

RENEWABLE ENERGY DEMAND ENHANCEMENT

FOR CORPORATE BUYERS IN INDIA



THE INITIATIVE

The Renewable Energy Demand Enhancement (**REDE**) Initiative for Commercial & Industrial (C&I) consumers aims to build an alliance among corporate buyers to increase commitment to renewable energy procurement and catalyze solutions to address challenges that are significantly restricting demand.

THE OPPORTUNITY

India has set ambitious targets of 175 GW renewable energy (RE) capacity by 2022 and 40 per cent power generation from non-fossil sources by 2030. This is increasing the share of clean energy in India's fuel mix and driving its goals for energy security and sustainable development.

The electricity sector has transformed rapidly with solar and wind tariffs dropping to historical lows in 2017/18, reaching parity with coal-based thermal power.

Proactive policies, strong investor sentiment, cohesive public and private sector participation, sharp decrease in costs, and support from the states have led to India's installed RE capacity doubling from 38 GW in 2015 to 76 GW today. Renewables now form 21.5 per cent of India's power mix. Recognizing these developments, leading companies are increasingly interested in sourcing renewable power.

THE NEED FOR REDE

The corporate sector accounts for about 50 per cent of total electricity consumption in India, most of which comes from conventional fuels. Increasing C&I consumer commitment to shift to renewable power sources and aggregating their demand will provide significant predictable offtake for the expected volume of RE power.

While the business case to adopt RE is stronger today than ever before, the process is very challenging for corporate buyers. Uncertain, complex and often conflicting national and state policies and regulations, inadequate awareness and compliance of implementation processes, technological issues, real and perceived costs, and operational inertia are the major deterrents to large-scale offtake of RE. Addressing these issues requires informed and concerted efforts by all stakeholders.

OBJECTIVES

Develop a platform to increase C&I consumer demand with an overall RE offtake commitment of 10GW by 2022

Identify innovative and collaborative solutions to address RE procurement barriers to help stakeholders, such as policymakers, regulators, discoms and generators better understand and address C&I customer needs

Identify and support corporate capacity building needs to enhance offtake of RE

Create a global renewable energy network and drive innovation towards renewable energy purchase models



BUYER'S PRINCIPLES

The following principles outline the common needs of corporate renewable energy buyers. They aim to increase corporate Renewable Energy demand in India and inform key stakeholders about what leading C&I consumers are looking for when it comes to buying renewable energy.

- 1. Long-term policy and regulatory stability** to create a favorable environment for renewable energy offtake and investment
- 2. Greater choice for corporates to procure renewable energy** through diversification of sources, including:
 - Purchasing unbundled renewable energy on preferential / direct contract basis from discoms, power exchanges, aggregators, etc. versus the universal bundled multi-source delivered by discoms today
 - Opportunities to engage with regulators and utilities to provide more options for RE purchasing
 - Sourcing power directly from generation sources, such as solar parks and wind farms
- 3. Low risk, firm power** at competitive prices
- 4. Capacity building** to enhance uptake of renewable energy

These principles will unveil new opportunities, choices and collaborations that will help businesses meet their goals to increase RE procurement.

ARE YOU REDE? JOIN THE INITIATIVE!

REDE will help you be a part of a global movement to scale your renewable energy procurement from low-carbon energy markets, foster innovation, influence policy and decarbonize corporate energy in the longer term. WWF-India and Confederation of Indian Industry (CII) welcome C&I consumers that are interested in being part of the Renewable Energy Demand Enhancement (REDE) Initiative. This entails:

- **Policy Engagement:** engage with policymakers, regulators and utilities for addressing policy & regulatory barriers to corporate RE procurement.
- **Capacity Building:** understand the business case for RE procurement and how C&I consumers can improve their purchasing options, through webinars, boot camps, etc.
- **Member Networking:** exchange RE ideas, questions and experiences with leading C&I consumers in India.
- **Global Connect:** access resources on clean energy best practices in India and around the world.
- **Market Intelligence:** access knowledge products focused on policy & regulation, transaction models, state policy guides, capacity building tools, etc.

A GLOBAL MOVEMENT

REDE is part of a growing group of national-level platforms supporting renewable energy sourcing, such as Renewable Energy Buyers Alliance (REBA). REBA was founded in June 2016 in the United States, with support from WWF, BSR, the Rocky Mountain Institute and the World Resources Institute. REBA has grown into an independent business association of 74 leading US multinational corporations that helps companies overcome RE procurement barriers and influence suppliers and policymakers to meet corporate demand for RE purchasing options. Similar efforts are growing in Mexico, China, Australia, South Korea, Vietnam, and elsewhere around the world.

Please email your expression of interest to:

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