EnergyTag

Accelerating the shift to renewables through 24/7 electricity tracking

EnergyTag: an independent, non-profit, industry-led initiative to define a standard and build a market for hourly electricity certificates

KEY BENEFITS OF HOURLY CERTIFICATES:

1.

BUILDS TRUST

by linking actual production to consumption, in real-time

2.

SUPPORTS STORAGE AND FLEXIBILITY

by providing a new incentive

3.

ACCURATE CARBON ACCOUNTING

by tracking hourly carbon data

4.

SUPPORTS NEW MARKET MODELS

such as locational pricing

"A common, tradable instrument that provides traceability across markets for power, flexibility and carbon"

What is the EnergyTag Initiative?

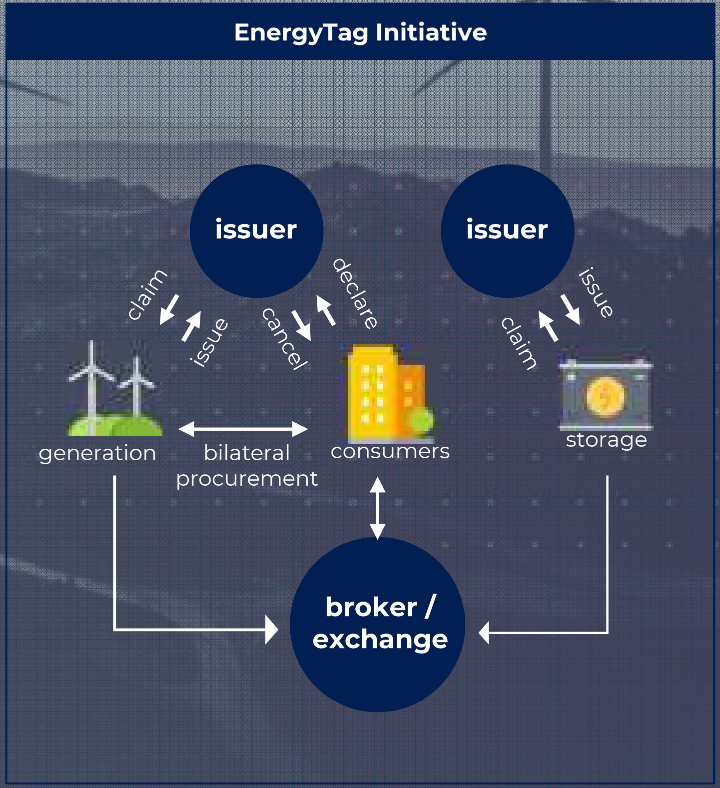
- **Vision:** To accelerate the transition to renewable energy through hour-by-hour energy tracking and accounting
- **Mission:** To define a set of guidelines for hourly* certificates and support the development of a market for them
- **Structure:** EnergyTag is an independent, non-profit, voluntary, global, industry-led initiative
- **Governance:** The initiative is governed by a Council and Advisory Board comprised of expert industry participants, supported by a small secretariat
- **Complementary:** The EnergyTag standard is a voluntary set of guidelines that may be adopted into existing EAC schemes such as GOs and RECs.

Demonstrators: We are looking to showcase existing technologies and projects that are working towards the EnergyTag standard

What are the key ingredients to a demonstrator project?

- *Renewable asset owners* - ideally a mix of wind, solar, hydro etc
- *Flexibility operators* - storage asset owners (pumped hydro, batteries, demand response/VPP)
- *Energy buyers* - commercial and industrial off-takers, green energy suppliers
- *Issuing technology companies* - companies that have built tools to be able to track and record renewable electricity generation and consumption in real-time

Current demonstrators being explored in Netherlands, Denmark, US, UK?



Comprises over 60 participating organisations worldwide and growing...

Founding Advisory Board members include the world's largest renewable producers and consumers, grid operators, start-ups and key organisations in the energy certificates market, including;

Google, Microsoft, ENGIE, OVO Energy, Iberdrola, Vattenfall, Ørsted, Eneco, Energinet (Danish TSO), CertiQ (part of Tennet), Eurelectric, WattTime, Accenture, PwC, Air Liquide, AIB, RECS International, i-RECs, EIT InnoEnergy, Power Ledger, Hartree Partners, Wind Energy Europe, Energy Web Foundation, FlexiDAO, CRS M-RETS, Ofgem and many others