





Contents

02 Who We Are

04 Letter from the CEO

05 Our Five Levers of Change

Educate
Innovate
Activate
Communicate
Cultivate

05 Our Core Values

13 Respect for People and Planet

2020 Sustainability Report
Scope
Results
Offsets

15 2020 Financials

21 Board of Directors

22 Our Team

WHO WE ARE

Our Vision

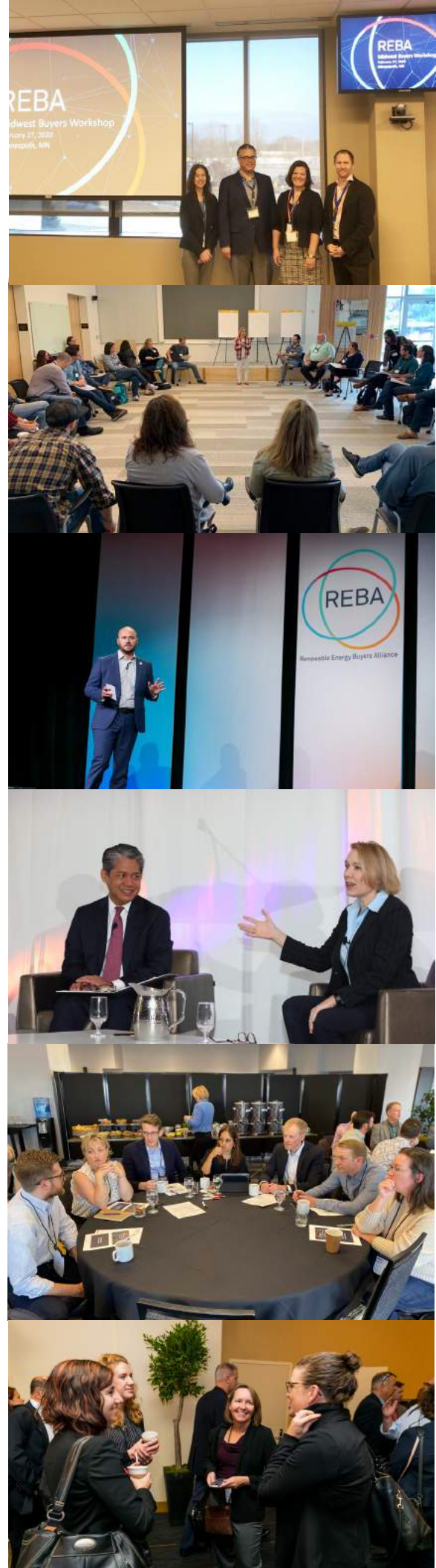
A resilient zero-carbon energy system where every organization has a viable and cost-effective pathway to renewable energy.

Our Mission

REBA is an alliance of large clean energy buyers, energy providers, service providers, and NGO partners, who are unlocking the marketplace for all energy consumers to lead a rapid transition to a cleaner, prosperous, zero-carbon energy future.

Our Goal

Our goal to catalyze 60 gigawatts (GW) of new renewable energy projects by 2025 and to unlock the energy market for all large-scale energy buyers by creating viable pathways to procurement.



Our History

The Renewable Energy Buyers Alliance's history is rooted in deep engagement with environmental NGOs and began with a simple idea: large-scale energy buyers should have one place to go to for the resources necessary to achieve their clean energy goals. While several trade associations existed for clean energy suppliers, none existed for the sole purpose of helping energy buyers accelerate and grow the impact of their renewable energy procurement.

The idea goes back to 2013, when the first meeting of a small group of energy buyers was convened by the World Wildlife Fund (WWF) to determine how to leverage renewable energy demand to address market barriers and to create a resilient zero-carbon energy system. Peer founding NGOs - BSR (formerly the Business for Social

Responsibility, RMI, and the World Resources Institute (WRI) - helped create the Business Renewables Center (BRC). As a joint initiative amongst the four NGOs, interest and participation in the BRC quickly grew to reach critical mass when it was determined that there was enough demand to create an organization with the sole purpose of meeting the needs of large-scale energy buyers. In 2019, the Renewable Energy Buyers Alliance officially launched as a 501 c6 trade association.

Today, REBA has over 200 members spanning the commercial and industrial sectors and it continues to drive toward democratizing clean energy for all energy buyers and creating a resilient, zero-carbon energy future.





