

10
YEARS



10 YEARS OF EKOENERGY

10 YEARS OF
DIVERSE & IMPACTFUL CLIMATE ACTION



Before approving our first criteria in 2013, we consulted over 400 people, from over 30 countries: representatives of NGOs, energy companies and consumers.


We report about all of our ongoing processes through our social media and in our newsletters.



10 YEARS OF..

transparent decision-making

- Involvement and transparency are fundamental principles of EKOenergy's work.
- For our decision processes, we follow the rules of the ISEAL Standard-Setting Code, which stresses the importance of consultation with all relevant stakeholders.
- We involve a jury of experts to select the projects that get funding from our Climate Fund and Environmental Fund.
- EKOenergy's steering group operates under the control of the Board of the Finnish Association for Nature Conservation.



We strive to fully comply with with *ISO 14024 - Environmental labels and declarations – Type I environmental labelling – Principles and procedures.*




We organise an annual selection process for renewable energy projects in developing countries.

In 2015 we made the decision to expand our activities beyond Europe.

We added criteria for renewable gas in 2017, and for renewable heat in 2020.

Our International Advisory Group currently has 29 members from 4 continents.



In 2020 we reviewed our criteria for hydro-power, and in 2021 we updated the criteria with regard to bioenergy.





We frequently sign and share petitions and letters of other organisations, such as BankTrack, 350.org, Fossil Free Japan, and many others.

We are an active member of Climate Action Network Europe and we joined their renewables campaign in 2021.

We regularly coordinate CSR organisations such as CDP, RE100, and Clean Energy Buyers Alliance.



10 YEARS OF... productive cooperation

- In the fight against climate change and biodiversity loss, cooperation is crucial.
- EKOenergy focuses on activities that are not already (or insufficiently) covered by others: 100% renewable energy, involvement of companies, the relation between energy production and biodiversity, and international solidarity.
- At the same time, we do all we can to support like-minded organisations and groups to do what they are best at.
- This way we can learn from each other, and do more



We cooperate with the Siemenpuu Foundation to select high-impact projects in Mali, Myanmar and Nepal.

For aspects related to energy tracking, we have been working with RECS Energy Certificate Association since our launch.

More than 30 environmental organisations cooperated to launch EKOenergy in 2013.

In 2015, we joined the Global 100% Renewable Energy Network and IRENA's Coalition for Action.

We have worked with other ecolabels such as LEED, Green Key and Ecocompass.



More than 60 volunteers helped us to set up our campaigns and translated campaign materials into +10 languages.

In 2016 and 2017 we promoted renewable energy in cooperation with Protect Our Winters (POW).

We are a partner of the Renewables for Ukraine campaign.



10 YEARS OF... renewable energy campaigns

- Our ecolabel facilitates communication about and promotion of renewable energy.
- Users of EKOenergy-labelled energy make contributions to our work to promote renewable energy.
- Since 2016, we organise annual campaigns that target specific sectors.
- We regularly support renewable energy campaigns initiated by other organisations.

In 2013 and 2014 we organised renewable energy campaigns in the newly liberalised Baltic electricity markets.



We made videos about switching to green power in cooperation with the US Green Building Council, and set up a campaign in 2016 targeting green buildings.

Several of the projects that we financed through our Climate Fund, included actions to support communication about the benefits of renewable energy.



In 2018, our "EKOenergy for breweries" campaign was a finalist of the EU Sustainable Energy Award Competition.

In 2022, our authorised seller Gesternova organised "the month of EKOenergy", where they highlighted EKOenergy in all their communication channels.



Since our launch, our website has been available in +20 language versions.

In the months after our first criteria were approved in 2013, we worked on making the text available in 15 languages.



10 YEARS OF... multilingual outreach

- We communicate in many different languages so that we can reach as many people and companies as possible.
- We help share information about renewable energy across language borders, with a focus on the sourcing of renewable energy and the creation of additional impact.
- For our translations, we get help from dedicated volunteers and trainees from many countries.

In 2015 we made a summary of the Greenhouse Gas Protocol Scope 2 Guidance, and translated it into 19 languages.

We made a course about renewable power for the education platform of the US Green Building Council and made it available in 4 languages.

Our Secretariat serves consumers and authorised sellers daily in over 10 languages.



