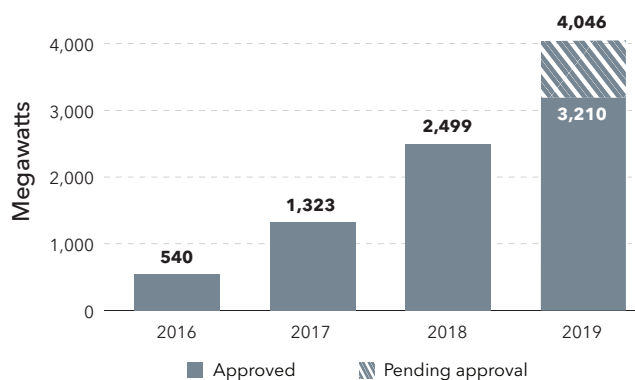


Electric Company Green Offerings Are Evolving For Corporate Customers

- 1 Electric companies are increasing the size of their green offerings to meet growing corporate customer sustainability goals.
 - 2 Out of the S&P 100 companies, 89 percent have carbon reduction goals (E&E research).
 - 3 As of 2019, 25 investor-owned electric companies offered more than 4 gigawatts (GW) of renewable energy through green offerings in 24 states.
 - 4 Green offerings that support development of local zero-carbon energy resources are attractive to corporate customers.
 - 5 Electric companies are increasingly engaging corporate customers in their green energy program design processes.
 - 6 Green offerings that support development of local zero-carbon energy resources are attractive to corporate customers.

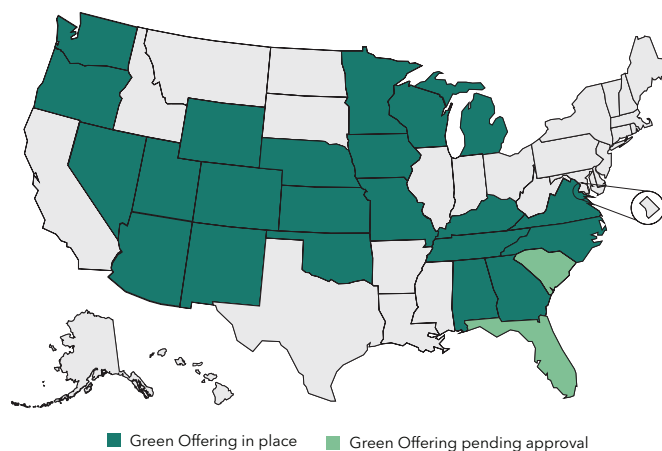
U.S. Green Offerings, Cumulative Capacity by Year



- 4** Based on projected trends and announced goals, carbon dioxide emissions from U.S. investor-owned electric companies are projected to be 50 percent below 2005 levels by 2020.

Source: EEI. Electric Companies Are Leading on Clean Energy (December 2019)

States with Green Offerings



Source: REBA. U.S. Electricity Markets: Utility Green Tariff Update (Modified by IEI).

- 7 By working directly with renewable developers, electric companies are able to offer flexible contract terms to corporate customers.
- 8 A growing number of electric companies allow customers to negotiate their own power purchase agreement (PPA) with developers as part of their green energy offering.

9 More transparent contract terms – administration, termination, and transfer fees as well as bill credits – are key features for customers.

10 Successful electric company green energy offerings engage customers in program design, offer flexible contract terms, and provide local zero-carbon resources.



About the Institute for Electric Innovation

The Institute for Electric Innovation focuses on advancing the adoption and application of new technologies that will strengthen and transform the energy grid. IEI's members are the investor-owned electric companies that represent about 70 percent of the U.S. electric power industry. The membership is committed to an affordable, reliable, secure, and clean energy future.

IEI promotes the sharing of information, ideas, and experiences among regulators, policymakers, technology companies, thought leaders, and the electric power industry. IEI also identifies policies that support the business case for the adoption of cost-effective technologies.

IEI is governed by a Management Committee of electric industry Chief Executive Officers. In addition, IEI has a select group of technology companies on its Technology Partner Roundtable.



Institute for Electric Innovation
701 Pennsylvania Avenue, N.W. | Washington, D.C. 20004
Phone: 202.508.5440 | Fax: 202.508.5150
f /ElectricInnovation **t** @Elec_Innovation