



A SIMPLE AND POWERFUL VISION FOR THE FUTURE

A RESILIENT ZERO-CARBON ENERGY SYSTEM WHERE EVERY ORGANIZATION HAS A VIABLE, EXPEDIENT, AND COST-EFFECTIVE PATHWAY TO RENEWABLE ENERGY.

“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 STRATEGY,
GOOGLE



WHO IS REBA?

The Renewable Energy Buyers Alliance (REBA) is an alliance of large clean energy buyers, energy providers, and service providers that is unlocking the marketplace for all non-residential energy buyers to lead a rapid transition to a cleaner, prosperous, zero-carbon energy future.

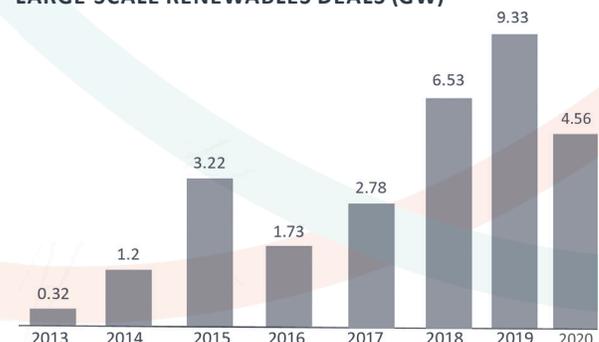
REBA was founded on the premise that large energy buyers have a unique voice and the collective power to drive market change. REBA supports its membership, which spans key C&I sectors, by addressing the persistent and intractable market barriers, including the lack of flexibility in regulatory environments and market structures, as well as internal business and educational challenges.

Join us to support democratizing renewable energy for all energy buyers and the creation of a better future for current citizens and the generations to follow.

LARGE-SCALE RENEWABLE ENERGY DEALS 2013–2020

The REBA Deal Tracker showcases the energy buyers that drive progress through the procurement of renewable energy, accelerating a zero-carbon energy future and greening the grid for all. The REBA Deal Tracker depicts historic renewable energy market trends, as well as annual number and volume of deals announced.

LARGE-SCALE RENEWABLES DEALS (GW)



“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 energy solutions.”

—Kevin Hagen, Vice President Environment, Social & Governance Strategy, Iron Mountain

REBA IN ACTION

REBA offers pre-transaction education, policy and regulatory support, a platform for market innovation, and a access to a global network to support the acceleration of renewable energy deals worldwide. REBA has a goal of catalyzing 60 giga-watts (GW) of new renewable energy by 2025 in the United States, as well as expanding the number of organizations buying clean power from dozens today to tens of thousands.

HOW DOES REBA WORK?

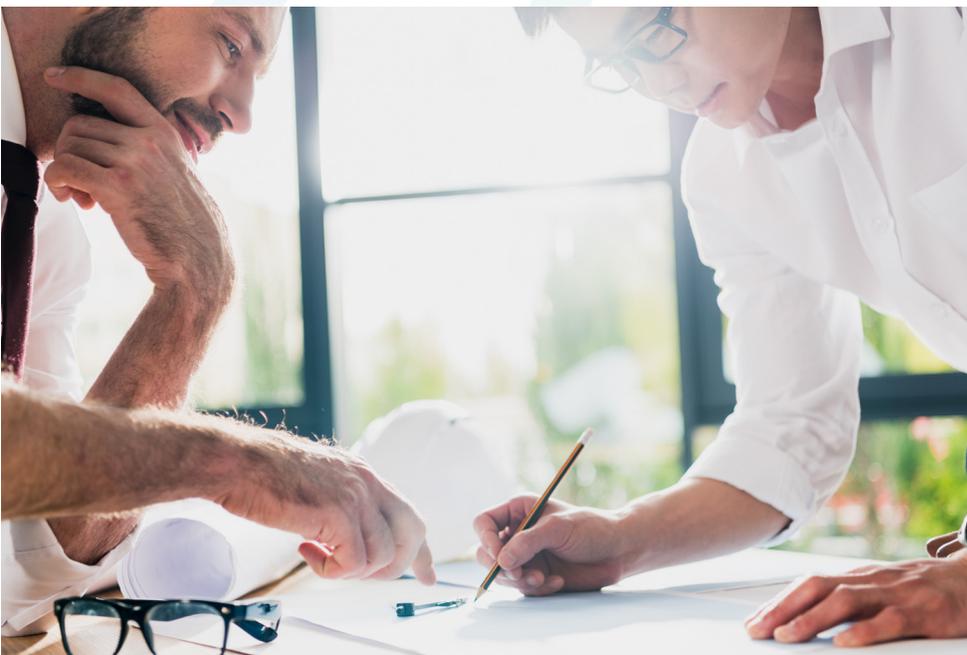
REBA started with a simple idea: organizations should have one place to go for planning and meeting energy needs with clean, affordable renewable energy. We facilitate those needs through:

EDUCATION

INNOVATION

ACTIVATION

COMMUNICATION



MEMBERSHIP IN REBA

-  **Learn and grow** your ability to accelerate clean energy transactions through fundamental educational resources, member-only Summits that facilitate peer knowledge share, success story showcases, and emerging market insights.
-  **Solve the toughest barriers** to unlock clean energy markets by co-creating new innovative market structures, policy and regulatory breakthroughs, and increasing the uptake of emerging energy technologies.
-  **Partner with your fellow energy buyers**, energy providers, and industry experts to build relationships that help accelerate progress towards overall member energy goals.
-  **Amplify** your solutions and best practices with the broader REBA community through a variety of platforms to support achieving our ultimate goal to catalyze 60 GW of renewable energy by 2025.

GET INVOLVED

Interested in learning more about the benefits of a REBA membership and how we can support you to achieve broad clean energy goals?

Email the REBA Membership team: membership@rebuyers.org