EKO Sofia

UNA INTRODUCCIÓ A
L'ENERGIA VERDA

In 2014, we translated our 36-page comic "EKO-Sofia" into 30 languages.

There have been 26 different native languages among the volunteers and trainees we have welcomed to our office.

More than 200 volunteers and trainees have helped us translate and proofread texts.

Our smallest consumers use less than 1 MWh per year. Our largest use more than 1 TWh per year.



The EKOenergy contributions consist of a fixed price per MWh, without other costs. This makes our ecolabel more easily available for small consumers too.



10 YEARS OF... working with consumers of all sizes

- We have always found it important that our ecolabel answers the needs of both large and small consumers.
- We are continuously expanding our network of authorised energy companies, making EKOenergy easily available for households in many countries.
- Our label is increasingly popular with sustainability consultants and large international energy companies. This makes EKOenergy a feasible option for large international companies.



SCHOTT and the Iliad Group are the first companies that signed PPAs for the supply of EKOenergy-labelled energy.

Between 2014 and 2016, EKOenergy-labelled green tariffs became available in France, Spain, Germany and Italy.



In 2016, SAP was one of the first multinational companies to choose EKOenergy.

Our multilingual communication materials aim to appeal to both household consumers and large corporate consumers.

In 2015, Helsinki Environmental Services (HSY) was among the first large consumers to choose EKOenergy.



In 2022, 18 of the RE100 companies used EKOenergy to cover at least a part of their electricity consumption.



We have checked more than 3500 installations, mainly wind farms and solar parks. Each request gives us the opportunity to raise awareness of biodiversity.

Between 2016 & 2021, we participated in the EU-funded Freshabit project, allowing us to focus on the impact of hydropower on river ecosystems.

In 2017, we organised a well-attended seminar about fish passages.




10 YEARS OF... nature protection

- EKOenergy's sustainability criteria focus on the impact of energy production on nature. Only kilowatt-hours that come from installations that fulfil our criteria can get our label.
- Users of EKOenergy-labelled hydropower pay an additional contribution. That payment goes to our Environmental Fund and is used to finance river protection projects.
- Our label is a tool to raise awareness about the links between climate protection and nature protection.



EKOenergy's secretariat is embedded in the Environmental Policy Unit of the Finnish Association for Nature Conservation. Nature protection is a key driver of our work.



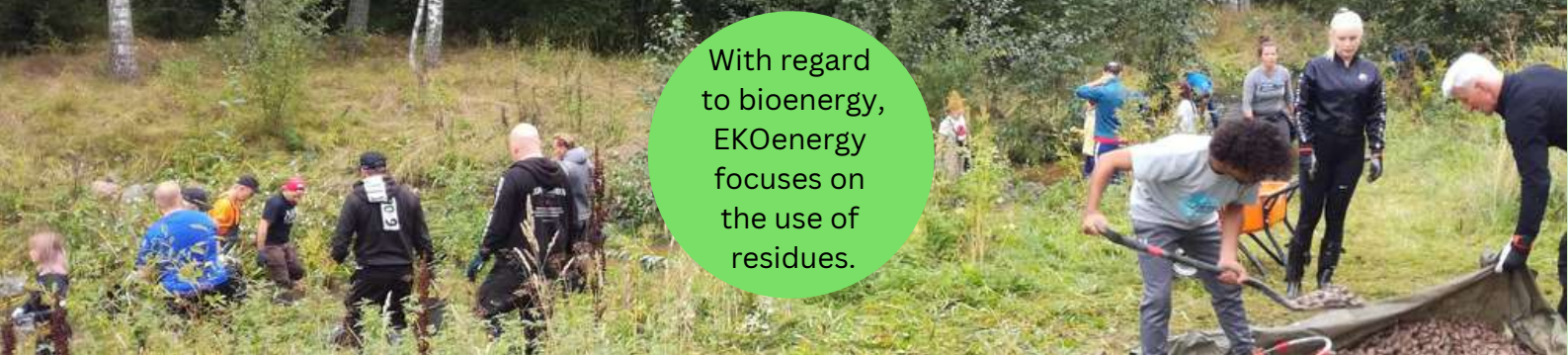
Wind and solar constitute more than 75% of all power sold with our label. The share of these types of renewable energy grows each year.

We regularly share articles and reports about the many links between nature conservation and climate protection on our social media.



Through our Environmental Fund, we financed 25 river projects, for a total amount of 436,000€.

