



Powering the Future

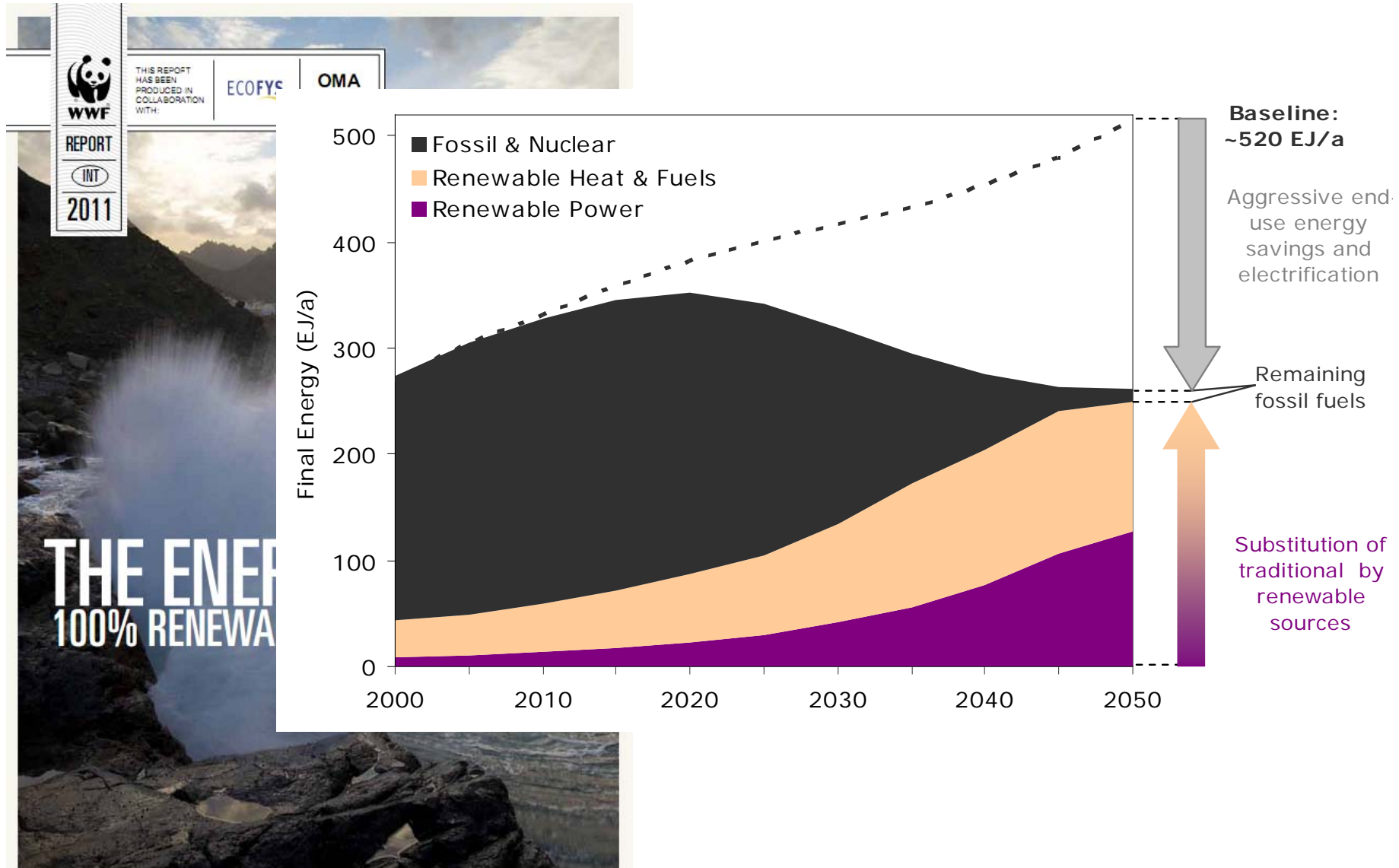
Bryn Baker
World Wildlife Fund







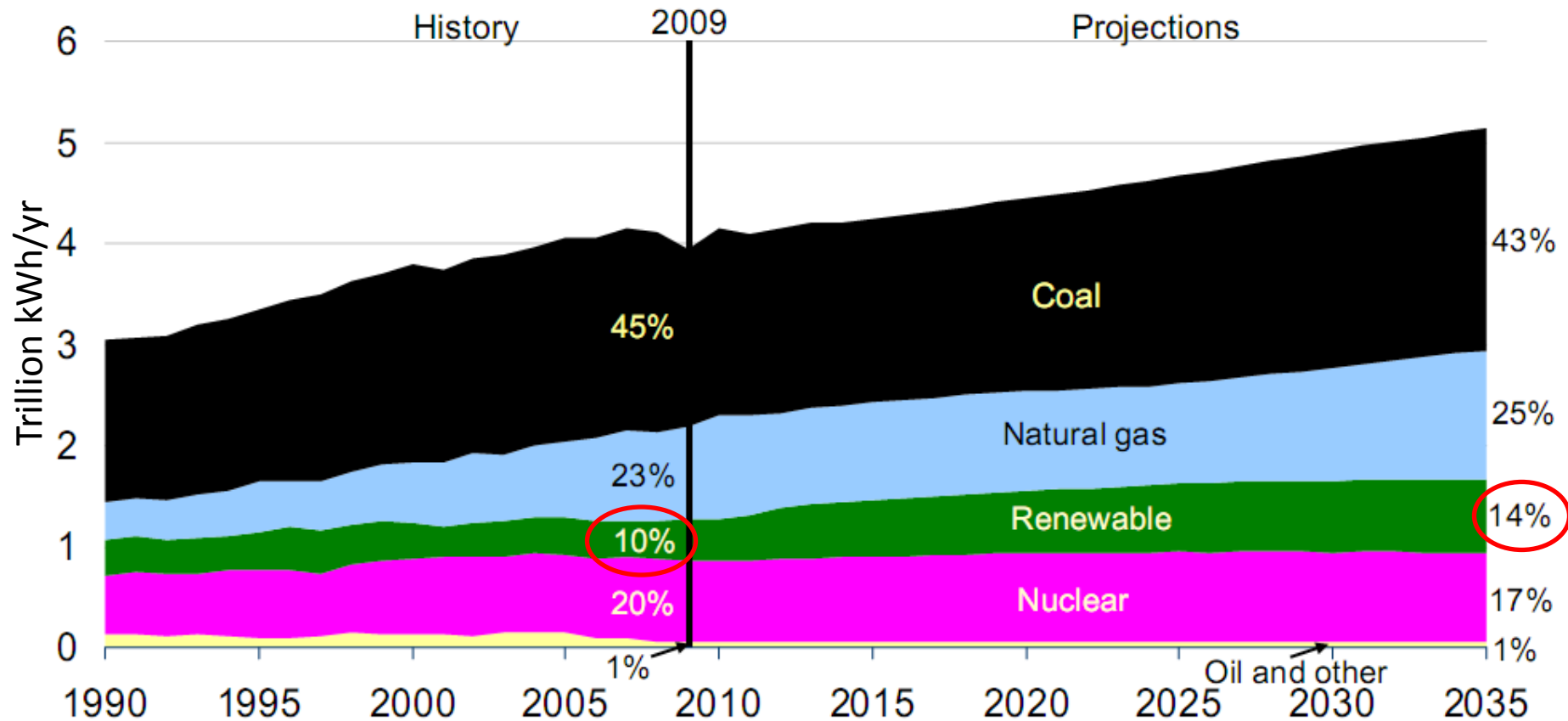
WWF Vision: 100% Renewable Energy by 2050





BAU Renewables Growth is Too Slow

- EIA: Renewables only grow to 14% in 2035 with current policies; fossil fuels still provide 68% of U.S. energy use