Letter From the CEO

I must begin by acknowledging how REBA's formation was a rare feat similar to capturing lightning in a bottle – a perfect storm of supporting partnerships and momentum of ambitious energy sector actors sending a market demand signal that couldn't be ignored. In fact, the leadership that advocated for and supported the coalescing of programs from leading NGOS – Jules Kortenhorst of RMI, Carter Roberts of WWF, Andrew Steer of WRI, and Aron Cramer of BSR – is a key reason REBA came to fruition. Our beginnings have instilled collaboration and partnership throughout our organization's values, culture, and member engagement.

Our first year was fueled by a community of voices that gained traction so quickly, it's easy to forget that we were a true start-up in the formation phase of development. Our skeleton leadership crew was in the process of coordinating the formal public launch of REBA, while concurrently adding key new senior staff and trying to figure out how to cover the basics – like healthcare and processing payroll! Support from all corners helped us achieve a big splash positioning REBA on the energy scene as a newcomer with established buy-in from the world's leading companies.

The REBA team has taken to the adage *building the plane while flying* it because it symbolizes what we experienced and overcame together. Building an organization from scratch, while also undertaking a 4-organization merger process with all the cultural and programmatic complexities that entailed, required tenacity, management of ambiguity, and a commitment to the shared vision both from the REBA team, and our Board of Directors.

Miranda Ballentine

Chief Executive Officer

Renewable Energy Buyers Alliance (REBA)

REBA's work is driven by **five levers of change.**
Alongside our members, we:

EDUCATE

Accelerate and
grow clean energy transactions.

INNOVATE

Solve the toughest
barriers to unlock
markets.

ACTIVATE

Activate the community
to be greater than the
sum of parts.

COMMUNICATE

Track, share, and amplify
key trends and best
practices.

CULTIVATE

Grow a world-class organization
where talents are unleashed,
processes zoom, and work is fun.

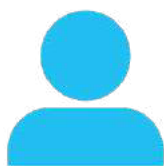
EDUCATE

REBA helps members learn and grow their ability to accelerate clean energy transactions through educational tools, resources, and events. Our organization curates a unique space for collaboration and peer knowledge sharing where members are empowered through key tools and resources to navigate the clean energy market successfully.

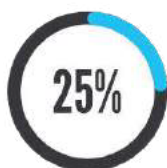
2020 BY THE NUMBERS



620
organizations attended REBA events



2,169
individuals attended REBA events,
1,352 were unique



25%↑
registration and engagement growth

INNOVATE

REBA works alongside market stakeholders to solve the toughest barriers to unlock clean energy markets. To green the grid for all, we are co-creating innovative market structures, leading breakthroughs in the policy and regulatory processes, and increasing the uptake of emerging energy technologies. REBA amplifies the demand voice in the energy sector by enhancing the ability of energy buyers to engage in policy market design.

