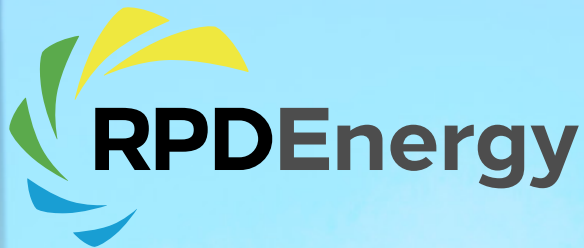


# What is a 24/7 Carbon-Free Energy Plan and How Does My Organization Achieve One?







Google explains how it will run on  
completely carbon-free energy by 2030

**Forbes – U.S. Utility Companies Rush  
To Declare Net-Zero Targets**

**MICROSOFT PROMISES TO BE CARBON NEGATIVE BY 2030**

**Los Angeles City-Owned Buildings  
to Go 100% Carbon Free**

Apple's 2030 carbon-neutral pledge  
covers itself and suppliers

The Energy 202: Arizona's  
biggest utility, which fought  
renewables in 2018, now  
wants to go carbon-free

*The desire to match hourly renewable generation with hourly electric usage goes well beyond the widely accepted tactic of buying renewable energy credits to offset annual electric usage and addresses the bigger question:*

## How does my organization get a 24/7 carbon-free energy (CFE) plan?

### Demand for 24/7 CFE – It's Getting all the Buzz

Do you manage sustainability efforts in your organization? Many of our customers manage renewable energy efforts and want to achieve a popular organizational goal that every hour of their operation is contractually supplied by a corresponding hourly injection of renewable energy into the grid. Companies want to know where their renewable energy is sourced and often need to offset their environmental impact more effectively by purchasing renewable generation that produces upon consumption within the same region as their operations.



“

24/7 Clean PPAs are a potentially attractive option for corporate power buyers seeking sharp reductions in their Scope 2 carbon emissions and offer the longer-term prospect of full-scale grid decarbonization.

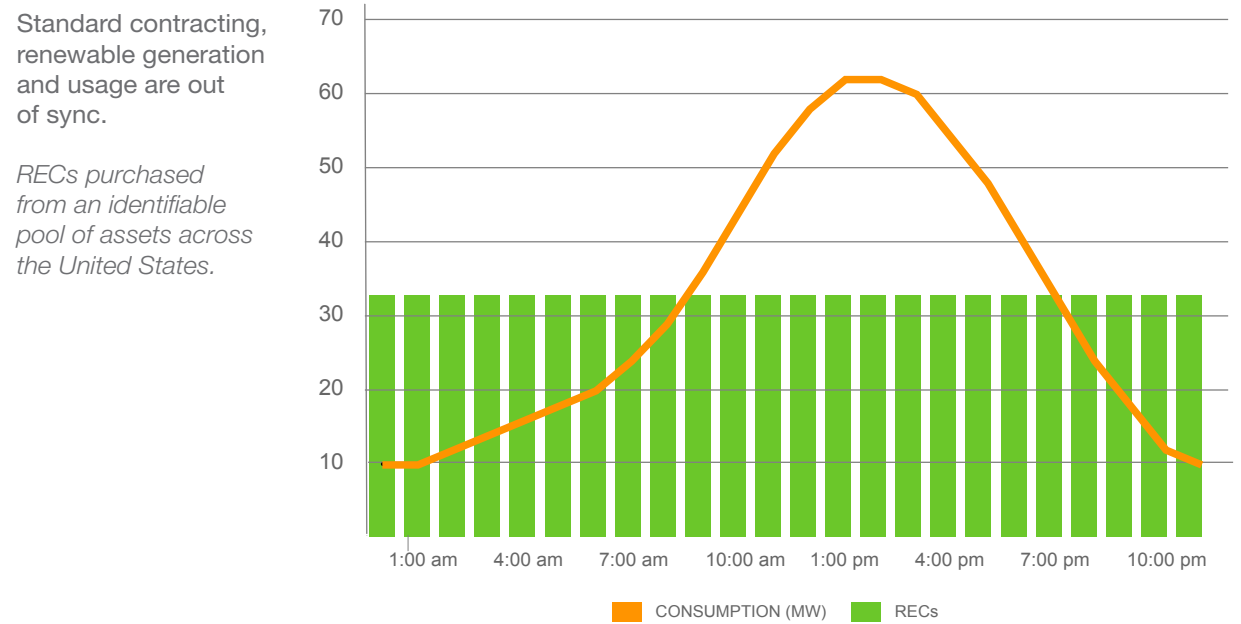
”

