

## **The DTE/SoL Sustainability Consortium Collaborative Learning Project on Distributed Generation and Renewable Energy (COLAB)**

### **Description of Project**

DTE has proposed a collaborative learning project that would involve several Consortium member companies engaging in a dialogue with DTE around emerging energy alternatives - distributed generation (DG) and renewable energy.

### **Why it Should be of Interest to the Group**

DG and renewable energy are key stepping stones in the pathway to a sustainable energy future. By learning and collaborating together, we can accelerate the process of bringing cleaner energy options to market and make progress toward our shared goal of advancing sustainability.

### **What DTE Hopes to Gain**

By understanding how energy customers like you think about new energy choices [e.g. purchasing decisions], like DG and renewable energy, we can better tailor our product and service offerings to meet your needs.

### **How SoL Companies Can Benefit**

SoL companies can benefit by learning more about these new energy options, and gaining insight on internal barriers that may unintentionally stand in the way of the selection of more sustainable energy options.

### **Key Issues to Be Explored**

#### *Distributed Generation*

- ¥ How important is power quality? Reliability? Environmental performance?
- ¥ What about combined heat and power options?
- ¥ How important is financing? A monitoring and maintenance contract? Warranties and performance guarantees? Do you want to own or lease?
- ¥ What premium is acceptable? Or is cost parity/savings a must?
- ¥ Do you know what an electric outage costs your company?
- ¥ How does the decision-making process work? What are the motivations of the various people involved?

### *Renewable Energy*

- ¥ How “green” must it be? 100%? 10%
- ¥ What is “green”? Wind & PV only? Biomass? Gas? High efficiency?
- ¥ What premium is acceptable?
- ¥ How does the decision-making process work? What are the motivations of the various people involved?
- ¥ Is the PR/marketing value important?