



# RE 100 LEADERSHIP AWARDS 2020



## RE100 Leadership Awards 2020: Videos

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We are looking to showcase companies whose ambitions and achievements go above and beyond the minimum requirements of RE100 and inspire others to do the same – driving an even faster shift to 100% renewable electricity.

There are six Awards, and an RE100 member company may enter as many as they wish, by:

- completing [the entry form](#) – providing the technical information requested and
- filming a 1-2 minute video clip for each Award being entered

**The video clip allows you to tell your leadership story creatively, in person, to a broad global audience.**

Should your company be shortlisted, we will promote your video widely through social media. Should you be selected as a winner, we will also feature your clip (and any great B-roll from your archives!) in a flagship campaign video and an integrated global communications campaign during [Climate Week NYC](#) (21-27 September).

For each video recording, we are looking for a 1-2 minute video clip of **your most inspirational spokesperson** describing the leadership action your company is taking in your chosen category

In particular, we would like to hear:

- **what's driving you to act** (business case, consumer expectations, talent attraction and retention, shareholder demands, sustainability strategy, peer pressure etc);
- **any challenges overcome** (persuading Board, financial, access to solutions, etc);
- **innovative approaches you are taking** (pioneering new technology, etc);
- **the benefits you're experiencing** (managed risk, cost savings, reputational boost, increased productivity, etc)

These are the sorts of questions you might address in your video:

### Clean Energy Trailblazer

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- Has your company been able to progress toward 100% renewable power faster than originally expected?
- If yes, have you revised your RE100 timeline and set more ambitious end/interim goals?

And/or:

- In addition to progressing to 100% renewable power as part of RE100, has your company also joined EV100 or EP100 to switch to electric transport and increase energy efficiency?
- Why does it make sense for a company to take ambitious action across all three areas and can you give examples of how it drives innovation?

### Most Impactful Pioneer

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- Has your company been actively moving away from the purchase of renewable electricity attribute certificates to more direct sourcing of renewables?
- If yes, has your company signed a power purchase agreement (PPA) for renewable electricity in an area that was previously heavily dependent on fossil fuels?
- Has your company collaborated with other RE100 members on a joint PPA to source a greater amount of locally produced renewable electricity at lower cost?
- Why are we seeing more and more companies signing PPAs – and what assurances or opportunities do they provide to business?

### Best Community Changer

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- What renewable energy projects has your company undertaken that are creating additional benefits for local communities?
- How have you increased access to renewables for local people?
- Has your project helped to generate new jobs for local people?
- Are you able to show how it is improving local air or water quality?

### Best Green Catalyst

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- Are you requiring or encouraging your suppliers to switch to renewable energy?
- If so, how many have committed to date, and are they reporting to you on their progress?
- Are you sharing your own learnings on sourcing renewables with your suppliers?
- Are these efforts helping to reduce your Scope 3 emissions?
- Why should more companies push renewable energy use into their supply chains?

### Best Policy Influencer

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- How have you helped to influence national or subnational governments to make it easier for companies to source renewables?
- Where are the more difficult markets, and what challenges have you experienced there?
- Have you collaborated with other RE100 companies to influence policy changes, and what success did you have?
- What is the power of joining a coalition like RE100 when it comes to influencing markets?

### Most Collaborative Leader

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- As you journey toward your RE100 goals, how are you sharing your learnings with other

companies?

- Does your company speak on RE100 peer-learning webinars and/or at key events such as at Climate Week NYC?
- Do you promote your progress in the media?
- Why is it important that large, influential companies share their success stories and show that challenges can be overcome?

## Practical guidance

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We know that COVID-19 has created new challenges for companies, and so we have designed this process in a way that makes it easy for members to submit entries. For practical guidance on how to record a great video clip, we ask you to read our [guidance](#) and watch our [top tips](#).

## Deadline

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**Please send your completed video clip, by We Transfer, to Rosalind Grubin [RGrubin@theclimategroup.org](mailto:RGrubin@theclimategroup.org) by Friday 17 July 2020.** Please contact Rosalind with any questions.