RE100
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RE100.org

— Making transparent RE100 claims

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Summary

A number RE100 members have already announced or are approaching their target date for achieving 100% renewable electricity (RE) for all of their global operations. This document provides guidance for members reaching this important milestone to ensure that RE100 can report and celebrate our member's achievements in a consistent, transparent and credible way.

Central to our approach is a recognition that some RE100 members have been unable to meet their 100% goal due to circumstances beyond their control such as lack of availability of RE in countries such as South Korea, or lack of availability at sufficient scale. Our approach therefore seeks to balance;

- Celebrating the progress and big achievements of RE100 members
- Transparent reporting*, including shortfalls and challenges to ensure credibility*
- Identifying and highlighting common challenges, including drawing public attention to countries with poor access to renewables (serving our primary function – to change markets)

We will approach 100% announcements through the following process:

1. **Transparent Reporting and Verification via CDP**

- All companies approaching their target year will be provided with guidance (this document) on how to report achievement/progress towards their 100% goal, together with the RE100 reporting spreadsheet.
- Members submit the RE100 reporting spreadsheet for review by CDP, including rationale for any shortfalls in their RE100 target.
- CDP will review the submission and forward outcomes to The Climate Group (TCG).
- In the event of irregularities, RE100 will work with the Member to clarify reporting irregularities.
- TCG and CDP will transparently report 100% claims in the RE100 disclosure reports from 2020, with clear differentiation of full 100% claims, and caveated claims.

2. **Credible Individual Announcements**

- TCG will work with each company with a 2020 target, to develop transparent messaging based on the company's level of achievement or compliance with RE100 technical criteria.
- We recognize that sometimes, ambition has outstripped the pace of change in some markets and that companies can be leading without being 100% renewable. Some examples can be found below.
- RE100 will continue to maintain consistent and credible technical criteria, applied to all markets and all companies. As such we will not flex our rules on market boundaries or other criteria to make it easier to achieve 100% where it is currently not possible or very difficult to credibly source RE100. '100% means 100%.'

3. **Leveraging Claims to Create Change**

RE100's impact stretches beyond the individual achievements of our members. In order to capitalize on this, RE100 will utilize initial findings from member reporting for a short communications-led campaign in October to highlight countries listed as problematic by our members, potentially citing specific policy barriers identified by members.

We will be using the data provided by companies to direct our activities with a focus on influencing lagging markets, and to develop a more sophisticated narrative around corporate leadership.

We aim to;

- Aggregate self-reported barriers to progress and identify patterns and common challenges. These will be used to focus pressure on policy makers and utilities in challenging markets and remove common barriers.
- Clearly communicate that lack of market structure is the responsibility of the government, not the company – and showcase how enabling market structure is beneficial to both governments and businesses.
- Celebrate successes achieved so far.
- Use RE100 data collection and 100% claims reporting to source a list of countries for which RE100 companies consider RE systems to be unavailable (with clear dating of the information).

Communications examples

Example 1 (company operating in small number of markets)

RE100 member [the company] has made excellent progress towards their 2020 RE100 target, achieving 100% renewable electricity for their operations in the USA, Australia, India and Europe. Together these represent 96% of xx's global demand. Challenges still remain in sourcing RE in Taiwan, Kazakhstan and Bangladesh, where [the company] is facing barriers to sourcing RE in accordance with the strict RE100 criteria.

We look forward to working with our RE100 members to improve supply in these markets.

Example 2 (company operating in too many markets to list)

RE100 member [the company] has achieved 100% renewable electricity in 100 of the 120 markets in which they operate. In total, this equates to [XX.X%] of their global demand

We look forward to working with our RE100 members to improve supply in the remaining challenging markets.

Example 2(2) (company operating in too many markets to list)

RE100 member [the company] has achieved 100% renewable electricity across 100 of the markets in which they operate. In total, this equates to [XX.X%] of their global demand, with [0.5%] remaining unmet in Korea and Russia due to local challenges in these markets.

Example 3 (full transparency)

RE100 member [the company] has made excellent progress towards their 2020 RE100 target, achieving 98.5% renewable electricity, including 100% for their operations in the USA, Australia, India and Europe. The company has elected to delay sourcing in Japan, citing a need for the government to improve market conditions to enable sourcing of RE at more competitive cost.

We look forward to working with our RE100 members to improve supply in these markets.

Optional addition if using non-compliant top-up
The company has shown leadership by 'topping up' remaining demand using renewable energy certificates from adjacent countries. While this out of market procurement does not change a company's percent renewable energy according to the strict RE100 criteria, we support this approach if it is clearly reported as an interim measure that has been applied outside of the RE100 criteria, to drive RE development more generally while we work together to improve supply in more difficult markets.