2020 BY THE NUMBERS



200+

buyers empowered on policy engagement through tools and trainings



600+

individuals educated on clean tech, solutions, and pathways



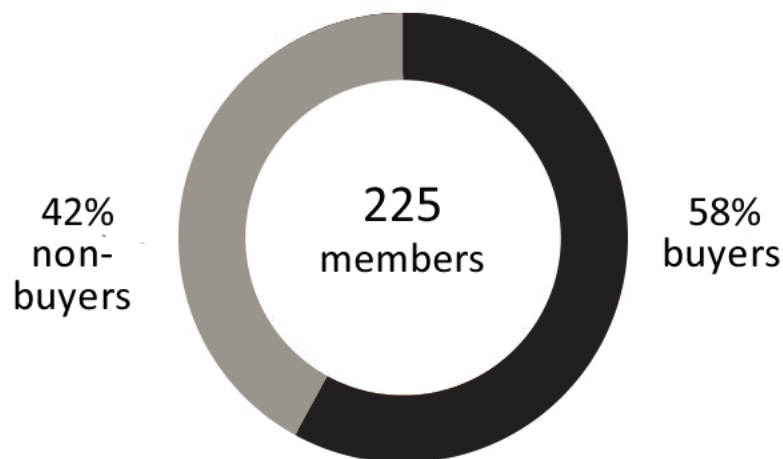
Released

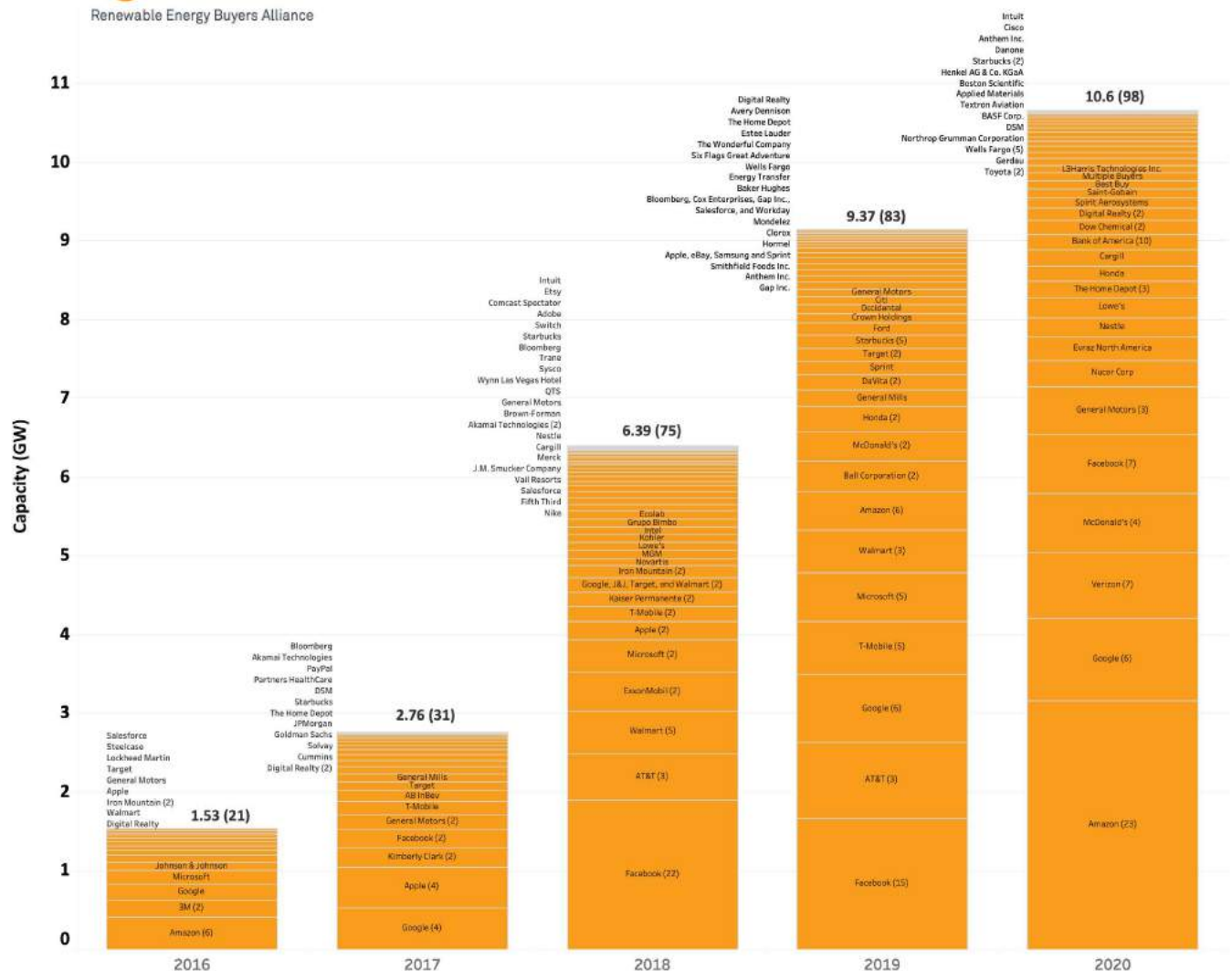
**Buyers' Principles on
Wholesale Market Design**

ACTIVATE

REBA understands that to drive toward its mission of unlocking the marketplace for all energy customers, our community must be greater than the sum of its parts. We build relationships and encourage dialogue between energy buyers, energy providers, service providers, and experts to turn actions into impact.

