

— Accelerating Market Pressure

Increasing company ambition on target setting

RE100's mission is to **accelerate** change towards zero carbon electricity grids globally by **2040** (as stated in the [Joining Criteria](#) and aligning with the [2021 IEA analysis](#) (page 20)). We welcome the support of leading companies in achieving this mission by meeting all aspects of the Joining Criteria, and by going above and beyond in their sourcing and policy advocacy activities.

Since our launch in 2014, RE100 has set 2050 as the last-possible deadline for companies to achieve 100%. While we will continue to respect this precedent, climate science shows that we need to move faster. RE100 is strongly encouraging both current and future members to increase their ambition with a target year of 2040 or earlier. Currently, our average member target date is 2030, so we believe this ask is sensible and aligns with the current ambition of our membership.

[RE100 is a leadership campaign](#) and a fundamental part of our mission is to accelerate change, by opening and shaping markets. Although we understand that 2040 is an ambitious commitment and may seem unachievable in some markets, we are confident that the powerful market signal of our members, backing proven policy solutions, can drive the necessary change.

Our members support our vision, and policymakers across the world are paying attention to the win-win opportunity presented by RE100. While there may be some exceptions (for example where technologies for addressing scope 1 emissions do not exist at scale), target years should not be set with the status quo in mind – they should be set in view of what we **need** to achieve, and regularly reviewed to ensure that we maintain strong pressure for renewable electricity markets to rapidly and continually improve.

We look forward to your support, standing with us to lead the way to a prosperous, cleaner, greener future.



Sam Kimmins

Director of Energy, Climate Group