



2021

SCALING FOR IMPACT

ANNUAL REPORT 2021



WE ARE IN THE DECISIVE DECADE FOR CLIMATE CHANGE

The time is now for every organization to examine their role and step up to the unprecedented challenge we face.



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DECISIVE DECADE

About Us

We are breaking barriers between people, ideas, and organizations to decarbonize the global energy system.

Relaunched in 2021, the Clean Energy Buyers Alliance is a consortium of two organizations: the Clean Energy Buyers Association (CEBA) and the Clean Energy Buyers Institute (CEBI) whose missions and methods are complementary.

As a business trade association, CEBA activates a community of energy customers and partners to deploy market and policy solutions for a carbon-free energy system. Complementing CEBA as a public-good charity, CEBI solves the toughest market and policy barriers to achieve a carbon-free energy system.

Vision

Customer-driven clean energy for all.

Aspiration

The Clean Energy Buyers Alliance has bold ambitions: a 90% carbon-free U.S. electricity system by 2030, and a global community of energy customers driving carbon-free energy around the world.

In order to achieve our aspiration, three critical market transformations are necessary:

1. Unlock markets for energy customers to use market demand to accelerate electricity decarbonization
2. Catalyze communities of customers to rapidly deploy and do more than they could do on their own
3. Decarbonize the grid for all, including those who can't/won't participate in markets

To learn more about the Clean Energy Buyers Alliance and how we're working towards a clean energy future, visit cleanenergybuyers.org



Our Values

Our values underpin who we are as an organization.

RESPECT

Respect for people and the planet

We treat all people and our natural environment with dignity and respect.

INTEGRITY

Integrity in how we conduct ourselves

We cultivate an ethical ethical organization internally and externally while delivering on our commitments.

SERVICE

Service to our colleagues, members, and aspiration

We create a service-oriented culture guided by our core values and organizational aspiration.

EXCELLENCE

Excellence in our programs and work

We achieve a high standard of performance in our day-to-day work.

Transaction Acceleration Group

Our Work

Transaction
Acceleration
Group

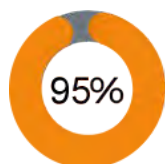
Market
and Policy
Innovation

Strategy and
Impact

Development

People and
Operations

Energy customers are essential to advancing a just and carbon-free energy future, however, there is a gap in awareness and education for companies across the commercial and industrial sectors that want to reduce their carbon emissions. The Clean Energy Buyers Association (CEBA) addresses this gap **catalyzing communities** with educational market intelligence, tools, resources to navigate the procurement landscape. Importantly, CEBA Connect drives collective action by enabling members to engage and learn from peers to address market barriers to clean energy.



2021 BY THE NUMBERS



~4,300 individuals educated through CEBA materials and convenings, nearly doubling 2020 impact

CEBA member carbon-free energy pursuits are enabled, accelerated, or inspired by CEBA

Market and Policy Innovation

Our Work

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Despite great progress over the last decade, the U.S. is at risk of falling short of meeting market demand for clean energy and the complementary policies and programs necessary to improve access for energy customers. The Market and Policy Innovation program at CEBA focuses on advancing well-designed energy markets that optimize decarbonization, effective policies at the state and federal level, and collaborative relationships with market stakeholders like utilities. As the voice of the energy customer, CEBA continues to enhance its community's ability to engage on solving critical market barriers.

2021 BY THE NUMBERS



Advanced member priorities through key legislation, including:

1. Greenhouse gas data harmonization
2. Transmission planning and macrogrid
3. Organized wholesale markets expansion
4. Clean tech funding and tax incentives



Activated 50+ companies to advocate for cross-cutting clean energy policies



19 advocacy letters calling for solutions to grid, transmission, clean energy, and markets issues



18 regulatory filings including 13 to the Federal Energy Regulatory Commission



50+ Congressional meetings to advance energy customer priorities

Strategy and Impact

Our Work

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A refined focus on strategies that drive impact is critical to achieving our bold aspirations of a 90% carbon-free U.S. energy system by 2030 and a global community of energy customers driving clean energy. The Strategy and Impact program is laying the foundation for the Clean Energy Buyers Alliance to be recognized as a leader catalyzing a just energy transition across key decarbonization forums through a diverse and engaged membership, strategic partnerships, and brand presence.

2021 BY THE NUMBERS



284

30% increase in membership, surpassing goal of 25%



59%

59% increase in media coverage demonstrating position as influential thought-leader



74% member engagement across organization



Award-winning PR campaign for advancing advocacy priorities



98.9% positive sentiment for organizational rebrand reaching 1.34+ million

Development

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The steadfast support of leading climate and environmental focused philanthropies has been fundamental to the progress made by the Clean Energy Buyers Alliance. 2021 included the development of key infrastructure to support fundraising efforts for critical priorities, including establishing key engagement protocols, processes to manage awards and provide regular updates, and the creation of a donor pipeline to ensure evolution of existing and emerging initiatives.

