

# Dear Summit Participants . . .

... it was a pleasure to host you at the Renewable Energy Buyers Alliance (REBA) Summit in Redmond, Washington last month. This was our largest summit yet, with nearly 300 attendees from 165 different organizations representing a mix of corporate buyers, project developers, and service providers (slide 2). The BRC now has **118 members** and continues to grow. This community is in a good position to reach our collective goal of 60 GW of additional renewable capacity by 2025, and with the addition of new market participants we continue to enable the market by removing obstacles and innovating.

We received from you clear **feedback** on the event, which we will incorporate into our future events:

- The general reaction was very positive: you rated the event 8.9/10 overall—the highest score of our conferences yet.
- You praised the quality of your fellow attendees and appreciated hearing multiple perspectives during small group conversations.
- You found the panel discussions interesting and the amount of time devoted to panels to be appropriate.
- Some of you found the Summit content to be too advanced, while others found it too basic or too similar to prior BRC events.
- Some of you found the report-outs from discussions to be too brief to capture the content well and feared this may have caused good ideas to be dropped.
- Our partnerships with other NGOs was encouraging, and you urged that we continue to broaden attendees to include financiers, more utilities, and regulators.

Based on your input, we have identified and prioritized a number of **initiatives** for the next 6 months (slides 5–7). We will focus our resources mainly on three initiatives:

- *Buyer support* – holding a buyers-only workshop and ensuring that buyers' teams have the resources they need to understand and pursue off-site renewables via transactions with project developers.
- *Risk allocation* – developing an RFP template for buyers and exploring alternatives to fixed price PPAs.
- *International* – working with interested buyers and Chinese authorities to establish viable sourcing of off-site renewables in China; engaging where and when appropriate in other countries where we can leverage transactional expertise from developers and intermediaries.

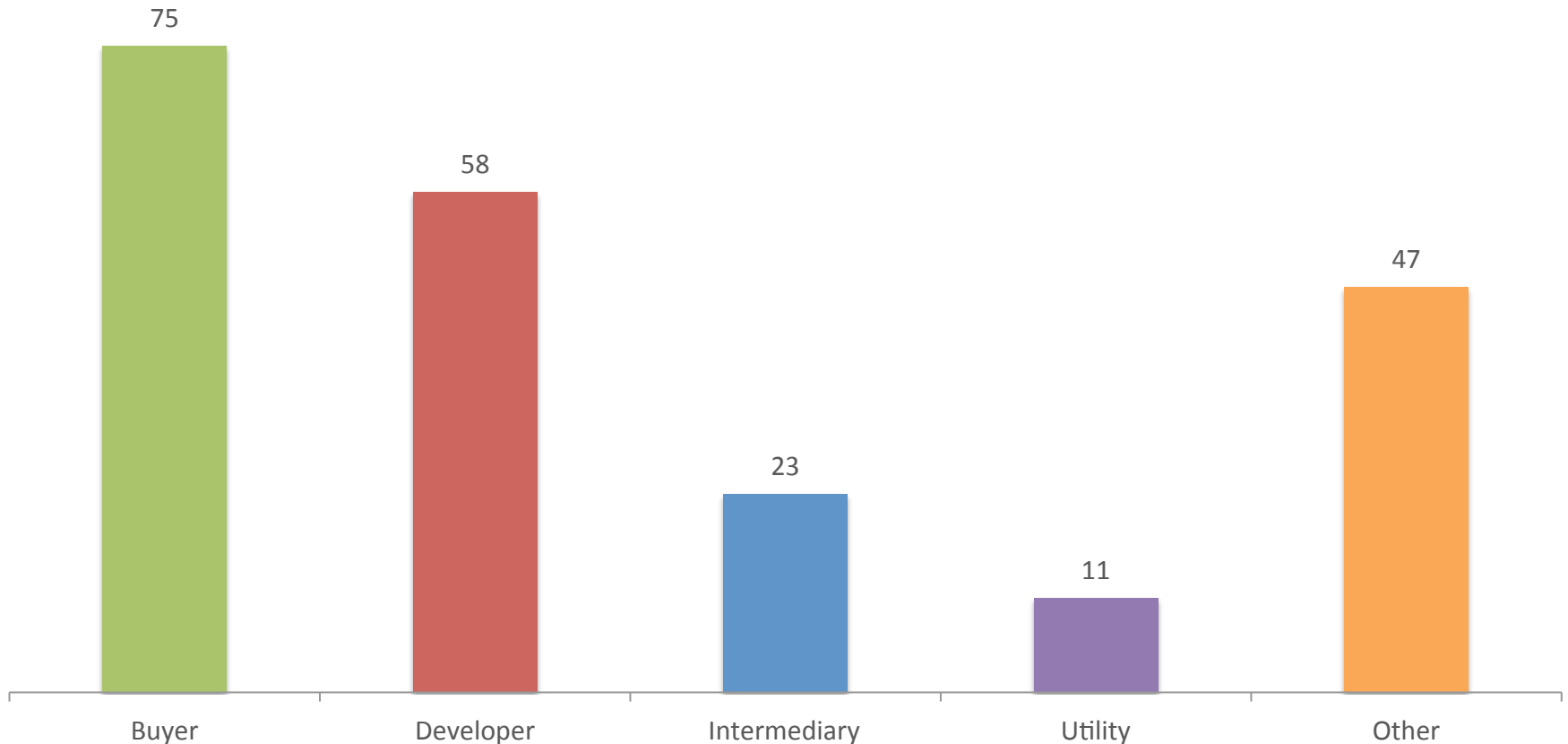
If you are interested in learning more about our project plan or in participating in our other work, please contact us at [brc@rmi.org](mailto:brc@rmi.org).

