

Clean & Renewable Energy



A new energy landscape is emerging, and it has created a demand for cost-competitive options that are based on clean, renewable resources. In the global context of changing regulatory environments, renewable energy obligations, and concerns about carbon—new technologies, improvements in transmission, and the efficient use of electricity will all play an important role in the generation mix and how companies compete. CRA helps companies understand the elements of this landscape, develop strategic options and business planning decisions, and support their implementation.

CRA Charles River
Associates

CRA's experience with clean and renewable technologies includes wind (on and offshore), solar (PV, BIPV, thermal, thermoelectric), small hydro, marine and hydrokinetic, cogeneration, bio-based generation and transportation fuels, geothermal, storage, and transmission.

Our clients span the international value chain in clean and renewable energy, including regulators, project developers, utilities, independent power producers, transmission companies, investors, and industrial manufacturers of components and systems.

Assessment

CRA works with clients to establish a clear picture of the clean and renewable energy space to serve as a baseline for decision making. We provide independent assessments of markets, competition, technologies, and economic impacts.

Strategy

Based on our assessment, we work with clients to develop a strategy that identifies actionable options and leads to business planning decisions. When developing long-term plans for your company in the renewables sector, you need to know the available options, their implications, and how to implement them. In addition, you also need to identify forces that may impact these options in a constantly evolving industry. CRA knows how to work with management teams to anticipate how critical issues will influence business performance.

Execution

Our clean and renewable energy consultants collaborate with clients to convert strategies into operational results and to improve the results of ongoing activities. We understand the challenges of execution, and our experience enables us to provide input that will help you evaluate strategic options.

Selected case studies

Policy: For the energy ministry of a Middle Eastern country, developed their energy master plan, including a wind development strategy; managed the tendering process for a series of wind projects

Wind integration: Advised a US RTO on the technical challenges and strategic options involved in wind integration

Solar PV: Developed a market entry strategy for a solar (PV) technology and services provider; defined an addressable market; identified channels; test-targeted value propositions in six international markets

Solar: Developed strategic options for a European utility evaluating solar thermal electric generation technologies and opportunities to participate in a target market; defined options for entry; identified potential partners

Solar: For several clients, evaluated potential investment opportunities along the solar value chain, including silicon, wafer, cell, and module production; advised on international market positioning and sales strategies; evaluated PV projects and pipelines

Wind development: Assisted a leading utility that wanted to develop and execute an international expansion strategy; identified, assessed, and assembled a portfolio of project pipelines that minimized business development risk

Wind turbines: For a large industrial client, assessed the potential acquisition of a wind turbine manufacturer, including commercial evaluation, market positioning, and challenges

Offshore wind: Worked on several projects ranging from the evaluation of financing in US projects to supply chain investment opportunities and technology roadmaps

Renewables investment: Worked with a large private equity fund to develop a structured approach to targeting international investments in renewable energy projects and companies

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