Participation in river restorations is one of the favourite team building activities of EKOenergy's secretariat.



With regard to bioenergy, EKOenergy focuses on the use of residues.



We were one of the first to focus on the feasibility of 100% renewable energy, for companies and for communities.

In 2015, we were among the first to endorse I-RECs as a foundation for renewable energy claims in Asia.



10 YEARS OF... pioneering and leadership

- Our daily interactions with many stakeholders from all over the world give us insight into different opportunities and challenges.
- Our relatively small size & pragmatic approach have allowed us to be trailblazers in many regards.
- Our label wants to lead people and companies worldwide towards concrete, immediate and impactful climate action.



Long before the covid pandemic, virtual meetings were our main way to stay in touch with partners and authorised sellers from many countries.

We used the opportunities offered by the EU Solidarity Corps to develop structural relationships with partners worldwide.

We are often the only participating NGO in conferences, webinars and standard-setting processes.

We are among the first to combine renewable energy purchases with fundraising for solar projects in developing countries.

17 中美绿色能源高峰论坛

2017 US-China Green Energy Summit

嘉宾签名



We helped set up the first renewable energy contracts in Russia. L'Oréal Russia switched to EKOenergy in 2016.

We were the first international non-profit ecolabel for renewable electricity.

We have sent out 164 newsletters. Check out the archive on our website.

Tens of EKOenergy users use our logo and our text suggestions to communicate about their choice of renewable energy.



10 YEARS OF... inspiring communication

- Since our label is concrete and visible, it also functions as a tool to get people's attention and to get in touch with many relevant stakeholders.
- We actively use our social media accounts to inform people about EKOenergy's developments and to share general news about renewable energy, climate change and climate action.
- We aim to communicate in a way that is accessible to experts as well as the public in general.

E-mail is one of our main communication tools, for daily communication and for our annual renewable energy campaigns.

We created 50+ leaflets and presentations in many different languages.

+1,500 posts on Instagram, +100 videos on Youtube.

More than 10 million (un-sponsored) impressions on social media.


**FOLLOW
EKOENERGY
ON SOCIAL
MEDIA**



+10,000 tweets, 8 retweets by Greta Thunberg.

Each of our 10 annual reports gives a brief overview of our communication activities.

Regular mentions and interviews in the publications of our partners and authorised sellers.



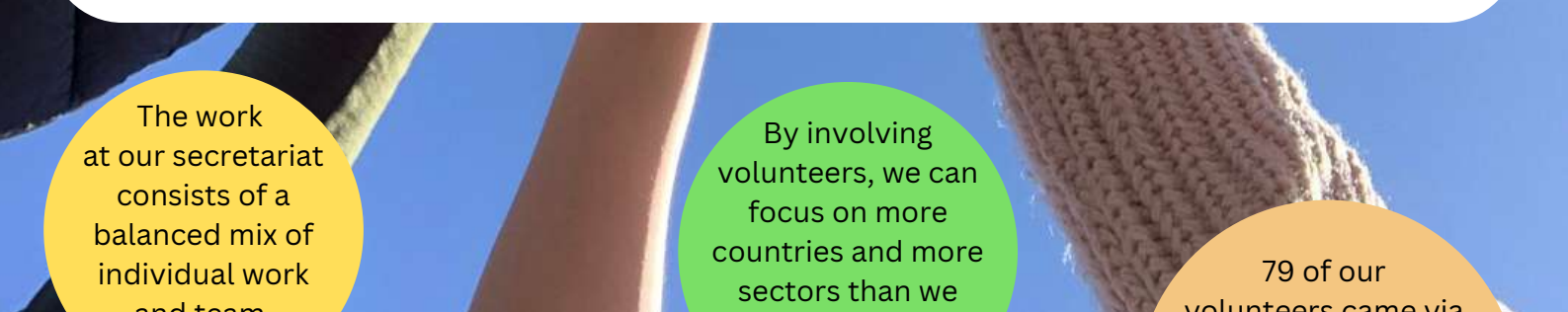
Volunteers and trainees help us translate materials and support the staff in the daily activities of EKOenergy's secretariat.

The frequent arrival and departure of volunteers and trainees forces us to focus on the transfer of knowledge and guarantees a continuous flow of fresh ideas.



