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| **NPRR Number** | [**1264**](https://www.ercot.com/mktrules/issues/NPRR1264) | **NPRR Title** | **Creation of a New Energy Attribute Certificate Program** |
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| **Date** | February 4, 2025 |
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| **Submitter’s Information** |
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| **Market Segment** | Consumer, Industrial Segment |

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| **Comments** |

Google believes this Nodal Protocol Revision Request (NPRR) is timely and supports the development of this program. Increasingly, energy consumers are seeking transparency in their energy consumption and are looking to tie it to specific Resources with particular attributes. Expanding attribute accreditation to account for other forms of energy attribution (e.g., nuclear, geothermal, and carbon capture) and adding granular timestamps to certificates enables accreditation and verification for individual corporate programs such as our [24/7 Carbon-Free Energy by 2030 goal](https://sustainability.google/reports/247-carbon-free-energy/), which requires this type of hourly and local matching of energy to our energy consumption. This transparency can incentivize reliability by facilitating much needed "self-firming" behavior, encouraging Load entities to procure diverse generating Resources, batteries, or demand-side flexibility to match their Loads during all intervals.