

Do you head up a business association? We can brief your membership, via webinar or conference call, on the global shift to clean and renewable energy, and the potential implications for your stakeholders and/or sector.

Considering a renewable energy target for your company? We can put you in touch with the right people to show you where to start.

Quick Clean Energy Investment Facts:

- On a global basis, investors moved USD\$310 billion into clean energy projects last year, up 16 percent over the previous year. (Source: Bloomberg New Energy Finance)
- While this figure still falls short of the 2011 record of USD\$317.5 billion—which was fuelled by government stimulus programs in the midst of the Great Recession—last year’s bottom line was five times higher than investment levels just a decade earlier. (Source: Bloomberg New Energy Finance)
- Solar led the way for the second year running; the technology made up almost half of the year’s total clean energy investment with US\$149.6 billion committed, followed by wind at US\$99.5 billion. (Source: Bloomberg New Energy Finance)
- Clean energy investment in Canada jumped a significant 26 percent over 2013, topping US\$9 billion.

Quick Corporate Leadership Facts:

- Sixty percent of Fortune 100 firms now have goals for renewable energy sourcing and/or greenhouse gas reductions. Fifty-three of those companies have collectively decreased their annual CO2 emissions by about 58 million metric tonnes—the equivalent of taking 15 million vehicles off the roads. (Source: Ceres)
- Google has invested more than \$1 billion to date in 15 renewable energy projects, and now powers 34 percent of its data centres with renewable energy.
- To save \$1 billion per year, Wal-Mart aims to be powered by 100 percent renewable energy by 2020. The company already has 335 clean energy projects up and running, supplying almost 25 percent of its energy needs.
- In 2013 Apple said it would work to power 100 percent of its facilities with renewable energy. Its iCloud service has already reached that target and it is actively targeting areas rich in clean energy resources to site infrastructure.
- Within three years, IKEA expects to meet 70 percent of its electricity demand from its own renewable energy plants—and 100 percent by 2020.
- Starbucks is on track for its goal of purchasing renewable energy equivalent to 100 percent of the electricity used in its stores by 2015.
- In 2011, Facebook pledged to move toward 100 percent renewable energy. The company located a new data centre in Iowa, where a utility invested nearly \$2 billion in wind turbines to close the deal.

Information on effective policies and regulations to reduce fossil fuel dependence.

If you are a Canadian policy maker and would like to meet with us to learn more about our work and the policies and regulations that can help create jobs while cutting pollution in your jurisdiction, please get in touch.

We're happy to brief you on our research, and share the story of the global shift to clean and renewable energy, and the growing global movement to price carbon pollution.

Most recently, we have completed a trio of reports and fact sheets for policy makers on the lessons learned from introducing carbon pricing in British Columbia and Quebec. They are:

- *Proof Positive: The Mechanics and Impacts of British Columbia's Carbon Tax (2014)*
- *How To Adopt a Winning Carbon Price: Top 10 Takeaways From the Architects of British Columbia's Carbon Tax (2015)*
- *Inside North America's Largest Carbon Market: Top Lessons from the Front Lines of Quebec's Fight Against Carbon Pollution (2015)*

Quick Clean Energy Leadership Facts:

- Close to 80 economies around the world have instituted policies to phase out fossil-fuel power plants and replace them with clean alternatives.
- As of 2013, 131 jurisdictions globally had implemented renewable portfolio standards, feed in tariffs, or other policies and regulations to mandate or incent wind, solar, hydro and other clean energy sources.
- In 2014, in our inaugural *Tracking the Energy Revolution – Canada*, we published our *Recipe for Energy Transformation*. It includes three steps to accelerate the shift to clean and renewable energy:
 1. If you have **coal power** on your grid, pick a target year to **shut it down**. If you're fortunate enough to not have coal plants in the first place, prevent them from being built.
 2. Implement either a **renewable portfolio** standard or a **feed in tariff** to gradually increase the share of renewables on the grid. The former policy directs utilities to source an increasing share of their power from clean sources, while the latter requires them to pay renewable energy producers a fixed, long-term price for power.
 3. Invest in infrastructure as needed to ensure new renewable sources smoothly **feed into the grid**.

