Google
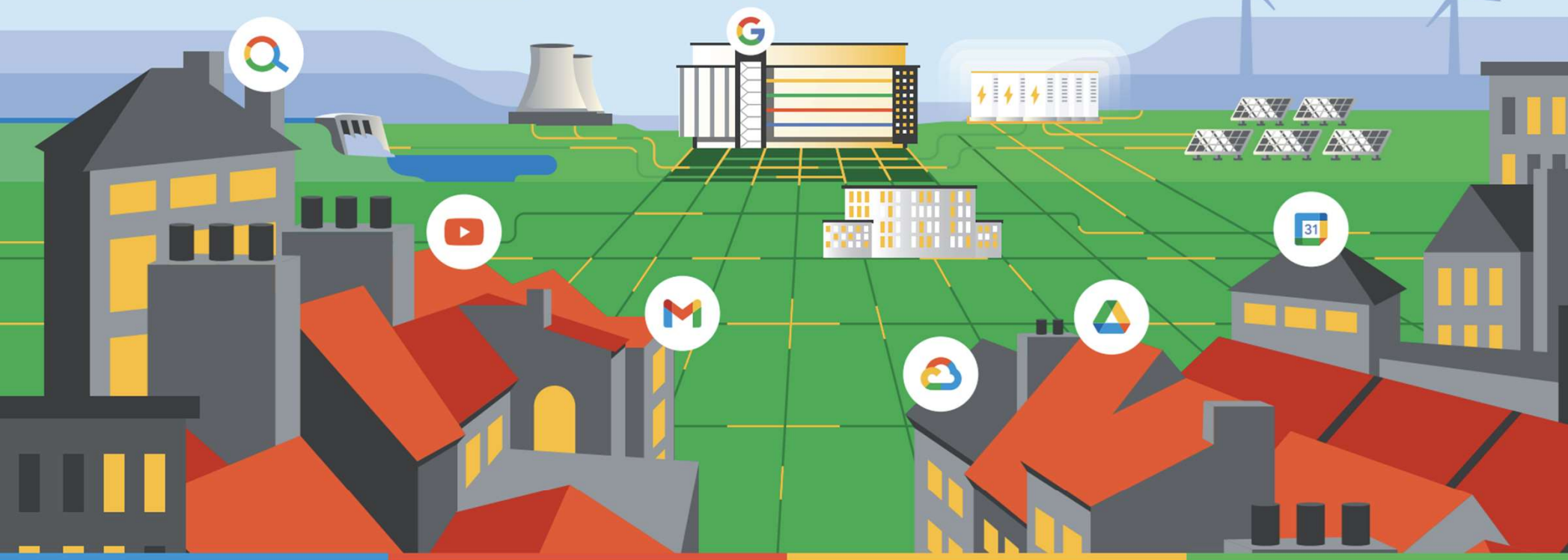
24/7 Carbon-Free Energy
Every hour. Every day. Everywhere.
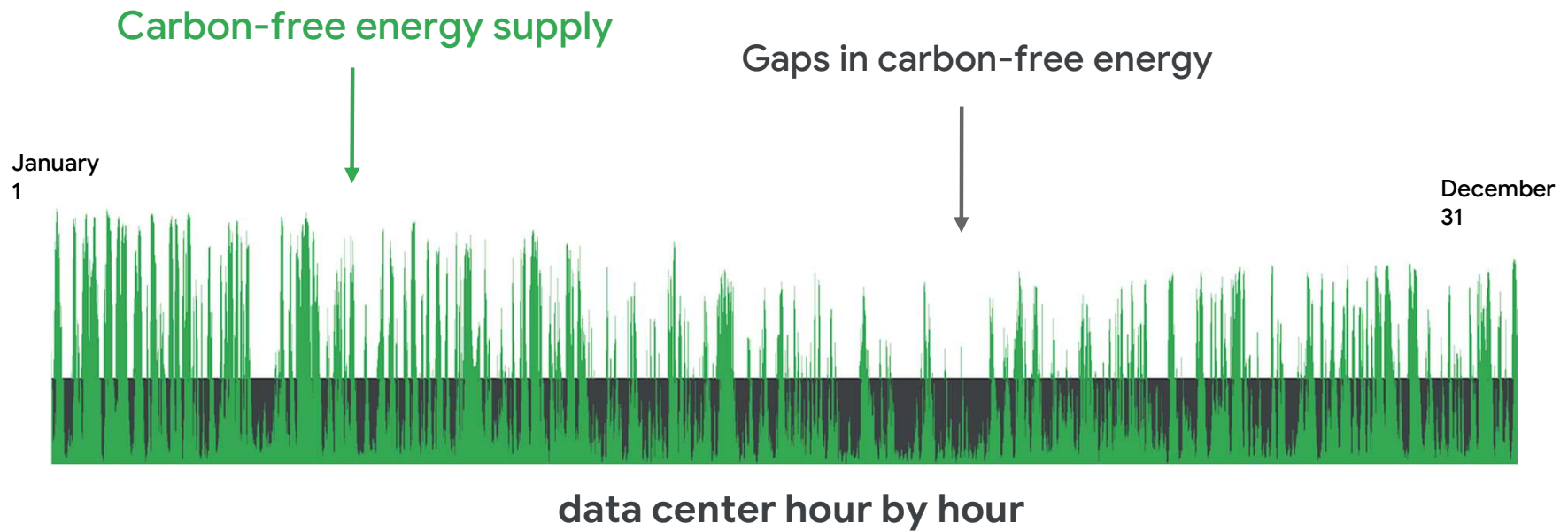By 2030.

