



Renewable Electricity Options for Soundstages

Electricity accounts for a significant portion of production carbon emissions. Based on the [SPA Carbon Averages Report](#), at least 25% of average tentpole emissions and nearly 50% of 1/2-hour multi-camera series emissions are from utilities. Some grids are cleaner than others- check your [local power mix](#) to see how it compares. The best solution to reduce these emissions is to generate or purchase electricity from renewable sources, such as solar, wind, geothermal, and small hydroelectric. Life cycle carbon emissions from any of these renewable energy sources are [many times lower](#) than those from fossil fuels.

Renewable Electricity Procurement Options

There are a variety of procurement structures with different levels of environmental impact.

Solution	Description	Benefits	Challenges
On-Site Generation	Own or lease (PPA) renewable energy projects on-site, such as solar installations on rooftops or carports.	<ul style="list-style-type: none"> - Renewable energy is directly consumed on-site - Typically, utilities provide incentives to reduce cost - Reduces your energy bill and reliance on the grid 	<ul style="list-style-type: none"> - Limited viable site area - Expensive up-front and requires maintenance, unless leased through a power purchase agreement
Green Power Purchase or Tariff	Procure renewable electricity through your local utility or energy supplier. Plans include: green tariffs, community solar, etc.	<ul style="list-style-type: none"> - Has real, local impacts as they are tied to a specific project located in same grid region - Supports development of new renewable energy projects 	<ul style="list-style-type: none"> - Limited availability - There can be minimum usage requirements - May require long term contract - More expensive than conventional electricity
Virtual Power Purchase Agreements	Financial transaction where the buyer receives renewable energy certificates (RECs) from a project, but does not receive energy	<ul style="list-style-type: none"> - Easily scalable to meet renewable energy goals - Helps finance new renewable energy projects - Energy buyer and project do not need to be in the same region 	<ul style="list-style-type: none"> - Buyer is not consuming renewable energy - Some risk involved due to fluctuating market prices - More complicated story to explain to stakeholders
Unbundled Renewable Energy Credits (RECs)	Renewable energy credit that is purchased separately from electricity	<ul style="list-style-type: none"> - Can purchase in large quantities with short-term contracts - RECs can be sourced from outside your area, giving more flexibility 	<ul style="list-style-type: none"> - Buyer is not consuming renewable energy - Additional cost, as power still needs to be purchased locally - REC ownership can be difficult to track - Often not able to tie RECs to a specific project and may not drive the development of new renewable energy projects

Helpful Terms

- **Renewable Energy Certificates, or RECs (Renewable Energy Guarantees of Origin (REGO) in the UK and Guarantees of Origin (GOO) in the EU):** Represent the energy generated by renewable energy sources, such as solar or wind power facilities. RECs are issued when one megawatt-hour (MWh) of electricity is generated and delivered to the electricity grid from a renewable energy resource. Buying RECs is not equivalent to buying electricity. Instead, RECs represent the clean energy attributes of renewable electricity.¹
 - o **Bundled REC:** When a REC is sold alongside (bundled with) the energy produced from a renewable source. Bundled RECs are preferable, as they can be tied to the development of new renewable energy projects.
 - o **Unbundled REC:** When RECs are sold separately from the energy. Not a preferable option due to the challenges outlined in the table above.
- **Power Purchase Agreement (PPA):** Financial arrangement in which a third-party developer owns, operates, and maintains a system generating renewable energy. The host customer agrees to site the system on its property and purchases the system's electric output from the services provider for a predetermined period.¹
- **Virtual Power Purchase Agreement (VPPA):** Financial agreement where the buyer pays a fixed rate (strike price) to a renewable energy generator for a predetermined period, receiving RECs from the project, but not electricity. As a result, it is an accessible solution for leased locations or facilities that don't pay their electricity bill directly. The energy generator sells the renewable power from the project to their local market, receiving market price. If the market price exceeds the strike price, the generator pays the buyer the difference. If the strike price exceeds the market price, the buyer pays the generator the difference.¹
- **On-Site Renewable Energy:** Renewable energy, often referred to as "clean" energy, comes from natural sources or processes that are constantly replenished. For example, sunlight or wind keep shining and blowing, even if their availability depends on time and weather.²
- **Nonrenewable Energy:** Nonrenewable, or "dirty", energy includes fossil fuels such as oil, gas, and coal. Nonrenewable sources of energy are only available in limited amounts and take a long time to replenish. When we pump gas at the station, we're using a finite resource refined from crude oil that's been around since prehistoric times.²
- **Green Tariff:** A green tariff is a price structure, or an electricity rate, offered by a local utility and approved by the state's Public Utility Commission that allows eligible customers to source up to 100% of their electricity from renewable resources. Through a green tariff, customers can purchase both the energy from a renewable energy project, at a large-scale, and the associated Renewable Energy Certificates.³

Sources

1. [US EPA- Green Power Partnership](#)
 2. [NRDC- Renewable Energy: The Clean Facts](#)
 3. [WRI- Utility Green Tariffs](#)
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