10 YEARS OF... involving volunteers and trainees


- EKOenergy's Secretariat has hosted more than 150 volunteers and trainees.
- They help us reach out to NGOs, energy consumers, energy companies and many other relevant stakeholders in many different languages.
- We offer meaningful tasks to young people who want to develop their transferable skills while at the same time contributing to the fight against climate change.



The work at our secretariat consists of a balanced mix of individual work and team work.

By involving volunteers, we can focus on more countries and more sectors than we would otherwise be able to.

79 of our volunteers came via the European Solidarity Corps. Together these volunteers spent more than 750 months at our Secretariat.




Volunteers and trainees get the opportunity to learn about renewable energy, climate change and nature protection.

18 volunteers and trainees came from Germany, 14 from France and 13 from Italy.

Our volunteers and trainees have come from 28 countries.

Several of our volunteers and trainees have later found a job in the renewable energy sector.



Our work is based on cooperation and involvement.


We launched the label in partnership with over 30 NGOs and we participate in networks such as CAN Europe.

The key elements of our label have always been sustainability, tracking, additional impact and verification.



10 YEARS OF... consistency and persistence

- Our vision and mission have remained unchanged since our launch.
- The approaches we chose and the solutions we developed in 2013 are standing the test of time and still suit the needs of a growing group of energy consumers.
- Persistence is a key element of our success. We know that renewable energy and nature protection are key to our common future, and we won't stop pursuing our goals.



Because we never needed big changes, stability has become an important argument for consumers to choose EKOenergy.

For the past 10 years, we have contacted tens of energy consumers and energy companies each week, with the same message: everyone can contribute to speeding up the energy transition, and EKOenergy is a good tool to do so.

Thanks to our international approach, examples from one country can inspire consumers in other countries too.

Many of our processes and activities have become a routine, which allows us to work more efficiently and deal with larger volumes each year.

We budget our activities carefully and focus on using the means we have as efficiently as possible.

We have witnessed many evolutions in the renewable energy markets. EKOenergy is compatible to almost all new developments.

We focus on the promotion of 100% sustainable and renewable energy, on our social media, in our daily meetings and in our publications.

Thanks to our partners worldwide, we can present our work in many countries, without having to travel there in person.

In 2017, our label was used in Latin America and in Africa for the first time.

First EKOenergy in China in 2016.



10 YEARS OF... internationalisation

- From the start, our label has adopted an international approach. Originally we focused on the European markets, but soon we realised that our approach works outside of Europe too.
- EKOenergy comes from production facilities that are located within the same markets where the consumption takes place.
- We are continuously expanding our network of authorised sellers.



Outside Europe, most of the demand for EKOenergy comes from large multinational consumers. Their concrete demand helps us develop our activities in new markets.

