



From Transactions to Transformation

Corporate Renewable Energy Buyers Principles



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More companies are setting targets to increase renewables



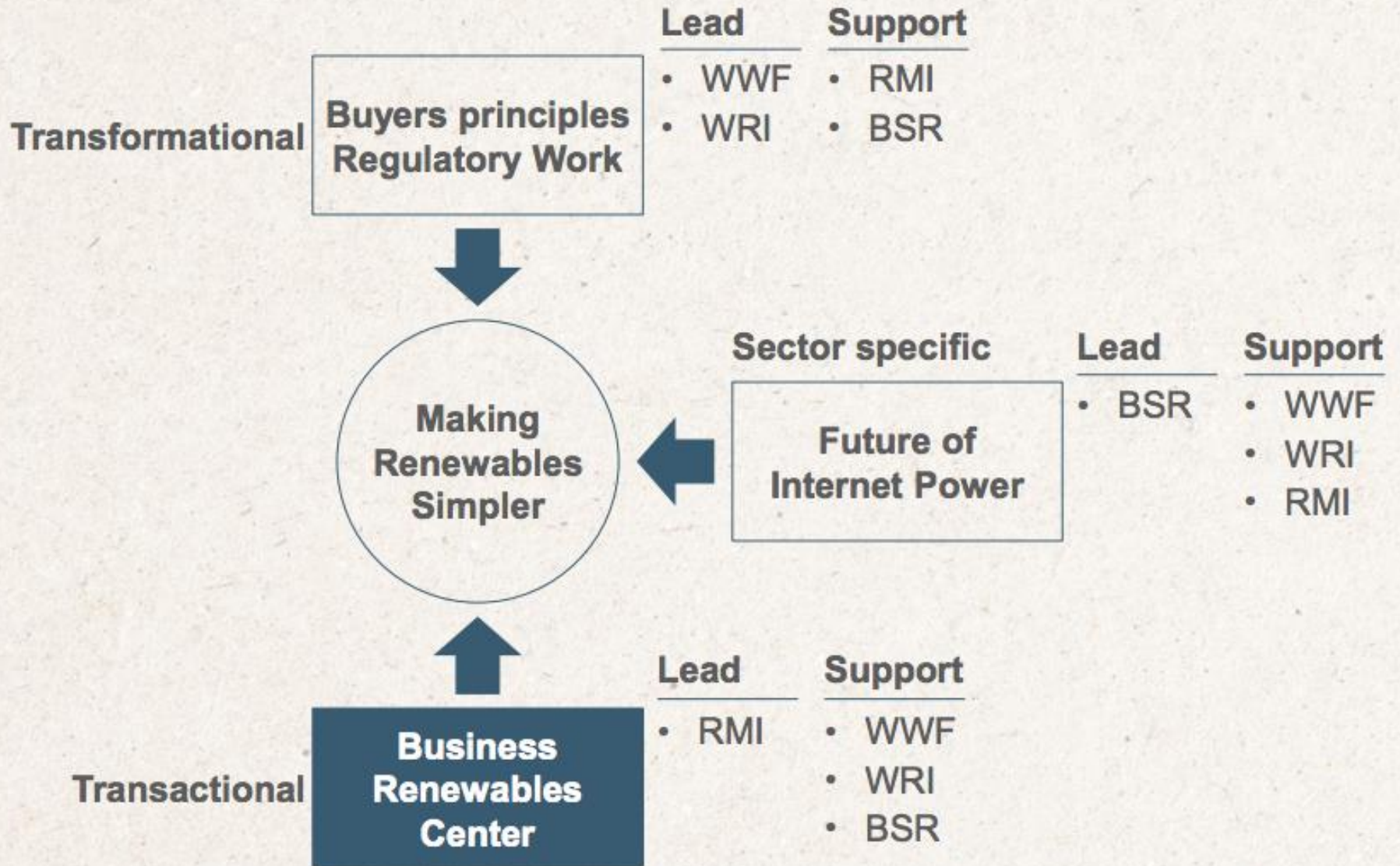
Forbes

7/15/2014

**Corporate America Steadily
Steering Climate Solutions
Despite Congressional
Stalemate**



Collaborative Partnerships





Corporate Renewable Energy Buyers Principles

FORTUNE

Big Companies Join Ranks to Push for More Clean Energy

July 11, 2014

Walmart, Sprint among a dozen companies saying they want to use more renewables but are finding their choices limited