We look forward to working with you collaboratively and expanding the opportunities to reach our collective goal.

Our very best,  
The BRC team

# Overview of Participants

Nearly 300 participants were present at Microsoft HQ May 19–20

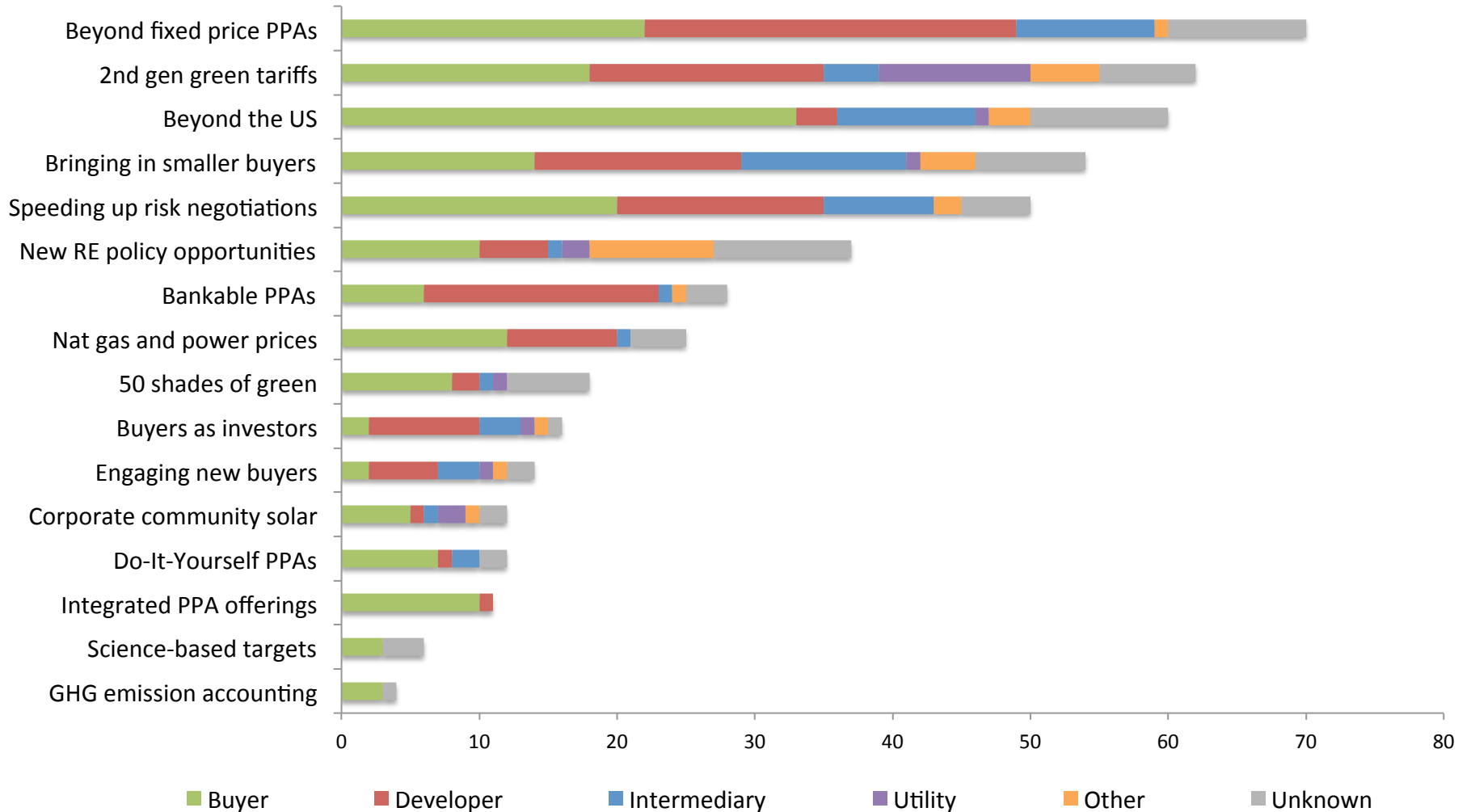


