



5th August 2016

To Whom It May Concern,

Re: Invitation to participate in a research study

I am a researcher in the Distributed Energy Systems and Policy group at UNSW. I am currently conducting a project funded by the Collaborative Research Council for Low Carbon Living (CRC-LCL) entitled "Facilitating large energy user deployment of off-site renewable generation".

The current phase of this 1-year project involves a round of interviews with individuals within organisations that have relevant knowledge or interest in this topic. I am writing to introduce this project and invite you to participate in our study.

Details of the project

This project aims to assist large energy users who wish to support renewable energy and reduce their environmental impacts, yet have limited on-site opportunities for renewable energy deployment. Large energy users have in the past had two primary mechanisms through which to support the deployment of renewable energy. GreenPower sourced through an electricity retailer or the development of "behind the meter" renewables. This project investigates the potential for, and structures through which, large energy users are able to procure off-site renewable generation via bi-lateral market agreements. This represents a third option for the procurement of renewable energy in addition to GreenPower and on-site renewable generation.

Research objectives

The objectives are to identify the key barriers to the direct purchasing market and create a generalised framework to enable energy users to easily engage in direct renewable energy purchasing. The framework will enhance learning, reduce transaction costs, and accelerate market development leading to additional emission reductions. The framework will cover the contractual, financial, and regulatory aspects of direct purchasing of off-site renewable energy generation.

Request being made and involvement desired

We are seeking the assistance of your organisation in achieving these research goals.

Specifically the input of your organisation with respect to:

- Energy use management and procurement decision making
- attitudes towards energy procurement
- Specific experience with renewable energy procurement
- Details of renewable energy project involvement (both on-site, and off-site)

This input will initially take the form of a 1 hour interview which can be by phone or in-person at a mutually suitable location. With your permission, we would like to make a digital audio recording of the interview, for data transcription purposes.

This research is being conducted in accordance with UNSW Ethics policies and all interview participants have the rights outlined in the Participant Information and Consent Form.

Please do not hesitate to contact me if you have any further questions or if you are interested in participating.

Kind regards,
Emily

Dr Emily Mitchell

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