– MCKINSEY REPORT  
MAY 11, 2022

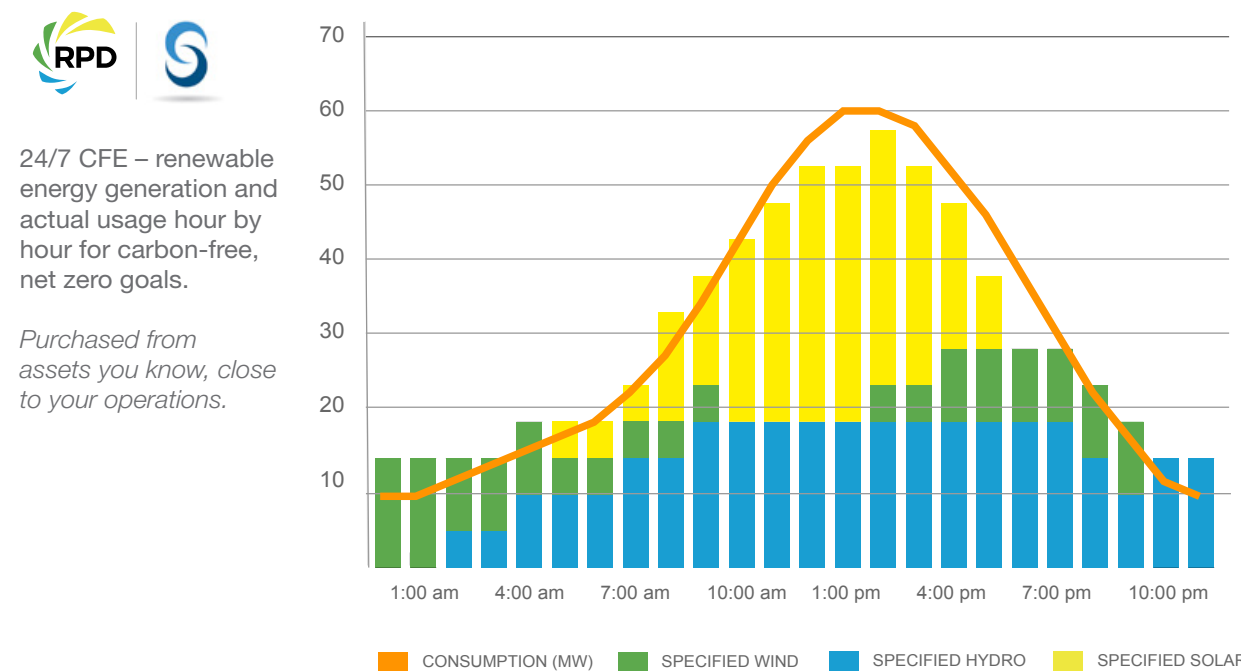


# 24/7 Renewable Energy Plans Provide Superior Hourly Coverage to RECs

National REC Purchase - Example Day in June



24 by 7 Purchase - Example Day in June





# What Does 24/7 CFE Mean and What Does it Take to Put it Together?

## What exactly does it take to achieve 24/7 CFE?

When planning for 24/7 CFE, one must consider how energy is purchased and consumed from diverse renewable sources including hydroelectric, wind and / or solar generators.

Your consumption is based on your energy needs and the weather. Renewable energy sources generate based on their function. For example, energy is generated when it rains, when the wind is blowing, or the sun is shining.

Using rigorous analysis to forecast the elements provides the optimal mix of renewable sources that can ensure delivery regardless of current weather conditions. Securing the supply for 24/7 CFE also requires strong relationships and ability to design solutions that work for all parties across the supply chain – from generators to retailers to the consumers.

“

24/7 energy reduces market risk and increases ESG scores...Higher ESG scores provide access to cheaper capital in a financial market eager to “greenify” investment portfolios.

”

– WORLD ECONOMIC FORUM,  
WHY CLEAN ENERGY BEATS  
CARBON OFFSETTING





# How Do Advanced Analytics Enhance a 24/7 CFE Product?

Combining advanced analytics with energy market know-how and innovation is the right formula at the right time to tackle the challenge of 24/7 CFE. Our partners in a leading analytic and risk management firm dig deep into data and apply cutting-edge technology and expertise to create sound risk-adjusted choices in the energy market.





## A Successful 24/7 CFE Product Plan Can Create a Solution That:



- Enables your retail supplier to provide a custom solution without introducing new risks
- Supports locally sourced renewable generation
- Considers the many variables that drive your hourly consumption against those that determine hourly production of renewable generators to select the optimal mix
- Delivers complex 24/7 CFE that is simple and won't disrupt your contracting process or business operations

## How Does One Engage a Company to Create a Custom 24/7 CFE Plan?

RPD Energy is the leader in the industry for 24/7 CFE plan creation and has designed and implemented many 24/7 energy plans for U.S. businesses. Working with an organization skilled in renewable energy sourcing and contracting has many advantages, including navigating the entire supply chain and removing many risks from the process. RPD Energy and its partners will carefully navigate the complex process of creating a custom 24/7 product for your business and provide you with a simple contract for a complex 24/7 CFE product.





# Check Your Sustainability

	100% ANNUAL MATCHING (UNBUNDLED RECs)	24/7 CARBON-FREE ELECTRICITY	YOUR CHECKLIST
Helps combat climate change	✓	✓	
Accelerates full-scale transformation of electricity grids	✗	✓	
Eliminates all carbon-emissions associated with the buyer's electricity use	✗	✓	
Matches annual electricity consumption with clean energy	✓	✓	
Supports investment and clean electricity	✗	✓	
Supports investment and clean electricity in the electric grid region where your electricity is consumed	?	✓	
Hedges price volatility/risk for the electricity buyer	✗	✓	



## About the Author

To learn more about advanced analytics and your 24/7 CFE options, contact the following company for more information and next steps:



### **Rohit Marwaha**

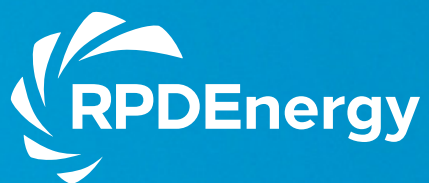
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Rohit's expertise in building a business focused on energy procurement and supply to end use customers began over 20 years ago in the origination group of Constellation. He started by originating, negotiating and executing wholesale transactions with generators, public power entities and other wholesale marketers and then became focused on building the industry's largest utility procurement business beginning in PJM and ultimately overseeing it nationally. Rohit has also overseen the retail pricing organization for Constellation and later the West wholesale trading desk. Rohit is now focused on using that supply and product expertise in the renewable energy sector.

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or email [info@RPDEnergy.com](mailto:info@RPDEnergy.com)