## Notes

1. Total does not equal 300 because not all attendees voted.
2. "Other" includes NGO staff and other non-profit organizations.

# Which Topics Should Be Discussed?

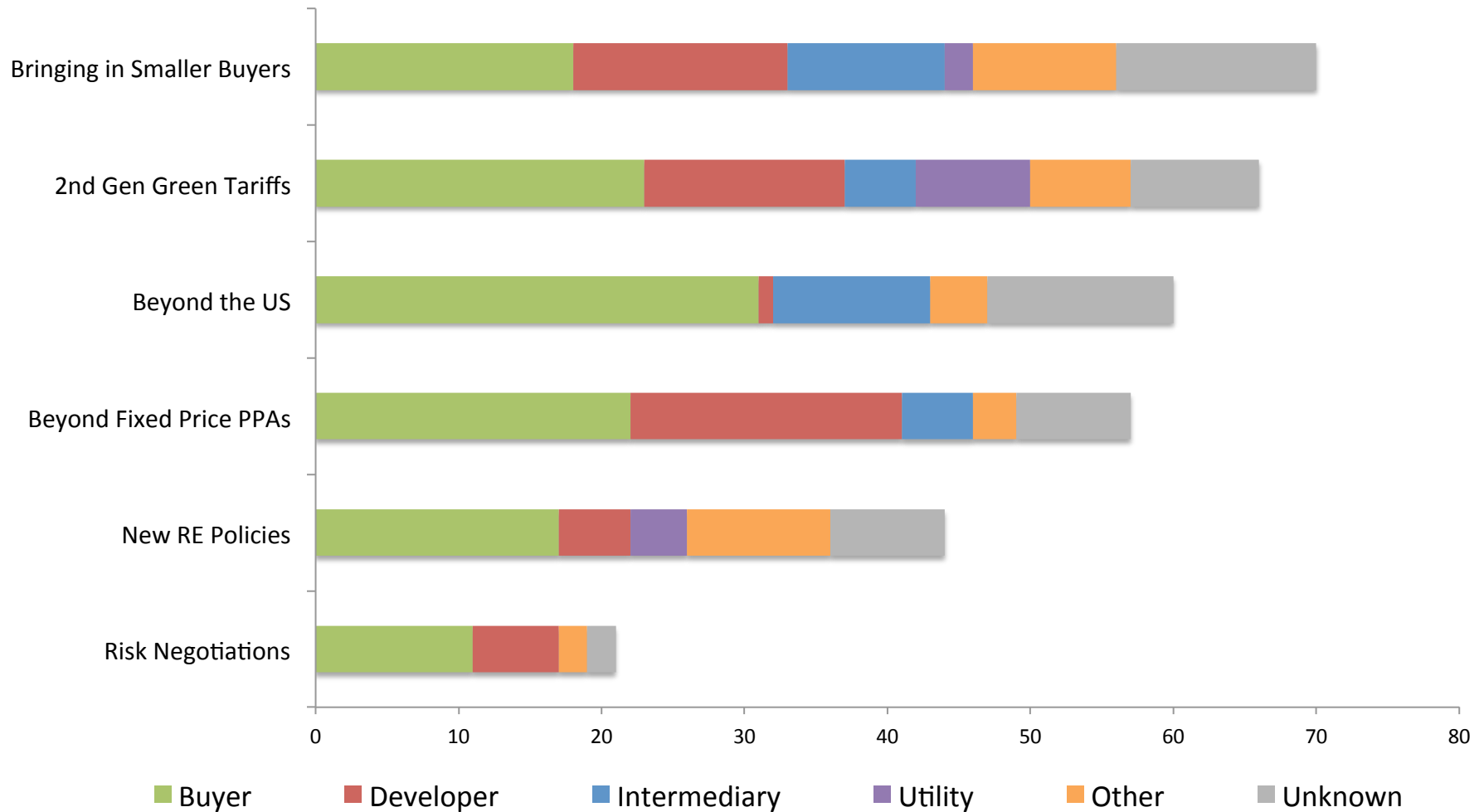
Results from the vote after the Thursday table topic discussions