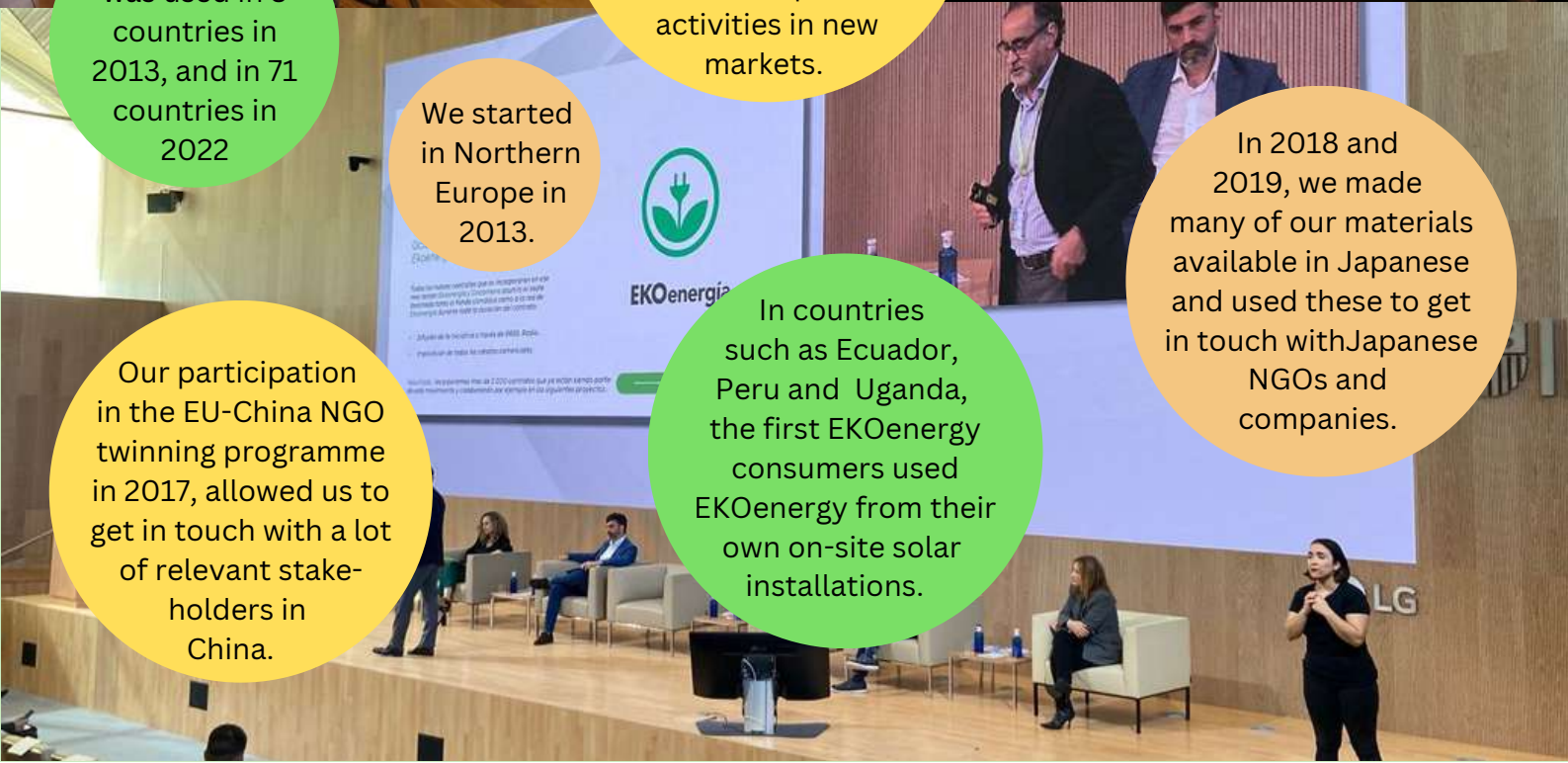
EKOenergy was used in 3 countries in 2013, and in 71 countries in 2022

We started in Northern Europe in 2013.

Our participation in the EU-China NGO twinning programme in 2017, allowed us to get in touch with a lot of relevant stakeholders in China.

In countries such as Ecuador, Peru and Uganda, the first EKOenergy consumers used EKOenergy from their own on-site solar installations.

In 2018 and 2019, we made many of our materials available in Japanese and used these to get in touch with Japanese NGOs and companies.





Our logo is legally protected in all countries it is used.

The EKOenergy logo can be found on Pampers packages in countries such as France and Belgium.

The logo was first developed in 2009 and adopted in 2013 by the international EKOenergy label in agreement with all relevant stakeholders.




10 YEARS OF... working with the EKOenergy logo

- Our logo is easy to recognise and clearly demonstrates the message we want to communicate as an ecolabel.
- It is intended to be a tool to facilitate communication about renewable energy. Its goal is to catch consumers' attention and encourage more people and companies to switch to sustainable renewable energy.
- We are building a brand step-by-step that can appeal all types of consumers, worldwide.



In Finland our logo is used on the products of beverage companies Olvi, Saimaa Brewing Co and Finnspring, amongst others.



Our logo is used in sustainability reports, publications, and on products made with EKOenergy.



Our logo has been used in the communications of international companies such as Iliad Group and Virta Global, as well as by small artisanal companies such as the Santa Rosa Brewery in Ecuador.



Some of our most active sellers, such as ForGreen in Italy, help their EKOenergy users to communicate with our logo, for example on social media.



In 2017 we made another logo available for communication about EKOenergy-labelled gas and heat. In that logo, the plug is replaced with a flame.



Our brand book explains how our authorised sellers and EKOenergy users can use our logo.

Thanks to EKOenergy consumers, we have been able to finance 79 renewable energy projects, in 29 countries.

All projects contribute to multiple SDGs, such as "No poverty" "Zero hunger" and "Good health and well-being".