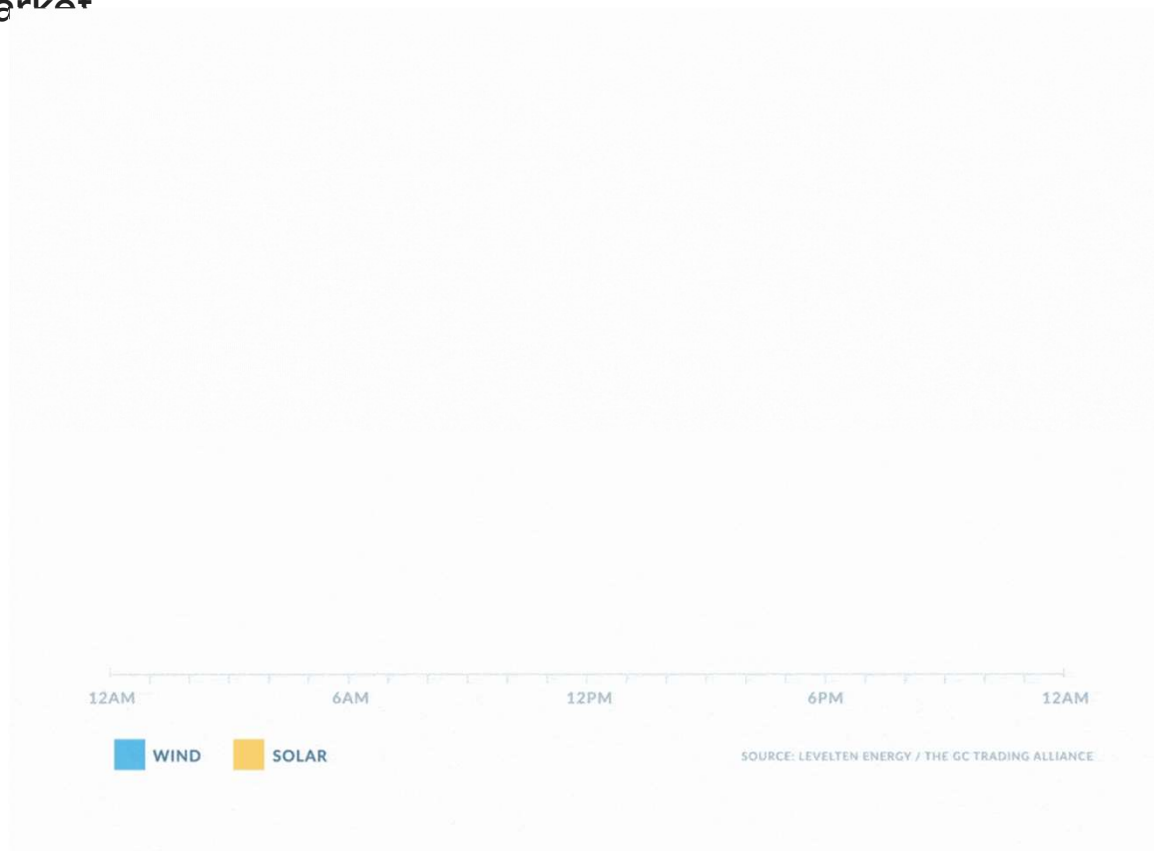goo.gle/CarbonFreeBy2030

What is 24/7 carbon-free Energy?

100% RE matching does not fundamentally solve the problem: *Time and Location Matters*

Due to the variability associated with renewables, we still rely heavily on fossil fuels from the grid during periods of low wind or solar

Carbon-free energy supply

Gaps in carbon-free energy

January 1

December 31

data center hour by hour

Example: How will we reach 24/7 CFE?

Industry needs to work together to develop new solutions to meet the emerging
needs of the market.

12AM   6AM   12PM   6PM   12AM

■ WIND   ■ SOLAR

Independent Non-Profit For Better Electricity Accounting

1 Standards

Set Global Granularity Standard

✔ World's only GC based matching standard

✔ Implementation underway in EU/US

2 Markets

Enable Granular Clean Power Markets

✔ 29 Case Studies with 5 million MWh matched

✔ Webinars on Granular Matching in Action

3 Policy

Advocate For Granularity in Policy

✔ **EU** - RED III / Hydrogen, DAC, CBAM

✔ **US** - Clean H_2 (45v), Executive Order 14057

✔ **Global** - GHG Protocol, ISO Net Zero

Sign-up at energytag.org, follow us on LinkedIn

4

Decades of Clean Energy Markets Experience

EnergyTag

Secretariat

Phil Moody
Chair

Killian Daly
Executive Director

Katrien Verwimp
Audit Committee Chair

Alex Piper
Head of US Markets and Policy

Shailesh Telang
Head of Asia Pacific

Erwin Cornelis
Senior Energy Policy Expert

Yevheniia Kyrychenko
Operations Coordinator

Farida Shawky
Energy Analyst Intern

Advisory Committee

Phil Moody
(Chair) EnergyTag

Killian Daly
(Secretary) EnergyTag

Toby Ferenczi
Granular Energy

Savannah Goodman
Google

Taylor Leyden
Microsoft

Benjamin Gerber
M-RETs

Jared Braslawsky
IREC Foundation

Katrien Verwimp
Enunda

Bruce Douglas
Global Renewables Alliance

Adam White
RECs International

Simone Accornero
Flexidao

Taylor Sloane
AES

Yenhaw Chen
TIER

5

EnergyTag Standards

Granular Certificate Matching Standard
Version 1

Granular Certificate Scheme Standard
Version 2

→ Only standard for robust

   ◆ GC Issuance
   ◆ Hourly Matching
   ◆ Storage Tracking

→ Developed with leading organisations globally.