2020 BY THE NUMBERS





As of December 31, 2020. Publicly announced contracted capacity of corporate Power Purchase Agreements, Green Power Purchases, Green Tariffs, and Outright Project Ownership in the US, 2015 – 2020. Excludes off-site generation (e.g., rooftop solar PV), deals with operating plants and deals meant to meet RPS requirements. (#) indicates number of deals each year by individual companies.
 Copyright 2021 Renewable Energy Buyers Alliance

The 2020 CEBA Deal Tracker highlighted the leading large energy buyers showcasing their commitment to renewable energy deals despite numerous overlapping crises in the market. The contracted capacity hit a record of 10.6 GW with 35 corporate buyers announcing 98 deals. That's a 17% increase from last year's 84 deals.

“Large energy buyers have led the market since the inception of renewable energy in 2008. It is remarkable that the business community announced nearly 100 new deals while managing the impacts of a global pandemic,” said Miranda Ballentine, CEO, REBA. “These leaders stepped up to prioritize renewables as a key component of broader organizational energy and climate strategies, and more importantly, recognize the role of the energy industry as the country looks to navigate economic recovery.”



MEMBERS ON REBA'S VALUE

REBA provides a vehicle for transformation, a vehicle for empowering all buyers, so that we eventually get to a point where any company—large and small—has an easy path to buying renewable energy. That's the future we're working together to create. It truly is a movement.

Michael Terrell, Head of Energy Market Development
Google

After I joined a REBA Boot Camp, I went on to lead the execution of three power purchase agreements and can say that I put everything I learned into practice. The Boot Camp was so valuable that I wanted to share my experience and I now regularly serve as faculty to support other energy buyers.

Nicola Peill-Moelter, Ph.D., Director of Sustainability Innovation
VMware

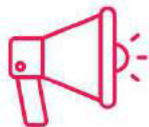
REBA is one of the most innovative and collaborative groups of peers, colleagues, and friends I've been a part of—and it's directly helping us break barriers to finding and executing renewable solutions

Kevin Hagen, Vice President Environment, Social & Governance (ESG) Strategy
Iron Mountain

COMMUNICATE

Strategic communication and marketing are vital to the work of REBA in both our internal and external networks. We communicate solutions, key trends, and best practices with our membership and the broader community through various platforms that reach thousands. REBA has grown its industry profile as the organization representing energy buyers by demonstrating how the community is leading the zero-carbon energy transition.

2020 BY THE NUMBERS



229
media articles featuring REBA



57
speaking engagements elevating REBA
perspectives and priorities



2,408
new prospective members reached



74%+
growth in audience across digital platforms

CULTIVATE

REBA followed its launch momentum to cultivate a world-class team to lead the organization forward. Mission-driven work attracted top talent from across industries and sectors, while REBA continued to build key components of its infrastructure. Talents have been unleashed to produce phenomenal and impactful mission-driven work. The processes that we have instituted ensure that we are efficient in educating, innovating, activating, and communicating while driving towards the goal of creating a resilient, zero-carbon energy system.