10 YEARS OF... fighting energy poverty

- For each MWh of EKOenergy, 0.10€ goes to our Climate Fund. With these contributions, we finance renewable energy projects in developing countries.
- All projects focus on fighting energy poverty and are implemented in cooperation with local NGOs and communities.
- The projects are selected with the help of an independent jury.

14 projects took place in Mali and 11 in Nepal.

Most projects bring solar power to off-grid villages, hospitals and schools.

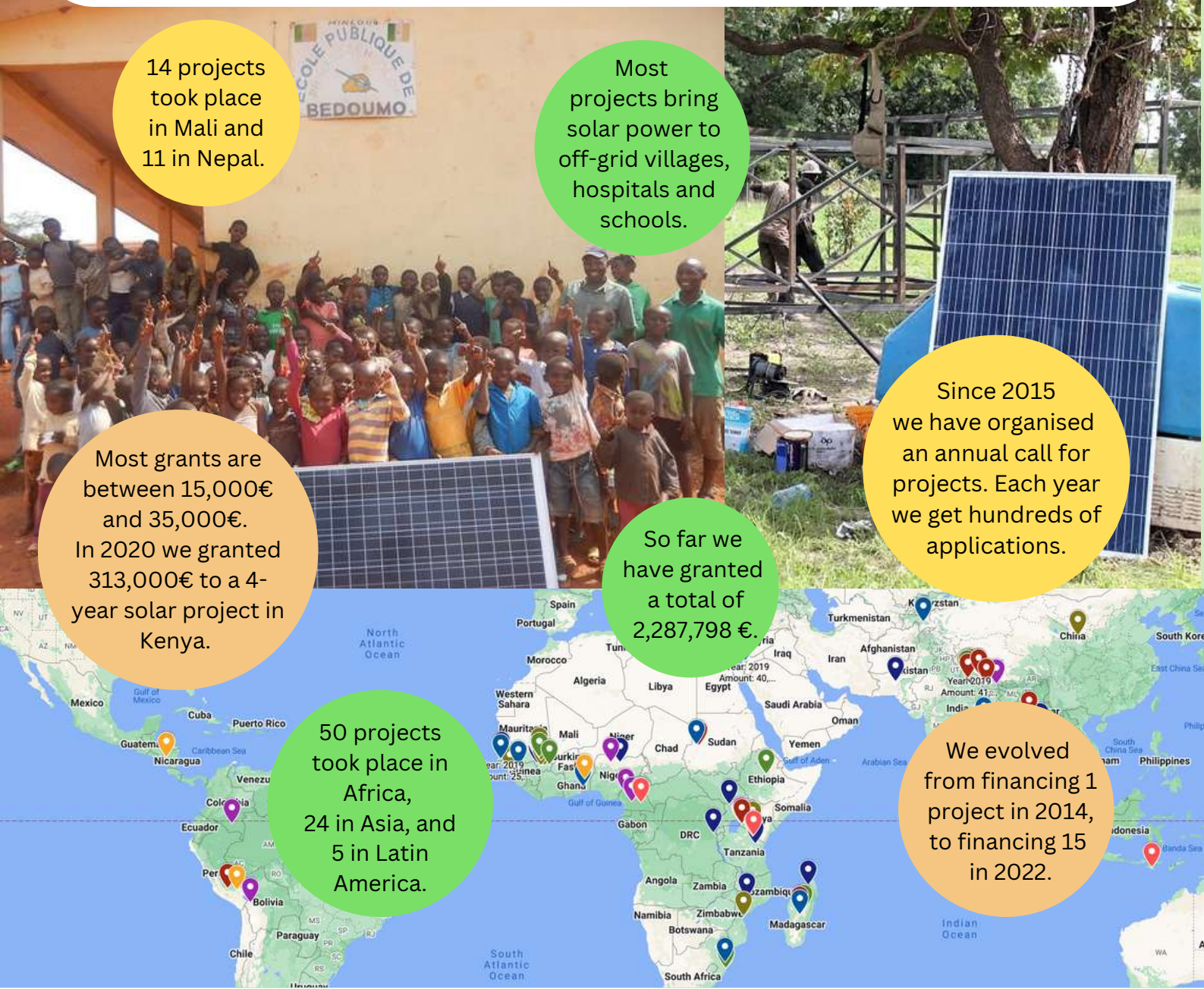
Most grants are between 15,000€ and 35,000€. In 2020 we granted 313,000€ to a 4-year solar project in Kenya.


