



## **CLEAN EDGE REPORT, *GETTING TO 100*, HIGHLIGHTS RISING RENEWABLE ENERGY COMMITMENTS AMONG GOVERNMENTS AND CORPORATIONS**

*Executive Briefing Stresses Need for All-of-the-Above Clean Energy Approach to Reach 100% Renewable Electricity Targets*

**Portland, Ore., November 10, 2015** – The goal of powering a company, city, state, or nation with 50%, 75%, or even 100% renewable electricity would have seemed preposterous not long ago. But increasingly, a growing number of companies and governments are aiming to achieve such targets, or have already reached such goals, according to the latest report from clean-energy research firm Clean Edge, commissioned by solar power provider SolarCity. Released today, *Getting to 100* is available for download at [www.cleandge.com/reports](http://www.cleandge.com/reports).

In recent years, a growing number of governments and corporations have increased their renewable energy targets. In 2015 alone, California established a 50% by 2030 renewable portfolio standard (RPS); Vermont a 75% RPS by 2032; and Hawaii a 100% RPS by 2045. International jurisdictions that are already 100% powered by renewable electricity include the nation of Iceland, several small islands, and the states of Carinthia in Austria and Schleswig-Holstein (population 2.8 million) in Germany. Dozens of corporations are also already procuring

100% of their electrons from renewables for their U.S. operations, including Apple, Intel, Kohl's and Voya Financial, and many more are aiming to get there in the next decade or two.

What's driving this trend? The report highlights five major developments enabling the shift to 100% renewables. These include:

1. An Emboldened, Resilient Grid Takes Shape
2. Net Zero Buildings And Smart Connected Devices Drive Efficiency Renaissance
3. Energy Storage Completes The Puzzle
4. Utility-Scale Renewables Grow Up
5. Distributed Solar Becomes Cost-Effective Across Geographies

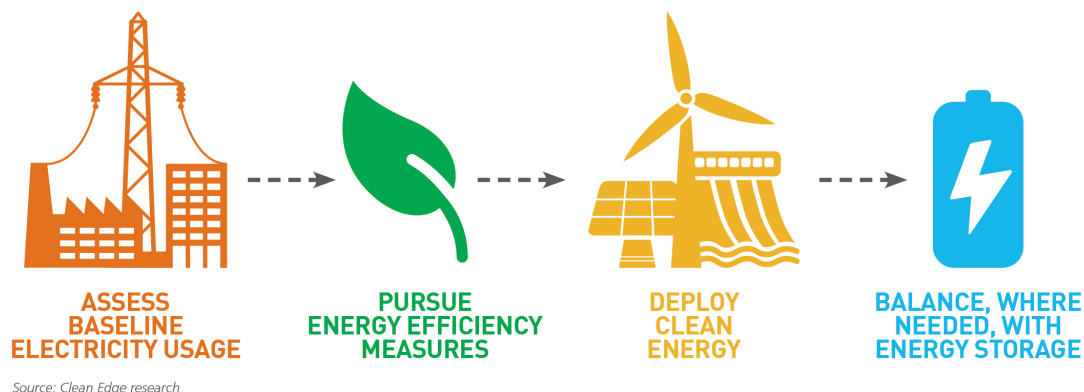
"Reaching such high penetrations of renewables requires an all-of-the-above clean-energy approach," says Clean Edge Managing Director Ron Pernick, one of the report's lead authors. "It encompasses the full portfolio of clean-energy sources including solar, wind, geothermal, and hydropower, and leverages both distributed and utility-scale generation." The briefing reports not only on renewables deployment, but the central roles of energy efficiency, demand-side management, and energy storage.

The trend toward 100% renewables is occurring within a larger global picture of renewable energy going from fledgling to mainstream. Global solar and wind industries, for example, have expanded from a combined \$6.3 billion market in 2000 to nearly \$200 billion last year according to Clean Edge, representing a 14-year compound annual growth rate (CAGR) of 28%. In 2014, solar and wind power represented more than

half of all new electricity capacity additions in the U.S., while globally renewables (mainly solar, wind, and hydropower) represented approximately 60% of net additions to global power capacity.

*Getting to 100* assesses and analyzes the range of options available for expanding corporate and government use of clean energy, including onsite renewables, community solar, utility-scale renewables, renewable energy credits (RECs), green energy tariffs, and third party clean-energy offerings. The report finds that not all pathways are created equal, however. Organizations that want to procure energy generated close to their energy consumption, for example, would not likely be as interested in RECs, which typically pay for the environmental attributes of clean energy generated at locations hundreds or thousands of miles away. And an organization looking to acquire renewables with little or no upfront cost would be more interested in a power purchase agreement, loan, or lease arrangement than buying a system or systems outright.

The report walks through the main decision-making processes that companies and governments need to consider as they pursue their renewable energy goals. These include the following steps: 1) assess baseline electricity usage, 2) pursue energy efficiency measures, 3) deploy clean energy, and 4) balance, where needed, with energy storage.



*Getting to 100* includes more than a dozen tables, charts, and timelines and includes a full resource section. The report is available free of charge at [www.cleandge.com/reports](http://www.cleandge.com/reports).

### **Join the Discussion: Getting to 100 Webinars**

Two webinars discussing the findings in the report and broader industry trends, one focused on corporations and the other on governments, are scheduled for December 2 and January 12. Both sessions will be moderated by Clean Edge Managing Director Ron Pernick.

#### **GETTING TO 100: CORPORATIONS LEADING THE CHARGE WEBINAR**

Wednesday, December 2, 2015. 9 AM Pacific/12 Noon Eastern

##### **Confirmed speakers include:**

- Marty Sedler, Director, Global Utilities and Infrastructure, Intel
- Amy Davidsen, Executive Director, North America, The Climate Group
- Travis Anderton, Global Director, Sustainability and Property Protection, BD
- Erik Fogelberg, SVP, Commercial Sales and Storage Solutions, SolarCity

## **GETTING TO 100: GOVERNMENTS LEADING THE CHARGE WEBINAR**

Tuesday, January 12, 2016. 9 AM Pacific/12 Noon Eastern

### **Confirmed speakers include:**

- Scott Johnstone, Executive Director, Vermont Energy Investment Corporation
- David Hochschild, Commissioner, California Energy Commission
- David Sandbank, Director, NY-Sun at NYSERDA
- Erik Fogelberg, SVP, Commercial Sales and Storage Solutions, SolarCity

To register visit: <http://cleanedge.com/events/latest-webinar>

### **About Clean Edge**

Clean Edge, Inc., founded in 2000, is the world's first research and advisory firm devoted to the clean-tech sector. The firm delivers an unparalleled suite of clean-energy benchmarking services including stock indexes, utility and consumer surveys, and regional leadership tracking, providing Fortune 500s, clean-tech companies, investors, NGOs, and governments with timely research, trending analysis, and actionable insights. Managing director Ron Pernick and senior editor Clint Wilder are coauthors of the widely acclaimed business books *The Clean Tech Revolution* (HarperCollins, 2007) and *Clean Tech Nation* (HarperCollins, 2012). To keep abreast of the latest clean-tech trends, or for more information on the company, visit [www.cleanedge.com](http://www.cleanedge.com).

**DISCLAIMER:** Information herein is not intended to be investment advice or used as a guide to investing and no recommendation is intended to be made as to any particular company.

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