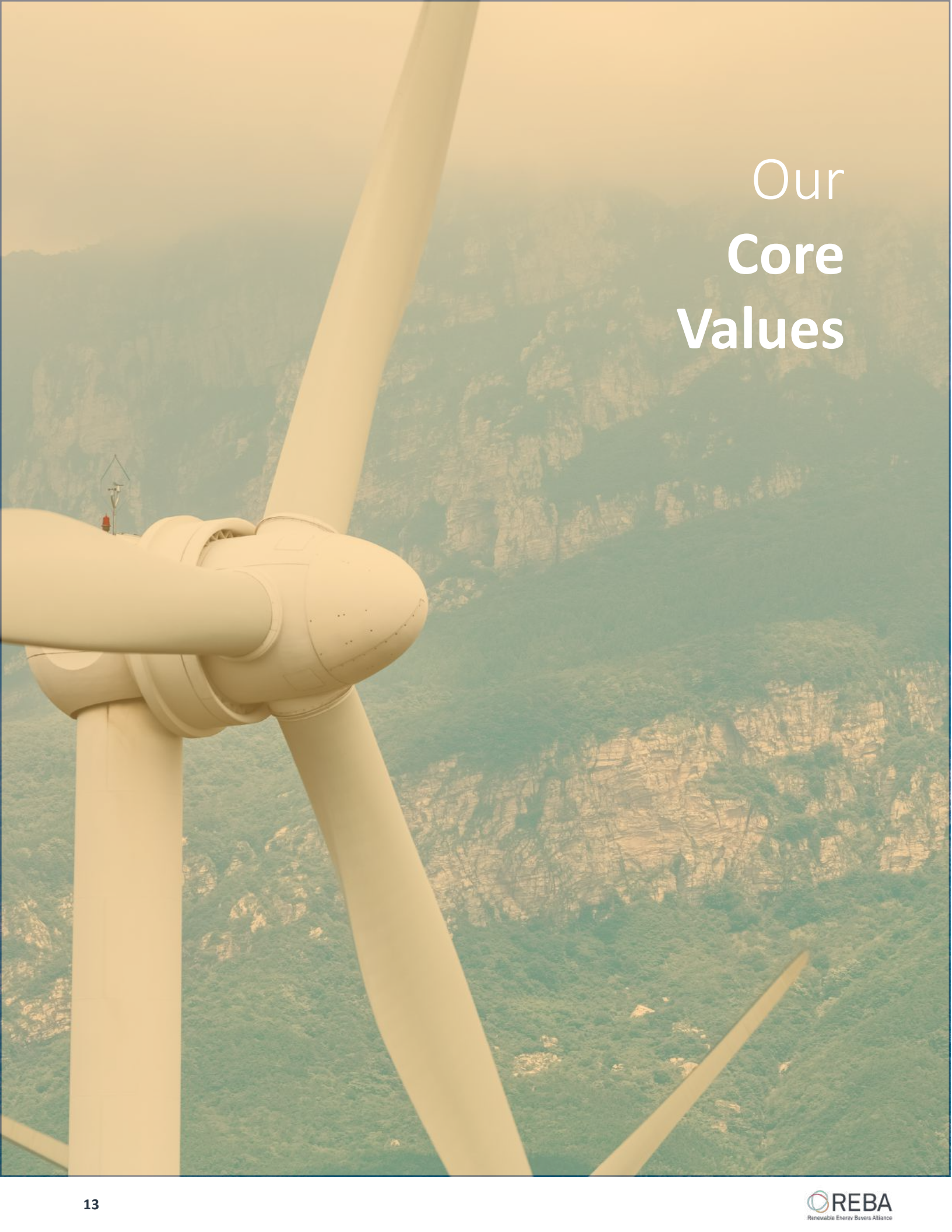
2020 BY THE NUMBERS



100% operational
c6 and c3 governance structures



95% staffed
teams with consistent high performance
and satisfaction

A large white wind turbine is positioned in the foreground, its blades extending across the frame. The background features a rugged, mountainous landscape with steep, rocky cliffs and dense green vegetation. The sky is a pale, hazy blue. The overall image has a warm, golden-yellow tint.

Our Core Values

Our **values** underpin who we are as an organization.



Respect for people and planet

We commit to treating all people with dignity and respect including those with differences in opinion.



Integrity in how we conduct ourselves

We commit to conducting our business ethically and delivering on our commitments.



Service to our colleagues, members, and mission

We commit to cultivating a service-oriented culture, guided by our core values and tenets.



Excellence in programs and work

We commit to consistently achieving a high standard of performance in our day-to-day work.

RESPECT FOR PEOPLE AND PLANET

2020 SUSTAINABILITY REPORT

The Renewable Energy Buyers Alliance (REBA)'s vision is simple and powerful: a resilient, zero-carbon energy system where every organization has a viable, expedient, and cost-effective pathway to renewable energy procurement. As a membership association made up of large-scale energy buyers, energy and service providers, and NGOs, REBA has the ability to accelerate the transformational change in the clean energy sector that customers are demanding. Separately, we also have the opportunity and obligation to evaluate our own organizational behaviors to understand our role in achieving a more equitable, zero-carbon world.

REBA's day-to-day work and programming is guided by four core values—respect, integrity, service and excellence (RISE). Our commitment to these values motivated REBA to establish its own Sustainability Task Force to evaluate our carbon footprint associated with the organization's business operations. Each year, the Sustainability Task Force develops REBA's Sustainability Report to measure and report the organization's greenhouse gas (GHG) emissions. Through this report, REBA aims to provide a transparent, accurate, and complete accounting of our GHG inventory and the activities used to offset these emissions.