2021 BY THE NUMBERS

\$6.3m

\$6.3 million in new and renewal
commitments secured in FY21

People and Operations

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Achieving an ambitious aspiration like the one established by the Clean Energy Buyers Alliance requires a strong financial and people-centric foundation. The organization has continued to cultivate a world-class team of mission-driven individuals as well as the systems and processes necessary to unleash their talents. High-performance across the team resulted in achieving 90% of the stretch objectives approved by the Board of Directors, which ultimately contributed to revenue growth to further advance key priorities.

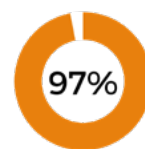
2021 BY THE NUMBERS



43% revenue increase with a
net surplus



95% of staff feel valued most
of the time



97% of staff feel like CEBA
is inclusive

2021 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	\$4,824,459
Grants	\$1,558,913
Sponsorships/Contributions	\$501,500
Other*	\$1,023,199
Total	\$7,907,771

Expenses

Personnel	\$4,537,565
Services	\$1,462,155
Other	\$1,511,009
Total	\$7,510,729

**Other revenue includes employee retention credits and forgiveness of debt in 2021*

Deal Tracker

“The overall impact of companies that make up the 2021 Deal Tracker Top 10 showcases that our vision for customer-driven clean energy is truly possible, and beyond that, within reach if we continue to advance market and policy solutions together.”

-CEBA CEO Miranda Ballentine

The 2021 Deal Tracker highlighted the leading large energy customers showcasing their resolve and commitment to renewable energy deals despite numerous overlapping crises in the market. With a record-breaking 10.6 GW of announced contracted capacity, 35 corporate buyers announced 98 deals – a 17% increase from 2019’s previous record of 84 deals.

	Company	Volume (GW)
1	Amazon	2.85
2	Meta	1.82
3	Verizon	1.02
4	Google	0.600
5	Microsoft	0.550
6	Plug Power*	0.345
7	Pfizer*	0.310
8	Target	0.292
9	PepsiCo	0.257
10	McDonald's	0.230

**Non-CEBA members*

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

Following the Greenhouse Gas (GHG) Protocol's Corporate Standard, the CEBA Sustainability Task Force aims to provide a complete, consistent, accurate, and transparent account of GHG emissions. We have calculated our 2021 emissions at 346.46 metric tons of carbon dioxide equivalents (CO₂e). CEBA will not use 2021 as a base year for comparing future years. 2019 was the first year collecting data, and the COVID-19 pandemic in 2020 and 2021 greatly affected CEBA's operations and emissions.

Organizational and Operational Boundaries

CEBA is a U.S.-based organization with staff based in Washington, DC and Boulder, CO. In 2020, CEBA began leasing office space in downtown Washington, DC, and utilized a local WeWork facility for Colorado-based staff. During the COVID-19 pandemic, CEBA transitioned to a fully remote organization with remote team around the country. During periods of lower transmissions, staff could commute into the office. For this report, any incremental GHG emissions caused by employees teleworking, such as those from home electricity usage or home heating and cooling, were not included within the organizational boundary.

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

Scope 1, 2, and 3 emissions categorize an organization's different carbon emissions from its operations.

Scope 1 emissions cover "all direct emissions from organization activities or under their control, while Scope 2 emissions are "indirect emissions from electricity purchased and used by the organization." As with previous years, CEBA reports no Scope 1 or 2 emissions.

Separately, Scope 3 emissions, broken out into eight unique categories, are "all other indirect organization activity emissions occurring from sources that they do not own or control. The 2021 report identified Category 1 (Purchased Goods and Services), Category 2 (Capital Goods), Category 6 (Business Travel), Category 7 (Employee Commuting), and Category 8 (Upstream Leased Assets) emissions. The revised 2019 and new 2020 reports also include Scope 3 emissions. There is no change to this list from the previous year's report.

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). CEBA determined that these categories either do not apply to CEBA operations or are beyond the scope of this report. (Category 5).

The reporting year for the 2021 report is January 1-December 31, 2021.