Since 2015 we have organised an annual call for projects. Each year we get hundreds of applications.

So far we have granted a total of 2,287,798 €.

50 projects took place in Africa, 24 in Asia, and 5 in Latin America.

We evolved from financing 1 project in 2014, to financing 15 in 2022.





In 2015, the largest EKOenergy user used 110 GWh. In 2022, the largest consumer used more than 1 TWh.


Our label was used in 3 countries in 2013, and in more than 70 countries in 2022.

We evolved from a European ecolabel for electricity in 2013 to a global label for renewable energy (including renewable gas and heat).



10 YEARS OF... growth and development

- Every MWh of EKOenergy counts. Even when EKOenergy-labelled volumes were small, we still managed to achieve concrete and tangible results. However, the more consumers that choose EKOenergy, the more we can achieve. That's why we work hard to reach more consumers and grow our network of authorised sellers each year.
- Existing EKOenergy users set an example and inspire others to switch to EKOenergy. This creates opportunities for further growth.
- Once sellers familiarise themselves with EKOenergy's requirements and processes, they can sell more volumes while keeping the administration simple.




We used the examples of companies such as Saimaa Brewing Company, L'Oréal, and Pieni Suklaatehdas in our annual renewable energy campaigns. No matter the size, every EKOenergy user can inspire others.

Our network of authorised sellers grows steadily with 10 to 15 new sellers each year.

Starting from a mark of quality for green electricity tariffs, we developed into a label that can be combined with all sourcing methods, including on-site production and PPAs.

Our average annual growth rate is 42%. However, 5 separate years we grew by more than 50%.

In 2013 we collected less than 10,000 € in our Climate Fund. In 2023 we collected over 700,000 €.



The energy sector is digitalising fast. EKOenergy is using this trend to streamline and automate its own processes too. This evolution supports further growth.



we use

EKOenergy
ecolabelled renewable electricity

In 2018 we participated in the Climate March in Helsinki, where Greta Thunberg gave one of her first speeches.

We called upon politicians to stop fuelling the war in Ukraine, in particular by ending the use of Russian fossil fuels.

We joined and co-financed a campaign asking the Finnish Parliament to put an end date on the use of peat for energy production.



10 YEARS OF... advocating for climate legislation

- While individual climate action is important to serve as an example and inspire others, it's equally important our political decision-makers follow suit and embed climate action in legislation and regulation.
- As renewable energy has become an affordable and feasible alternative to fossil fuels, it's time to actively phase out fossil fuels and deter polluters.
- We are regularly involved in the writing of position papers, we sign petitions, and we participate in demonstrations. Usually, we do so as a part of wider coalitions.

During the Covid pandemic, we supported numerous initiatives asking for a green recovery.

We participate in the Fridays For Future demonstrations, almost every week.

Many of the Climate Fund projects that we finance include an advocacy part. The installations that we finance are used to show the potential of renewable energy to local decision-makers.

We co-authored and/or signed tens of letters against new fossil fuel projects and endorsed the Fossil Fuel Non-Proliferation Treaty initiative.

In 2015, we supported many activities in support of the first Finnish Climate law and in 2016 we supported the energy transition campaign.

Together with Climate Action Network Europe and many others, we campaigned for a drastic increase of the EU renewable energy targets.



It's time for a **Fossil Fuel Non-Proliferation Treaty.**

Endorse at fossilfuel treaty.org



Much of our work consists of promoting sustainable production and consumption.



EKOenergy's commitment to promoting renewable energy is recognised as an Energy Compact under the UN Energy programme.



10 YEARS OF... realising the SDGs

- Our label is a tool to contribute to the implementation of multiple UN Sustainable Development Goals (SDGs).
- There are many direct links between our activities and the SDGs, in particular SDG 7 (Clean and affordable energy), SDG 13 (Climate Action) and SDG 15 (Life on land).
- The projects we finance via our Climate Fund also have many links with SDGs such as SDG 1 (End poverty), SDG 2 (Zero Hunger), and SDG 3 (Good Health and Well-Being).

EKOenergy's criteria take biodiversity into account. Our ecolabel enables us to raise issues regarding nature protection in our interactions with buyers and energy companies.

Out of the 79 Climate Fund projects that we financed, 14 contribute to SDG 1, 13 to SDG 2 and 49 to SDG 3.