2021 Sustainability Report

Respect for People and the Planet

The Clean Energy Buyers Association (CEBA)'s vision is simple and powerful: customer-driven clean energy for all. As a membership association made up of energy customers, energy and service providers, and NGOs, CEBA is positioned to drive toward a carbon-free energy system. Separately, we also have the opportunity and obligation to evaluate our internal organizational behaviors to understand our role in achieving a more equitable, zero-carbon world.

CEBA is committed to four core values that guide our day-to-day work and programming: respect, integrity, service, and excellence (RISE). Our commitment to these values motivated CEBA to establish its own Sustainability Task Force to evaluate our carbon footprint associated with the organization's operations. Each year, the Sustainability Task Force develops CEBA's Sustainability Report to measure and report the organization's greenhouse gas (GHG) emissions. Through this report, CEBA aims to provide all CEBA stakeholders with a transparent, accurate, and complete accounting of our GHG inventory and the activities to offset these emissions.

In addition to CEBA's impact on the environment, we also recognize the importance of continuously cultivating a culture that embraces sustainability, diversity, equity, and inclusion for our team, members, and Board. The Sustainability Task Force has decided to begin documenting these efforts in this year's Sustainability Report.

Greenhouse Gas Inventory

In accordance with the Greenhouse Gas (GHG) Protocol's Corporate Standard, the REBA Sustainability Task Force calculated that the 2020 emissions was measured at 358.98 metric tons of carbon dioxide equivalents (CO₂e). Additionally, the task force recalculated REBA's 2019 emissions and found that the new calculation was actually 560.43 metric tons of CO₂e, up from the previous calculation of 452.14 metric tons of CO₂e. As with 2019, REBA will not use 2020 as a base year for comparing future years as the pandemic had a significant impact on REBA's operations and thus our reported emissions.

Organizational and Operational Boundaries

REBA is a U.S. based organization with staff based in Washington, DC and Boulder, CO. In 2020, REBA began leasing an office space in downtown Washington, DC. REBA also utilized a local WeWork facility for Colorado-based staff to use.. Additionally, a small number of staff worked completely remotely across the United States. With the escalation of the coronavirus pandemic, REBA transitioned to a fully remote organization with staff working remotely around the country. For the purposes of this report, any incremental GHG emissions caused by employees teleworking, such as those from home electricity usage or home heating/cooling, were not included within the organizational boundary.

REBA uses the operational control approach to consolidate activities and group GHG-emitting sources that fall under the organization's responsibility.

Scope 1 emissions are defined as "all direct emissions from the activities of an organization or under their control", while Scope 2 emissions are defined as "indirect emissions from electricity purchased and used by the organization." As with 2019, REBA reports no Scope 1 or 2 emissions.

Separately, Scope 3 emissions are "all other indirect emissions from activities of the organization, occurring from sources that they do not own or control." Scope 3 emissions are broken out into 8 unique categories. The 2019 report identified Category 1 (Purchased Goods and Services), Category 6 (Business Travel), Category 7 (Employee Commuting), and Category 8 (Upstream Leased Assets) emissions. The revised 2019 and new 2020 reports also include Category 2 (Capital Goods) Scope 3 emissions.

Other Scope 3 emissions categories include: Category 3 (Fuel- and energy- related activities), Category 4 (Upstream transportation & distribution), Category 5 (Waste generated in operations), Category 9 (Downstream transportation & distribution), Category 10 (Processing of sold products), Category 11 (Use of sold products), Category 12 (End-of-Life treatment of sold products), Category 13 (Downstream leased assets), Category 14 (Franchises), and Category 15 (Investments). REBA determined that these categories either do not apply to REBA operations or are too complex to calculate at this time (Category 5).

The reporting year for the revised 2019 report is January 1-December 31 of 2019.



Results

		CO ₂ e (metric tons)
Scope 3, Cat 1	Purchased Goods Services	235.14
Scope 3, Cat 2	Capital Goods	88.90
Scope 3, Cat 6	Business Travel	2.30
Scope 3, Cat 7	Employee Commuting	1.07
Scope 3, Cat 8	Upstreamed Leased Asset (Office Electricity)	31.57
	TOTAL	358.98

For calendar year 2020, REBA estimates a total output of 358.98 metric tons of CO₂e. Of that, nearly 2/3rds were Scope 3 Category 1 emissions from the purchase of goods and services. Nearly ¼ of all emissions were from the purchase of capital assets. Total travel made up less than 1 % of all emissions, and office electricity use rounded out the final 8.8% of all emissions in 2020.