Results

		CO ₂ e (metric tons)
Scope 3, Cat 1	Purchased Goods Services	286.80
Scope 3, Cat 2	Capital Goods	12.36
Scope 3, Cat 6	Business Travel	8.79
Scope 3, Cat 7	Employee Commuting	0.79
Scope 3, Cat 8	Upstreamed Leased Asset (Office Electricity)	37.72
	TOTAL	346.46

For 2021, CEBA estimated total output of 346.46 metric tons of CO₂e. Of that, 83% were Scope 3 Category 1 emissions from purchasing goods and services. Scope 3 Category 8 emissions from electricity use in CEBA’s leased office space accounted for 11% of all emissions. The remaining 6% of all quantified 2021 emissions were due to purchases of capital assets, business travel, and employee commuting.

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	246.84	6.12	28.91	4.59	286.80
Scope 3, Cat 2	10.74	0.17	0.96	0.46	12.36
Scope 3, Cat 6	3.54	0.00	0.00	0.00	8.79
Scope 3, Cat 7	0.78	0.00	0.00	0.00	0.79
Scope 3, Cat 8	37.55	0.06	0.10	0.00	37.72
TOTAL	299.46	346.46	29.98	5.06	346.46



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.



Governance

Sustainability at the Clean Energy Buyers Alliance is included in our core values: respect for people and the planet; and integrity in how we conduct ourselves. Considering the social impact of our work reflects that stated value. We are accountable for creating a work culture in which individuals can thrive, teams can collaborate effectively, and real impact of our work is achieved.

Internal Governance

The Clean Energy Buyers Alliance knows that **creating a culture of belonging**, policies and practices that encourage a **balance between work and life**, is what makes us successful.

Culture of Belonging

An increased focus on building a culture that is diverse, equitable, and inclusive (DEI) defined 2021 at the Clean Energy Buyers Alliance.

Organizational structures, processes, and practices were development to empower a diverse, world-class team and member community.

Key priorities included:

- A cultural assessment published by Nika White Consulting to build a more inclusive culture and equitable organization.
- Pay equity audit resulting in appropriate salary adjustments and the development of standard hiring practices to promote pay equity.
- A working group to foster a spirit of partnership and continuous improvement in building a DEI culture and more inclusive hiring practices.
- Partnership with the Empowering Diversity in Clean Tech (EDICT) to provide Black, Indigenous, Latinx, and underrepresented candidates with a paid summer internship opportunity in the clean energy space.

Work-Life Balance

The lasting impacts of the COVID-19 pandemic resulted in unique challenges for the Clean Energy Buyers Alliance staff, Board of Directors, and member community. Our key value — Respect for People — supported individuals through organizational policies intended to create and enable work-life balance.

- **Flexible Work Policy**, enabling staff to work at times that best suit their situation.
- **Unlimited PTO Policy**, coupled with leadership's commitment to minimum of two-weeks of PTO for all staff.
- **Parental Leave** guarantees that any parent has access to nine weeks of paid-time-off and four weeks of unpaid parental leave to welcome a new family member through birth, adoption, legal guardianship, or fostering.
- **Elder Care Benefit** ensures that time is offered to care for aging family members.
- **REcharge Friday** provides staff with monthly paid-time-off Fridays to rest and recharge.
- **Wellness Benefit** ensures staff can prioritize their health and wellness.

External Governance

The Clean Energy Buyers Alliance's value of respect for people and the planet extends from internal practices to external offerings for its member community and stakeholders. Our Sustainability Report discusses the organization's environmental footprint, social impact of operations, and the steps taken to ensure strategy and engagement were centered on sustainable practices.

- **Strategy:** In November 2021, the Clean Energy Buyers Alliance developed and launched a new vision of customer-driven clean energy for all and a goal of reaching a 90% carbon-free U.S. electricity system by 2030 and a global community of energy customers driving carbon-free energy around the world. Our strategy for achieving this new ambition includes an explicit commitment to embedding social equity throughout our work.
- **Membership:** Catalyzing a community of energy customers to lead and advance the clean energy transition is a critical market transformation. In 2021, a Diversity, Equity, and Inclusion membership offering was launched through the Clean Energy Buyers Association to increase access to membership for businesses facing systemic disadvantages. Seven new member companies joined the Clean Energy Buyers Association through the offering.
- **Community:** In partnership with Groundswell, the Corporates & Communities project was launched to explore how renewable energy procurement could benefit local communities. Resources developed as a result of the engagement and stakeholder input created a roadmap for energy customers to enable mutual advantages for communities where projects are located.

Conclusion

The Clean Energy Buyers Alliance 2021 sustainability report evaluates our current operations and culture, but our commitment to people and the planet does not stop here. In service to our staff, members, partners, and the public, we will continue to transparently disclose our purposeful and careful considerations of how our work affects people and the environment. Our work's environmental and social impacts are foundational to driving transformative change in the clean energy sector. We must continue to focus our activities and propel forward. The Clean Energy Buyers Alliance will continue to improve its reporting processes by optimizing its buildout, seeking opportunities to reduce emissions from our work, and ensuring that people are at the center of what we do.