The UN Department for Economic and Social Affairs highlighted EKOenergy's work in their publication about good examples of SDG implementation in 2020.

All our activities relate to climate action. We promote climate-friendly energy, cooperate with other members of Climate Action Network Europe, and join in demonstrations.



FIRST EDITION

SDG Good Practices

A compilation of success stories and lessons learned in SDG implementation

16 of the projects that we financed had a direct positive impact on gender equality.

By functioning as a bridge between NGOs, energy companies and consumers, we build partnerships for the goals.



Department of Economic and Social Affairs

In 2015, the Greenhouse Gas Protocol referred to EKOenergy in its Scope 2 Guidance. Texts of CDP and the RE100 call EKOenergy a good solution too.

EKOenergy was one of the "100 Projects for the Climate", an initiative of the French Ministry of the Environment, Energy, and Sea in 2016. The award ceremony took place at the Embassy of France in Finland on Biodiversity Day 2017.



10 YEARS OF... growing recognition

- Over the years, we have received a lot of positive feedback. The growing group of EKOenergy consumers and authorised sellers shows that EKOenergy's work is noticed and appreciated, which encourages us to continue on the path that we have chosen.
- We are particularly proud that we have been nominated or selected for prestigious awards several times.
- We also really appreciate that several respected standards and organisations refer to our work.

EKOenergy was nominated for the Environment Award of the Nordic Council of Ministers in 2019.

Other ecolabels, such as the Nordic ecolabel, LEED and Green Key refer to EKOenergy in their own criteria.

In 2020, the EU Parliament awarded us the European Citizen's Prize.

Merve Güngör from EKOenergy's Secretariat was a finalist for the Young Energy Trailblazer category of the EU Sustainable Energy Award in 2021.

In 2016, we won the Taten für Morgen award from the German Council for Sustainable Development.

We got the Good100 PremaGyan Award at GoodFestival in Switzerland in 2016

In 2018, our "EKOenergy for breweries" campaign was a finalist of the EU Sustainable Energy Award competition (category Young Energy Leaders).



We moderated workshops on the sourcing of green power at the Green-Build Conference in 2018 and 2019

We talked about Scope 2 Accounting (Greenhouse Gas Protocol) at the 'Spring meetings' of CDP in 2017.

We presented at the Bischoff und Ditze Energy Conference in 2016 and 2018.



10 YEARS OF... conferences and events

- Most of EKOenergy's work happens from our office in Helsinki, or from the offices of our partners and authorised sellers. But from time to time we participate in select events, where we can meet a lot of relevant stakeholders.
- To increase our impact, we regularly participate as a supporting organisation or as a speaker.
- We often participate in events virtually too, which helps us avoid emissions from travelling.

We are always eager to participate in webinars organised by EKOenergy's authorised sellers.

We presented our work at the German Guarantee of Origin Days in 2018.

We spoke at tens of events in Helsinki, where our office is located, e.g. on workshops organised by Finnish Business & Society in 2013 and 2016.

We have participated in all editions of the REC Market Meeting, have been a speaker almost every year, and have been a supporting association since 2018.

We gave a presentation at the RE-Users Summit 2020 in Tokyo.

We have been one of the supporting organisations of the annual RE-Source Conference (Amsterdam) since 2018.

We spoke at the International Renewable Energy Conference, in Seoul, in 2019.

We were involved in various editions of the Corporate Energy Series, in 2018 and 2019.



We take time to enjoy nearby nature.



Most of our activities take place from our office in Helsinki. We actively avoid unnecessary travel.



10 YEARS OF...

reducing our own environmental impact

- We do all we can to reduce the ecological impact of our activities.
- Environmental sustainability is an important requirement when we purchase goods or services.



Our office participates in EcoCompass, a programme to help organisations become more sustainable.



Our office work is mainly paperless.

Our servers and website run on renewable energy.

In 2022, we travelled over land from Helsinki to the RE-Source conference in Amsterdam.

Between 2017 and 2020, the volunteers at our secretariat formed a cooking club and prepared a vegan lunch each day.



In the past few years, our team participated in various garbage collecting activities.

We calculate the carbon emissions of our activities and for the last four years, we have compensated these with contributions to carbon reduction projects.



Our employees and volunteers come by bike or public transport (metro) to work.