

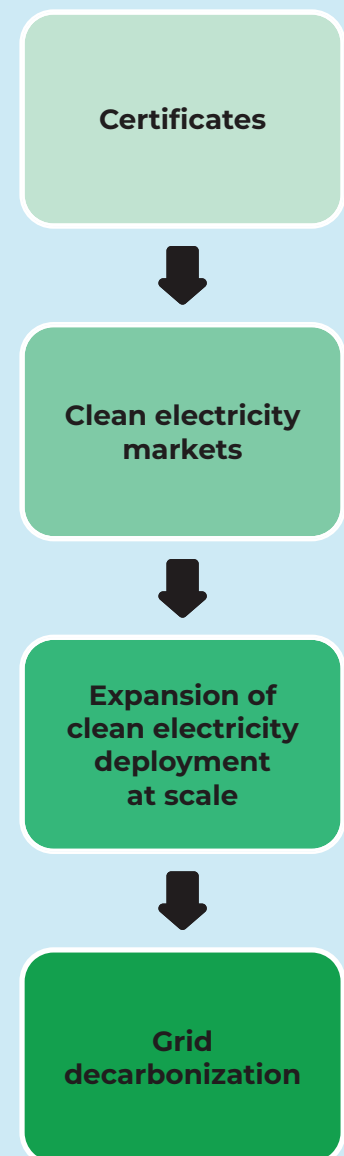
# Making Voluntary Markets for Clean Electricity Work

The impact of different renewable energy purchasing strategies on grid decarbonization and emissions reductions has been the subject of some debate recently. During this time, CRS has had conversations with major corporate and federal clean electricity buyers, NGOs, and other key stakeholders about voluntary strategies to transform the clean electricity market. While the debate about the impact of these strategies continues, there are some common principles and areas of agreement that have emerged from these discussions.

## Impact of Voluntary Demand

- Voluntary markets for clean and renewable electricity, alongside regulatory clean power markets, have been and will continue to be critical to meet economy-wide climate goals.
- Voluntary procurement of clean and renewable electricity will have a larger impact on overall clean electricity generation and grid decarbonization with:
  - Greater overall demand and market participation;
  - Procurements (e.g., by more sophisticated consumers) that directly impact the supply of clean electricity and grid emissions reductions, including procurements that are focused on the dirtiest grid regions and difficult to decarbonize times and places; and
  - Complementary activities that enable clean electricity generation and voluntary procurement.

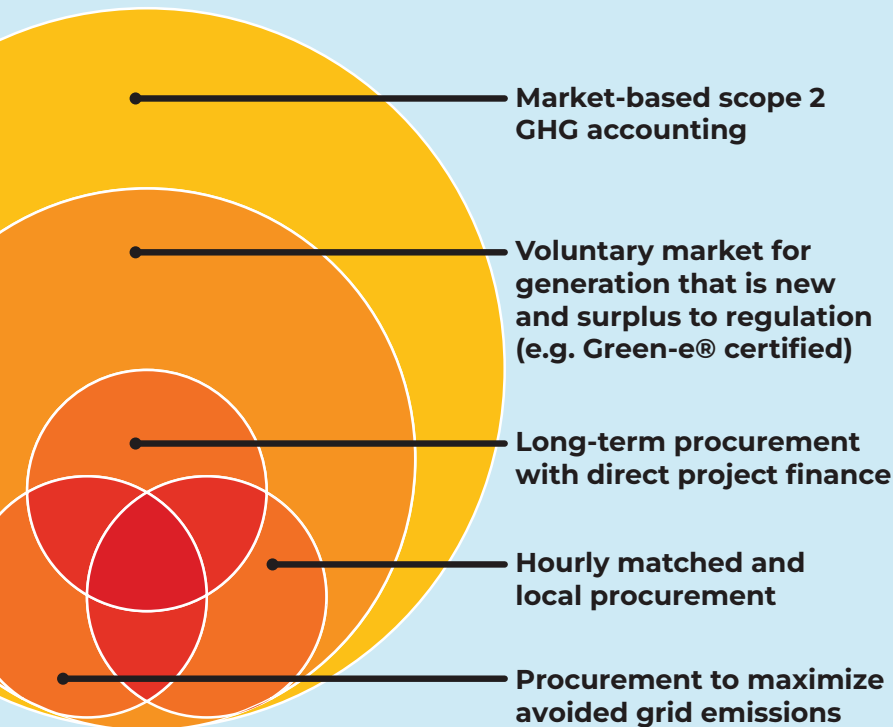
## Market-driven Decarbonization



## Market-enabling Instruments

- Contractual market instruments, like renewable energy certificates (RECs), and their recognition in accounting and reporting frameworks, are essential to voluntary clean and renewable electricity markets.
- Scaling clean electricity procurement—large and vibrant clean electricity markets—requires trading of generation attributes separately from energy—“unbundling.”
- Unbundling enables verification of specified power claims in regions with organized wholesale electricity markets, increases access to clean generation, lowers costs of clean electricity delivery and procurement, enables innovative clean energy procurement options, and increases demand for generation with greater environmental and grid benefits.

### Strategies for Impact



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Center for Resource Solutions  
1012 Torney Ave., 2nd Floor  
San Francisco, CA 94129  
[www.resource-solutions.org](http://www.resource-solutions.org)

