our commitment to carbon-free energy should be around the clock too," says Terrell.

The paper shared by Google reveals location-specific Carbon Heat Maps that help to illustrate how well a data centre is performing in regards to its hour-by-hour carbon-free energy usage.

Some locations perform better than others. For example, the heat map for Google's data centre in Hamina, Finland reveals that 97 percent of the facility's electricity use in 2017 was matched with carbon-free sources.



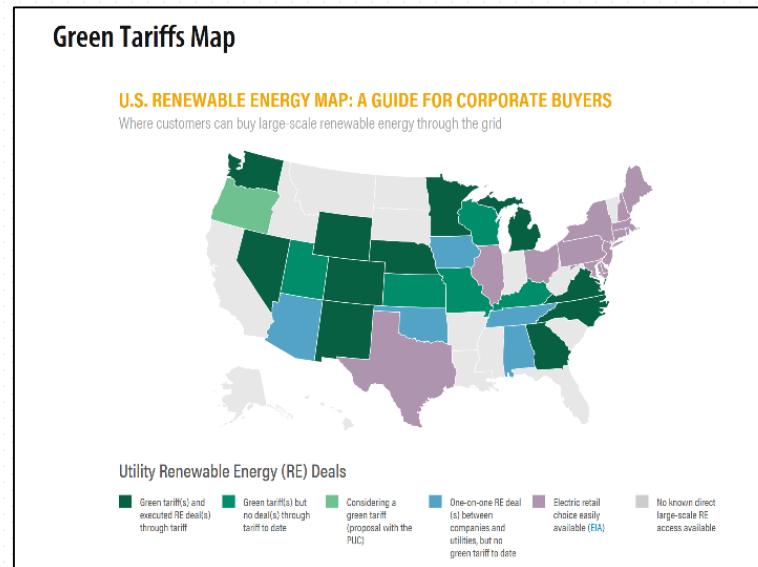
DEEP DIVE

## New Microsoft contract could expand corporate renewable energy deals to smaller buyers

The "volume firming agreement" could mitigate some of the risk and volatility of renewable energy power purchase agreements, helping to expand procurement beyond large corporate buyers.

AUTHOR Herman K. Trabish

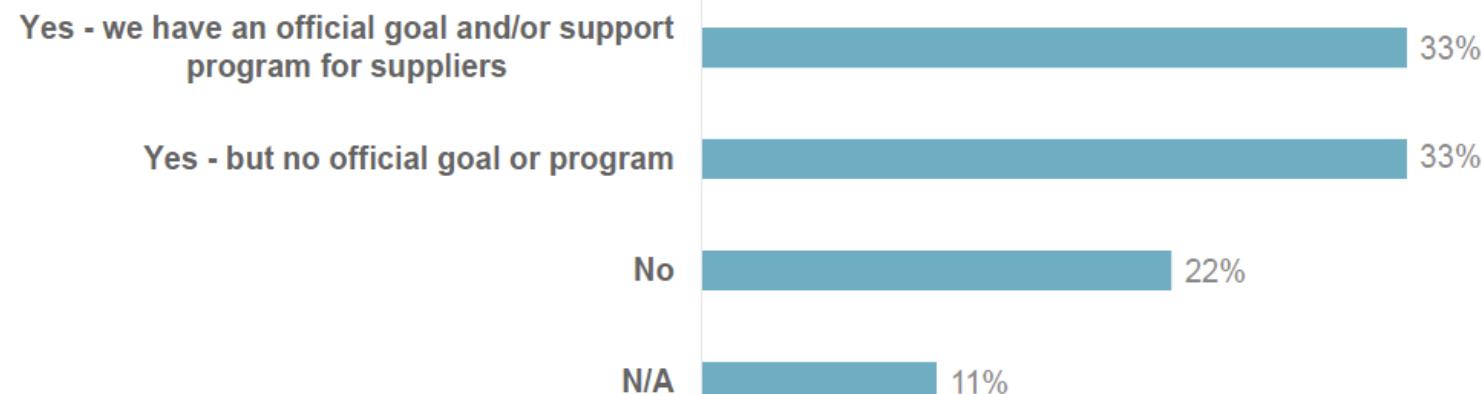
**M**icrosoft has remained a step behind other technology giants in contracting for renewables, but may be gaining ground. The



# Investment in the Supply Chain Innovation Acceleration Fund allows REBA membership to hundreds of small companies

Are you interested in REBA helping you to work with your supply chain to influence more renewable energy?

## Buyers-only question



# Towards an International RE Network? Partners Needed!

## National/Regional Platforms



REBA



**RE-Source**

European platform for corporate  
renewable energy sourcing

*(Other National/Regional Platforms TBD)*

## Guiding Principles

- Primary focus is to support and leverage the influence of non-residential **energy buyers**.
- There needs to be a **strong center of gravity** for corporations to gather around (vs. fragmentation).
- Strong **local ownership** and a localized theory of change.
- International network **supports** efforts in each domestic market by providing the following:
  - ✓ Facilitate knowledge exchange
  - ✓ Link companies to efforts in different international markets
- Channel **resources** (funding, capacity, intel) to national/regional efforts
- Provide space for planning and collaboration by Supporting Organizations

## International Supporting Organizations



BSR



**RE** 100



wbcisd



WORLD  
RESOURCES  
INSTITUTE



WWF

*(Other Organizations TBD)*



REBA

# Thank You

---

## **Miranda Ballentine**

CEO

Renewable Energy Buyers Alliance

[mballentine@rmi.org](mailto:mballentine@rmi.org)

## **Eric Olson**

Board Member, Renewable Energy Buyers Alliance

Senior Vice President, BSR

[eolson@bsr.org](mailto:eolson@bsr.org)

## **Asako Nagai**

Japan Country Director, BSR

[anagai@bsr.org](mailto:anagai@bsr.org)

