

MEDIA ADVISORY - April 17, 2018: - Report release by Clean Energy Group

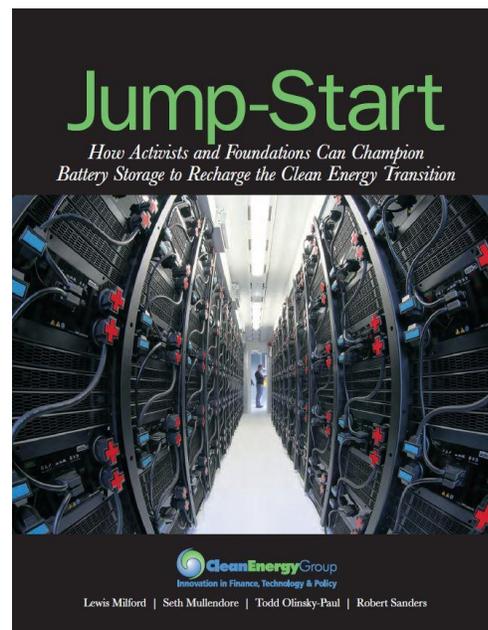
## *Jump Start: How Activists and Foundations Can Champion Battery Storage to Recharge the Clean Energy Transition*

For the last five years, Clean Energy Group (CEG), a national nonprofit, has been working to demonstrate that battery storage can jump-start clean energy markets. During that time, CEG, which does not accept any corporate contributions, has provided groups as diverse as state and federal policymakers, cities, low-income community groups, industry, environmental advocates, foundations, and investors with free information on how energy storage serves environmental, equity, and economic needs.

CEG has compiled its market understanding on the opportunities for battery storage in a comprehensive new report, **Jump-Start: How Activists and Foundations Can Champion Battery Storage to Recharge the Clean Energy Transition**.

This report was prepared for activists and foundations who want to understand how battery storage can become an essential new part of their clean energy and climate advocacy. It tries to answer two basic questions: (1) What do we need to know to understand these opportunities? and (2) What actions should we support to realize them?

This free report explores the **top 10 emerging trends** for battery storage across all elements of the energy system, and it recommends **over 50 actions** that should be taken to accelerate battery storage in these topic areas:



[bit.ly/CEG-JumpStart](http://bit.ly/CEG-JumpStart)



### **Lower Electric Bills: Reducing Demand Charges.**

The economic case for customer-sited battery storage works to reduce utility demand charges for millions of commercial utility customers.



**Resilient Power: Providing Protection in Storms and Outages.** In disasters and every-day life, resilient solar PV and battery storage (solar+storage) systems prove better options to protect against power outages.



**Equity and Justice: Bending the Arc of the Technology Curve toward Vulnerable Populations.** Low-income communities should benefit from battery storage technologies now, not years from now through technology trickle down.



**Public Health: Creating Greater Protection for Medical Care and Hospitals.** Health care facilities should start to explore use of battery storage for cost reductions and power protection.

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**Finance: From Mainstream to Low-Income Markets.** A tale of two financial worlds demands more action to get battery storage and resilient power technologies to the poor.



**The Future of Solar: It's Storage.** With changing net metering policies, evolving utility rates, and the need for more flexible generation, storage is essential to the future success of solar.



**Emissions Reductions: Replacing Fossil-Fueled Peaker (and Maybe Baseload?) Plants.** Solar+storage could soon put many fossil-fueled peaker plants at economic risk, a competitive disruption possibly facing existing or new fossil-fueled baseload plants over the longer term.



**Utility Markets: Emerging Role of Large-Scale Energy Storage Systems.** In-front-of-the-meter battery storage is a way to reduce grid-level capacity payments and secure other system benefits.



**Electric Vehicle Charging: Optimizing Price and Reducing Power Outages at Public Charging Stations.** Utility demand charges and the risk of outages require the use of on-site battery storage at public EV charging stations along major highways and transportation routes.



**International: Becoming a Global Market.** The time is right for an international collaborative effort to scale up storage and overcome market obstacles.

Along with in-depth trends coverage, the report also examines other **Emerging Issues** in battery storage, including residential use, zero net energy targets, transmission and distribution deferral, vehicle-to-grid applications, the “right to storage,” as well as supply chain concerns and recycling.

The report—supported by over **250 citations** with up-to-date literature in the field—recognizes that we are at an historic time in clean energy. Its premise is that we are on the cusp of a significant technological change in energy that we’ve not seen for over 100 years.

### **This is a hopeful document. But it is also a cautionary warning.**

If foundations and activists do not support the role of battery storage technology and take sufficient action, that failure could lead to greater environmental emissions, a continued clean energy divide between the haves and the have nots, further reliance on natural gas to fuel the power system, a disproportionate emissions burden for disadvantaged communities, and a failure to advance battery storage to enable a renewables-based power system that meets long-term climate stabilization goals.

According to lead author and President of Clean Energy Group, Lewis Milford:

*“If clean energy, environmental justice, and climate activists and their funders do not develop a strategic focus on battery storage, they will miss what could be this generation’s greatest clean energy opportunity.”*

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Explore the full report at [bit.ly/CEG-JumpStart](https://bit.ly/CEG-JumpStart)  
Learn more about energy storage at [www.cleanenergygroup.org](https://www.cleanenergygroup.org)