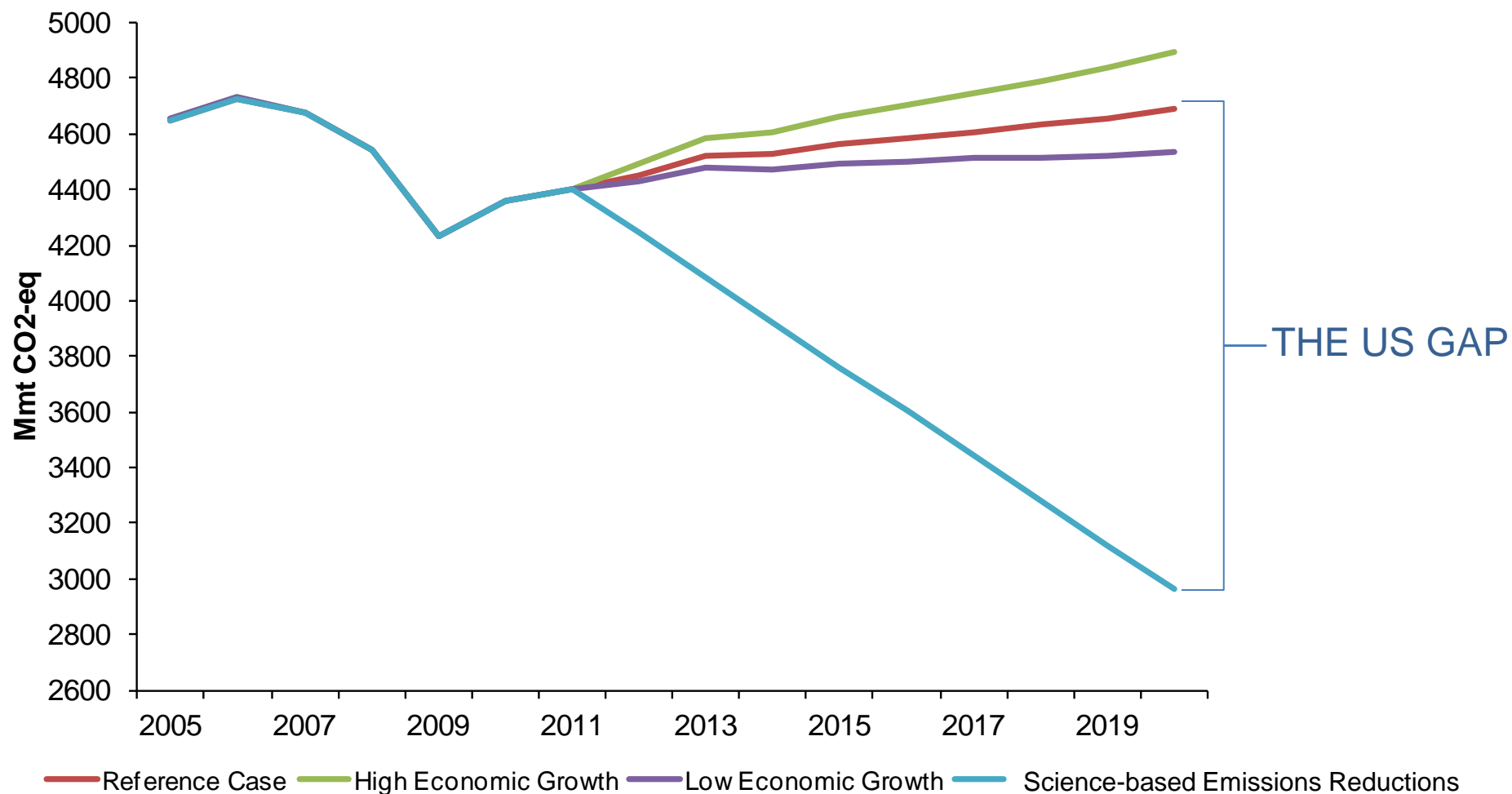






The Gigaton Gap

GHG Emissions, U.S. Corporate Sector, 2005-2020





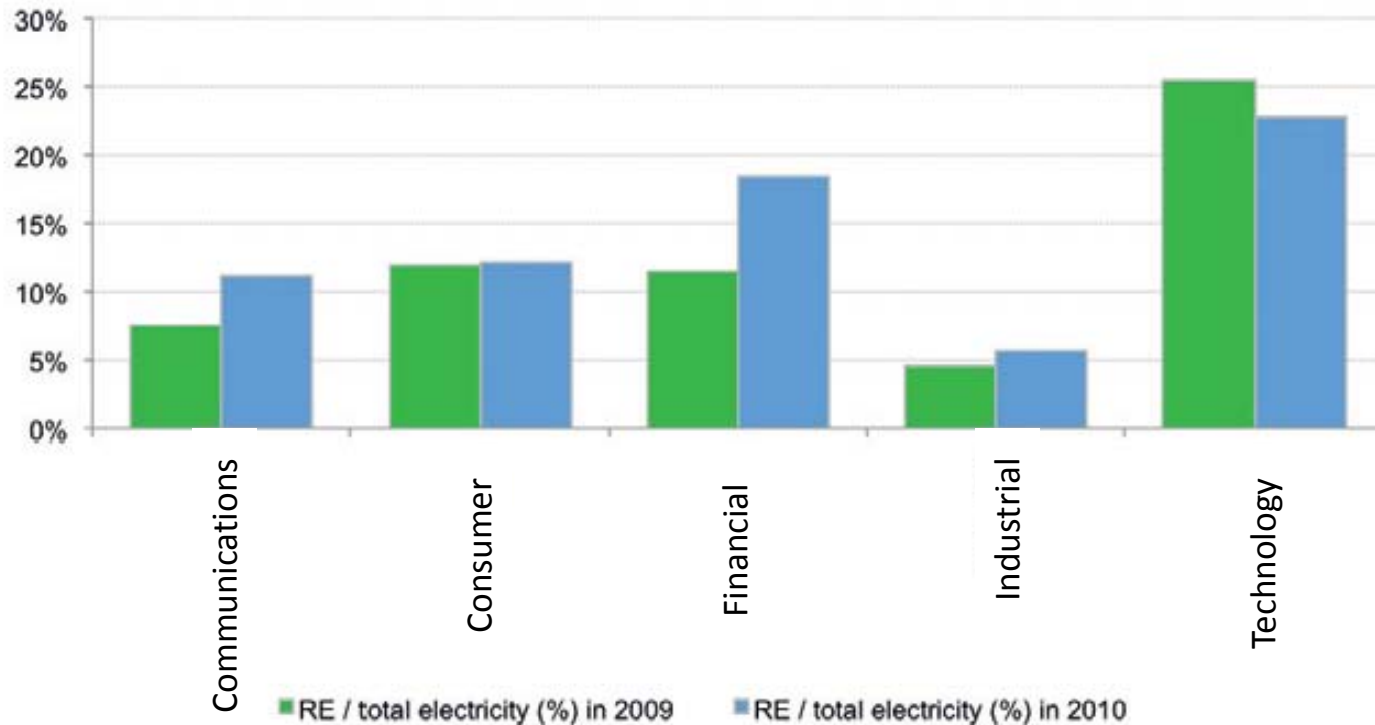
WWF Strategy

1. Destination Gigaton
2. Help Companies Procure Renewable Energy
3. Ensure Sustainable Siting



Power Shift

Average renewable energy (%)



Source: BNEF



Key Drivers

- Energy cost reduction
- Longer term price stability
- Emissions reduction goals
- Brand enhancement





Methods of procurement

1. RECs
2. PPAs
3. Direct Investment



- Goal: 10% renewable energy by 2017
- Why:
 - Energy a big source of cost and emissions
- How:
 - Mix of PPAs and RECs
- Barriers:
 - The basics: structuring agreements, conducting PPA RFP process, understanding policy/regulation



Helping Companies Meet RE Goals

1. Setting targets

- Nudge up the ambition of renewables targets

2. Meeting targets

- Connecting companies with resources
- Sharing lessons learned
- Providing recognition





Renewable Energy Pooling

- Group of companies with aggressive renewable energy targets
- All have operations in the same local area
- Want to source renewable energy
 - Jointly owned on-site project, or
 - Sourced from local utility





Why WWF and WindMade?

- Founding sponsor of WindMade:
 - Helped design the standard
 - Sit on the Board and Technical Committee
 - Helping with promotion
- WWF is global
 - Need a global standard we can support across markets





Thank You!

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