Business

Wal-Mart, GM, HP lobby to boost renewable energy



Corporate Renewable Energy Buyers' Principles



CORPORATE RENEWABLE ENERGY BUYERS' PRINCIPLES: INCREASING ACCESS TO RENEWABLE ENERGY

Bloomberg



ebay inc™

VOLVO



Walmart *



3M



Johnson & Johnson

P&G



EMC²



MARS





CHOICE

Greater choice in renewable energy options.



COST-COMPETITIVENESS

More access to cost-competitive options compared with traditional rates.



LONG-TERM PRICING

Access to long-term, fixed-price contracts.



NEW PROJECTS

Access to new projects that reduce energy emissions over business as usual.



FINANCING TOOLS

Streamlined third-party financing, as well as standardized contracts and simplified processes.



COOPERATION

Opportunities for increased options from utilities and regulators.

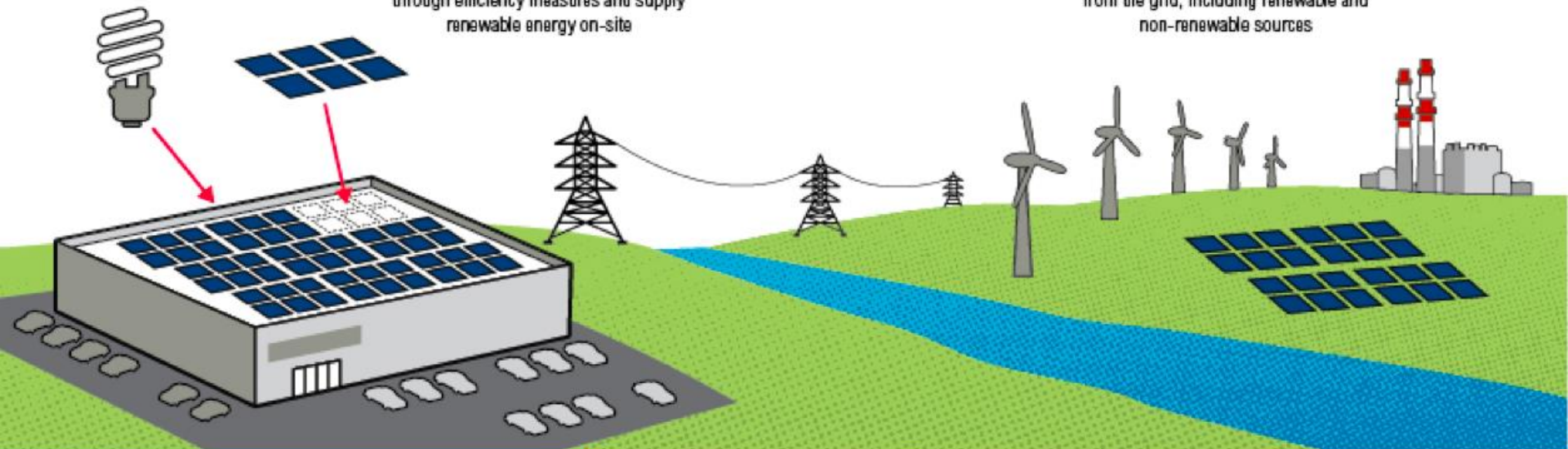


From Onsite to Offsite



Companies reduce their energy use through efficiency measures and supply renewable energy on-site

Companies buy their remaining energy from the grid, including renewable and non-renewable sources



