

BUILDING THE BUSINESS CASE FOR RENEWABLE ENERGY

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BACKGROUND ON THE RENEWABLE ENERGY BUYERS ALLIANCE

The Clean Energy Buyers Association (CEBA) activates a community of energy customers and partners to deploy market and policy solutions for a carbon-free energy system. CEBA's aspiration is to achieve a 90% carbon-free U.S. electricity system by 2030 and a global community of customers driving clean energy.

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A well-articulated business case for renewable energy serves as an organization's guidepost throughout the procurement journey, aligning solutions with broader organizational goals and values. Building and periodically refining the business case will establish early buy-in, communicating the benefits of renewable energy, identifying best-fit solution types, and navigating the project's approval process.

The **BUILDING THE BUSINESS CASE FOR RENEWABLE ENERGY** Primer aims to support large energy buyers in building a robust business case for renewable energy procurement through tools to engage key internal stakeholders, including:

- Prompts to uncover company drivers and lead to action
- Criteria to evaluate the different types of renewable energy solutions
- CEBA member highlights with key takeaways from experienced energy buyers on the process

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Building a business case based on clear benefits to a company will resonate broadly for decision-makers at all levels. Leveraging key business drivers creates a more compelling case for action – one that results in durable support and policies that do not require adoption of a holistic long-term view of sustainability. Identifying major drivers not only builds long-term resource commitments, but also engages diverse stakeholders early-on and helps frame solution choices. Buyers should consider:

- How does your leadership feel about renewables? Do they want to lead or just keep up with the times?
- Are customers or investors asking that you power your operations sustainably? Could making the switch to renewables give you a leg up against your competition?
- Could renewable purchasing help you attract or retain talent? Potential employers are increasingly concerned about working for companies that are making the world a better place.
- Might switching to renewable energy help control future costs or reduce your exposure to market volatility?

Building a strong business case takes time and commitment but will establish a durable foundation for your organization's renewable energy initiatives that will be leveraged throughout the procurement journey.