COMMITTED EXPERTS

Board of Directors

The Clean Energy Buyers Association has a committed Board of Directors helping CEBA set strategy and reach its aspiration. Each member brings a wealth of knowledge and talent brings value and collaboration to our organization. We rely on the Board to make important decisions that guide our work.

Adrian Anderson

Senior Director
Microsoft

Miranda Ballentine

Chief Executive Officer
Clean Energy Buyers Association

Karl Brutsaert

Vice President, Americas Region
First Solar

Gilbert Campbell

Founder & CEO
Volt Energy Utility

Emily Cohen

Chief Development Officer
Primergy Solar

Emma Cox

Global Renewable Energy Lead
McDonald's Corporation

Aron Cramer*

President and CEO
BSR

Bruce Frandsen

Director Global Renewable Energy and
Cleantech Equinix

Peter Freed

Director Energy Strategy
Meta

Cliff Graham

Senior VP, US Development
EDF Renewable

Kelley Greenman

Director of Environmental Science and Policy
The Walt Disney Company

Kevin Hagen

Vice President, ESG Strategy
Iron Mountain

Bruce Harris

Vice President, Federal Government
Affairs
Walmart

Teresa Hill

Partner
K&L Gates

Jennifer Layke

Global Director, Energy Program
World Resources Institute

Robert Martine

Director, Commercial Origination
Clearway Energy Group

Mike Mattera

Director of Corporate Sustainability
Akamai

Colin Meehan*

Director, Market Development
First Solar

Eric Olson*

Vice President
BSR

Jake Oster

Head of Energy and Environment
Policy
Amazon

Nicola Peill-Moelter, PhD

Director of Sustainability Innovation
VMware, Inc.

Marty Pickett

Managing Director & General Counsel
RMI

Phillip Rausch

Business Development Manager
Hemlock Semiconductor

Jed Richardson

Senior Director Environmental
Stewardship
Johnson & Johnson

Max Scher

Senior Manager, Sustainability
Salesforce

Marty Spitzer

Sr Director, Climate and Renewable
Energy
World Wildlife Fund

Michael Terrell

Global Head of Energy
Google

Rob Threlkeld

Global Manager
General Motors

Chris Wellise

Chief Sustainability Officer
Hewlett Packard Enterprise

Audrey Vinant-Tang

Sr. Manager, Energy & Sustainability
NBC Universal

**Served partial year*

Clean Energy Buyers Alliance Staff

Achieving customer-driven clean energy for all will require an innovative team that inspires and delivers.

Tim Aiken	Senior Manager, Policy & Market Innovation
Kyla Aiuto	Associate, Innovations
Marielena Alcaraz Rios	Senior Coordinator, DISC-e
Bryn Baker	Senior Director, Policy Innovation
Miranda Ballentine	CEO
Priya Barua	Director, Zero Carbon Innovation
Rachel Cadwallader-Staub	People & Operations Manager
Jon Caraballo	Senior Coordinator, Membership & Philanthropy
Julie Casabianca	Manager, Supply Chain & International Collaboration
Jason Colbert	COO
Crystal Cook	Senior Manager, Membership & Philanthropy
Hannah Craig	Senior Coordinator, Membership & Philanthropy
Chandni Sinha Das	Associate, DISC-e
Pasha Feinberg	Associate, Supply Chain & International Collaboration
Johanna Goetzl	Manager, Membership Growth
Monica Gordon	Senior Coordinator, Communications, Marketing, and PR
Yulanda Grant	Executive Assistant and Board Manager
Misti Groves	Vice President, Clean Energy Innovations
David Haines	Senior Vice President, Strategy & Impact
Kevin Haley	Senior Director, Membership & Philanthropy
Kelly Hart	Manager, Membership Experience
Rachel Henderson	Associate, Communications, Marketing, and PR
Nikki Hodgson	Manager, Education & Engagement
Cate Homicki	Deputy Director, Philanthropy
Monica Jaburg	Director, Communications, Marketing, and PR
Pallavi Jain	Senior Director of People
Josh Kaplan	Manager, Education & Engagement
Katherine Kerr	Coordinator, Education & Engagement/Supply Chain & International Collaboration
Sue Kim	Manager, Communications, Marketing, and PR
Camorah King	Associate, Innovations
Mark Lancaster	Head of People
Fiona Li	Associate, Education & Engagement
Tiffany Mayville	Senior Associate, DISC-e
Max Menard	Manager, Finance & Operations
Sarah Mihalecz	Senior Director, Education & Engagement
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Scaling for Impact

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Clean Energy Buyers Association