Note: Attendees who did not respond to the question about what type of organization they represented are listed as “unknown.”

# Final Ranking of Topics

Results from the vote after the Friday table topic discussions



Note: Attendees who did not respond to the question about what type of organization they represented are listed as “unknown.”

A

## Buyer Support

### Needs

Many corporate buyers new to the market, including small buyers, need additional assistance in understanding the opportunity to procure renewables via transactions with project developers.

### Solutions

A1

#### Buyer Workshop

- Invite buyers' teams (from sustainability, procurement, finance, or other roles) to a multi-day workshop at RMI.
- Create a "safe" environment to ask small or large questions to understand the process and issues, learn from each other, and understand the overall journey of procuring off-site renewables.

### Needs

Buyers want more information and resources out of the BRC's online platform.

### Solutions

A2

#### Information Platform

- Develop a very brief, customizable "pitch deck" for buyer deal champions to use with their CFOs.
- Add two items to the BRC Marketplace that will be useful to buyers: estimated amount of CO<sub>2</sub> emissions avoided by each listed project and broad analysis of renewable energy economics across the U.S.

B

## Risk Allocation

### Needs

Many corporate buyers new to the market, including small buyers, do not evaluate all of the most important terms in their RFPs. This makes apples-to-apples comparisons difficult and lengthens negotiation time.

### Solutions

B1

**RFP  
Template**

- Work with BRC membership to develop an RFP template that buyers may use (as-is or with further customization).

### Needs

Market participants need to understand some of the new PPA structures and products that have been introduced into the market.

### Solutions

B2

**Alternatives  
to Fixed  
Price PPAs**

- Explore and document new mechanisms to manage or allocate market risk while maintaining bankability.

C

## Inter- national Markets

### Needs

China is changing its power market rules in ways that could allow for U.S.-style PPAs. BRC member organizations need assistance in navigating these changes

### Solutions

C1

#### China Trailblazing

- Identify 10 BRC member organizations by the end of CY 2016 interested in supporting this trailblazing effort.
- Work with those supporting organizations and relevant officials in China to develop a viable mechanism for off-site renewables procurement.

### Needs

Buying renewable energy outside the U.S. brings additional challenges if buyers do not have the right initial support. BRC member organizations will explore ways to support market participants through our REBA and membership networks.

### Solutions

C2

#### Exploration

- Partner with regional and local NGOs to identify solutions and strategies for buyers on an as-needed basis.