Wind is a “No-Regrets” Investment for Non-Utility Customers

Corporate and other non-utility customers are setting ambitious targets for renewable energy procurement, and are choosing wind energy more than any other source. Wind energy provides a cost-competitive solution for companies seeking to power their businesses with clean, renewable energy at a long-term stable price.

More than 9,100 megawatts (MW) of U.S. wind power were procured through the end of 2017 by corporate and other non-utility customers. Corporate customers can purchase wind energy in a number of ways, including wholesale or retail transactions, making a direct investment in a wind project, or purchasing renewable energy credits (REC).

Power purchase agreements (PPA) remain one of the most popular tools available, allowing companies to buy electricity from a specific wind project over time at a stable rate.

In addition, states with attractive renewable energy policies can spur economic investment from corporate customers and wind project developers alike. Companies investing in wind energy prefer to site new facilities near the wind projects where their energy is procured.

Companies Recognize the Value of Wind

“New wind projects generate clean power and new jobs and economic growth in communities from coast to coast, and every state in between, all while lowering the carbon footprint of the U.S.”

— Microsoft, August 2018

Note: Data include publicly announced physical and virtual power purchase agreements (PPA), direct ownership of onsite or offsite wind projects, and large-scale REC purchases associated with specific wind projects. Data is recorded at the time of announcement and does not indicate when the associated wind project is placed into operation.
“Wind in the US ... has tremendous economics. With cost parity to the fossil fuel alternative it makes sense.”
— Mars Inc., 2/2015

“Dow is always looking for win-win solutions – good for the environment and good for business. By entering into this agreement, Dow is taking a serious approach to our future energy needs in Texas and cost-competitive wind energy is a great opportunity.”
— Dow Chemical, 3/2015

“We look for [wind projects] because in addition to creating more renewable energy and strengthening the local economy, they also make for smart investments. They offer attractive returns relative to the risks and allow us to invest in a broad range of assets.”
— Google Energy, 1/2013

“The US has amazing wind and sun resources that will never run out. We are delighted to make this investment – it is great for jobs, great for energy security, and great for our business ... We invest in our own renewable energy sources so that we can control our exposure to fluctuating electricity costs.”
— IKEA, 4/2014

“A power purchase agreement allows Walmart to save on utility costs and purchase green energy without requiring up-front capital expense.”
— Walmart, 9/2015

“At Target, we’re always on the lookout for sustainable ways to operate our facilities. We’re thrilled to make our start with wind power in Texas, a leading market for wind energy.”
— Target, 7/2016

“When looking at wind deals, cost savings are one attribute I can bring up when I talk to our finance and accounting department. Have you ever seen your electric bill go down for multiple years at a time?”
— General Motors, 5/2016

“Even more than saving money, [PPAs are] about protecting against future volatility.”
— Yahoo!, 10/2015

“We’re far from being done. We’ll continue pursuing projects that deliver clean energy to the various energy grids that serve AWS data centers, we’ll continue working with our power providers to increase their renewable energy quotient.”
— Amazon Web Services, 7/2015

“Where possible, we would like to procure renewable energy from projects near our operations and / or on the regional energy grids that supply our facilities so our efforts benefit local economies and communities as well as enhance the resilience and security of the local grid.”
— Corporate Renewable Energy Buyers’ Principles, 12/2015

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