Greenhouse Gas Breakdown

	CO ₂ (mt of CO ₂ e)	CH ₄ (mt of CO ₂ e)	N ₂ O (mt of CO ₂ e)	Other GHG (mt of CO ₂ e)	TOTAL CO ₂ e
Scope 3, Cat 1	203.64	7.03	20.49	3.50	235.14
Scope 3, Cat 2	76.02	1.35	8.23	3.32	88.9
Scope 3, Cat 6	2.29	0.00	0.00	0.00	2.30
Scope 3, Cat 7	1.06	0.00	0.01`	0.00	1.07
Scope 3, Cat 8	31.43	0.05	0.09	0.00	31.57
TOTAL	314.45	8.44	28.81	6.81	358.98



Offsets

Intentionality is a critical factor in all CEBA's actions. As an organization, we pick out the next steps, guide conversations, and push the market forward through decisions that align with our organizational values. The process of addressing our unavoidable emissions is no different.

To offset 327.16 MT of CO₂e emitted from activities throughout the year, we sought out verified and detailed projects that meet our ideal criteria and align with our organization's pathways of work.

When researching potential offset projects, we identified three key criteria that would help us pick the most impactful set of offsets projects. The criteria included:

1. **Continuous project transparency:** any project we commit to must have a robust methodology and reporting system for tracking project efforts.
2. **A local impact:** Our organizational impact emissions are almost exclusively derived and emitted in the U.S.
3. **A direct community impact:** CEBA works to integrate energy equity, environmental justice, and human rights into programs and priorities.

Projects aligned with our criteria were recommended by GreenEnergy GPO—an environmental group purchasing organization.

Offsets of Choice



Crow Lake Wind Farm

The Crow Lake Wind Emissions Reduction Project operates 108 turbines (162 MW of capacity) and provides power to Basin Electric Power Cooperative (BEPC). The local community benefited from job creation and technology enrichment programs in local schools.

This project offset 95.5 MT of CO₂e.



UPM Blandin Improved Forest Management

This project works on improving the management of over 175,000 acres of forest in northern Minnesota to increase carbon storage levels. The UPM Blandin Paper Company is conducting improved forest management practices on 187,876 acres of land, and they have committed to maintaining the diversity of natural forest communities and reducing harvest impacts in perpetuity.

This project offset 115.83 MT of CO₂e.



Oregon Truck Stop Electrification

This project supports the Advanced Truck Stop Electrification (ATE) project. To avoid burning diesel fuel during engine idling, drivers can derive energy from the electric grid—a cleaner and more efficient source. This switch uses only one-tenth of the energy used by idling and avoids over 90% of the CO₂ emissions.

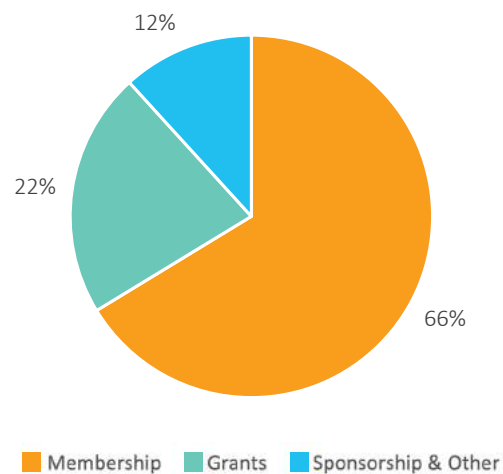
This project offset 115.83 MT of CO₂e.

2020 Financials

More than \$4 million in membership fees were invoiced in 2021 of which \$2.9 million was recognized in the year. Operating expenses in 2021 focused on investments in human capital, services and internal operating infrastructure to continue evolving the organization. Selected financial information from CEBA's 2021 audited financial statements is included below.