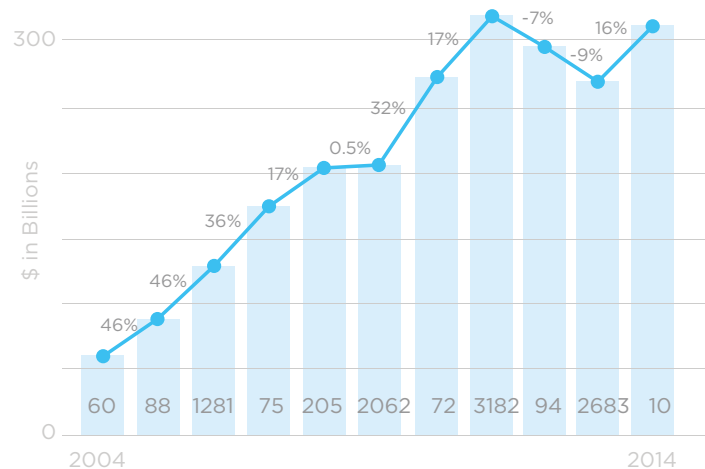
Quick Climate Leadership Facts:

- More than 25 jurisdictions around the world now internalize the costs of carbon pollution—collectively representing approximately \$33 trillion worth of global GDP and more than one billion people.
- Carbon pricing is “the new normal.” By 2016, more than half of global GDP will be covered by some form of carbon pricing.

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In the face of these accelerating trends, business leaders are faced with a whole new set of opportunities and challenges. So what lies ahead for clean energy? While some are tying the fortunes of clean energy investment to oil prices, the underlying factors that have been driving clean power investment don't look poised to change.



Here are a few highlights of the global shift to clean and low-carbon energy sources:

- At the beginning of 2014, 95 developing nations had policies in place to encourage renewable energy development, a six-fold increase from 2005 when there were just 15.
- The average per-watt spot price for solar panels dropped 83 per cent in the past five years.
- By the year 2022, there will be 4.3 million vehicle charging stations around the world, up from 442,000 today.

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Companies are investing in renewable energy because it makes good business sense: renewable energy helps reduce long-term operating costs, diversify energy supply and hedge against market volatility in traditional fuel markets.

Setting Renewable Energy Targets

This briefing note puts forward some basic recommendations for business leaders considering a shift to clean, renewable energy including:

- Clean energy investments facts
- Specific targets from Fortune 100 companies
- Recommendations for business leaders

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IKEA:

Expects to meet 100 percent of its electricity demand from its own renewable energy plants by 2020.

VOLKSWAGEN:

Invest 1 billion in the expansion of renewable energy resources by 2020

WAL-MART:

Aims to be powered by 100 percent renewable energy by 2020.

FACEBOOK:

Pledged to move toward 100 percent renewable energy.

PROCTER & GAMBLE:

30% renewable energy by 2020

APPLE:

Working to power 100 percent of its facilities with renewable energy.

SAMSUNG ELECTRONICS:

Install 2.4 MW of renewable energy by 2017

HSBC HOLDINGS:

40% renewable energy by 2020

Recommendations

1. Companies that do not have renewable energy or GHG commitments should set time-bound targets. There is a strong economic case and significant precedent for setting a corporate commitment to manage climate risks.
2. Companies with GHG targets should also set renewable energy targets, or at a minimum ensure that renewable energy is a part of any GHG reduction strategy. Specific renewable energy targets are strongly encouraged because they clearly explain a company's commitment to renewable energy.
3. Companies should identify opportunities to support local, provincial and national policies that remove barriers to scale up renewable energy and enable companies to achieve their climate commitments. Companies are already seeing the value of engaging in specific enabling policies that improve access to and reduce the cost of renewable energy. All companies should be engaged in policy because it helps increase availability of renewable energy and lower prices, while bringing corporate commitments and public policy positions in line with one another.

Thanks for taking the time to learn about the importance of considering a renewable energy target for your company. As you learn more about clean energy—and the global trends driving it—you'll discover new opportunities for your business.

If you have any questions that weren't addressed in this brief, or for more information on setting renewable energy targets please contact our team.

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