Renewable Energy at salesforce.com

Erin Decker
Sustainability Manager
@erindecker
Salesforce.com

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Moving beyond efficiency to renewable energy

“We believe the cloud should be powered by clean energy....we are committing to steadily increase the amount of renewable energy we use...to reach our goal of be fully powered by renewable energy.”
Our menu of renewable energy options

- Virtual PPA
- Direct PPA
- Competitive Electricity
- Renewable Energy Credits
Challenges and Opportunities

Virtual Power Purchase Agreement

Opportunities

• Potential economic returns
• Energy price hedge
• Visible environmental leadership
• One transaction offsets load, geographically agnostic
• No changes to existing energy operations

Challenges

• Length of contract terms
• Lack of internal capacity
• Finding the right size project
• Expiration of the PTC
• Uncertainty around cash flows
Getting internal stakeholder buy in

**Finance**
- Understand Cash Flow Implications

**Public Relations**
- Understand Potential Reputational Brand Halo

**Accounting**
- Understand proper accounting treatment, reporting requirements

**Legal**
- Understand legal risks