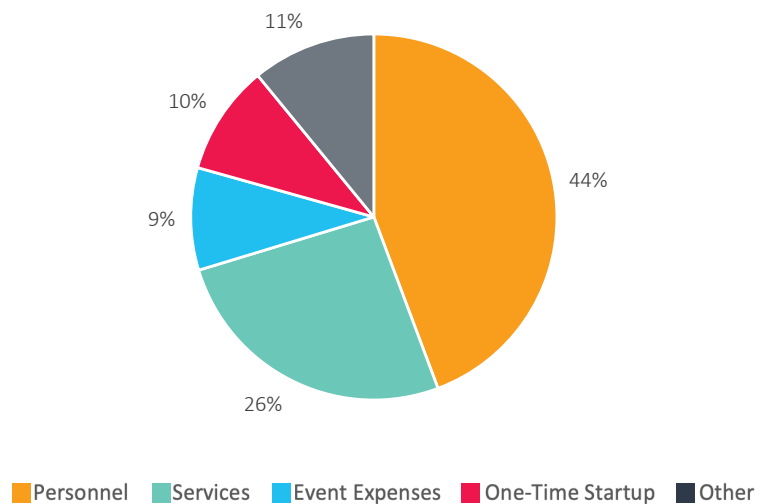
Revenue

Membership	2,851,365
Grants	943,667
Sponsorship & Other	505,700
	4,300,732



Expenses

Personnel	2,089,115
Services	1,226,261
Event Expenses	426,667
One-Time Startup	458,288
Other	515,467
	4,715,798



Board of Directors

The Renewable Energy Buyers Alliance has a committed and expert Board of Directors. Each member brings a wealth of knowledge and talent with a collaborative spirit that brings value to our organization. We rely on the Board to make important decisions that will allow us to reach our goals while working in the spirit of REBA's vision.

Miranda Ballentine

Chief Executive Officer
Renewable Energy Buyers Alliance

Karl Brutsaert

Senior Director, Global Corporate Renewables
First Solar

Emily Cichy

Director, Environmental Policy
The Walt Disney Company

Bruce Frandsen

Senior Manager, Global Utilities and Sustainability
Equinix

Peter Freed

Energy Strategy Manager
Facebook

Cliff Graham

Senior VP, US Development
EDF Renewables

Kevin Hagen

Vice President, ESG Strategy
Iron Mountain

Bruce Harris

Vice President, Federal Government Affairs
Walmart

Jennifer Layke

Global Director, Energy Program
World Resources Institute

Eric Olson

Senior Vice President
BSR

Jake Oster

Head of Energy Policy
Amazon

Nicola Peill-Moelter, Ph.D.

Director of Sustainability Innovation
VMware, Inc.

Marty Pickett

Managing Director & General Counsel
RMI

Roxana Popovici

Managing Director
Citi

Jed Richardson

Senior Director Environmental Stewardship
Johnson & Johnson

Max Scher

Senior Manager, Sustainability
Salesforce

Marty Spitzer

Senior Director, Climate & Energy
World Wildlife Fund

Rob Threlkeld

Global Manager, Sustainable Energy & Supply Reliability
General Motors

Michael Terrell

Director, Operations and Head of Energy Market Strategy
Google

Chris Wellise

Chief Sustainability Officer
Hewlett Packard Enterprise

Our Team

Bryn Baker

Director, Policy Innovation

Miranda Ballentine

Chief Executive Officer

Priya Barua

Deputy Director, Market Innovation & Utility Engagement

Rachel Cadwallader-Staub

Board Manager & Chief of Staff

Julie Casabianca

Senior Associate, Supply Chain & International Collaboration

Jason Colbert

Chief Financial Officer / Chief Operating Officer

Tamalynn Custer

Contract Accountant

Kevin Haley

Director, Membership

Kelly Hart

Membership Associate

Monica Jaburg

Deputy Director, Communications & Media Engagement

Joshua Kaplan

Manager, Education & Engagement

Katherine Kerr

Program Coordinator, Supply Chain & International Collaboration

Alexander Klonick

Manager, Education & Engagement

Mark Lancaster

Head of People

Sarah Mihalecz

Senior Director, Education & Engagement

Sofia Mongeon

Program Coordinator, Education & Engagement

Chris Partridge

Associate, Membership

Mark Porter

Director, Supply Chain & International Collaboration

Lily Proom

Associate, Supply Chain & International Collaboration

Ashby Remley

Associate, Education & Engagement

Bradley Sheehan

Software Engineering & Product Development

Jen Snook

Senior Associate, Supply Chain & International Collaboration

Laura Vendetta

Manager, Policy Innovations