30%

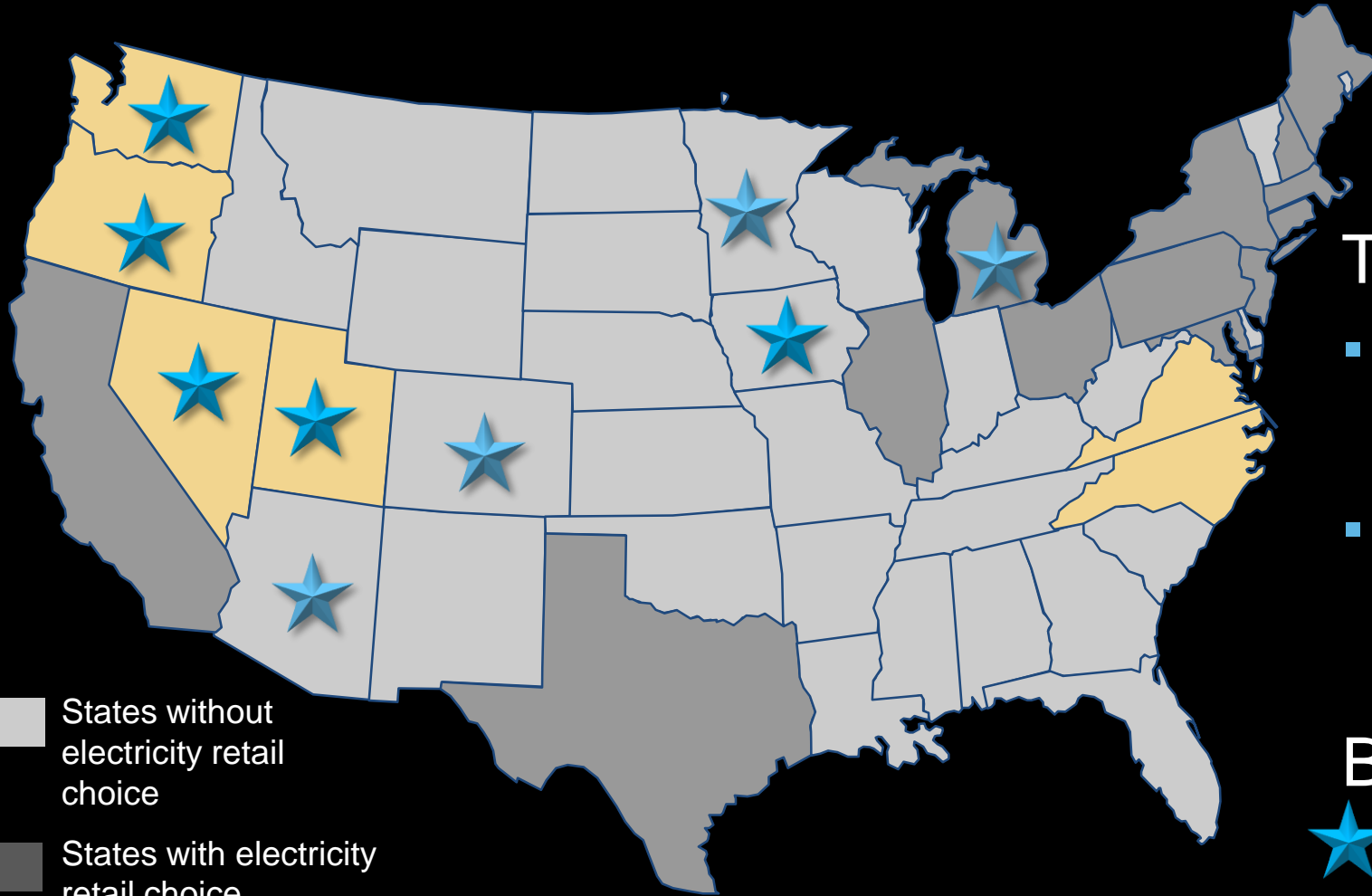
Even the most energy-efficient big box stores can only supply 30% of their electricity on-site with rooftop solar energy; data centers, for example, can self-supply far less.

70%

The remaining 70% of renewable energy needs must be delivered through the grid. Today, many companies have no way to choose renewable energy options from the grid, whether through their local utility or other generators.



Collaborating to make the Principles a Reality



- States without electricity retail choice
- States with electricity retail choice
- States with green tariff offerings

Top Down

- National level collaboration is crucial
- NARUC, EEI, NGA

Bottom Up

- Target states are emerging



Thank you!

Website for Buyers' Principles and more information:

www.worldwildlife.org/corprenewables

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