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## SWITCH TO EKOenergy

### A NETWORK AND AN ECOLABEL

EKOenergy is the international ecolabel for electricity. Electricity sold with the EKOenergy label fulfills strict environmental criteria and raises funds for new renewable energy projects.

The label is a not-for-profit initiative of the EKOenergy Network, a group of 40 environmental organisations from 30 countries.

### HELPING CONSUMERS TO MAKE A GOOD CHOICE

EKOenergy focuses on the promotion of renewable energy.

To help consumers choose climate-friendly and nature-friendly electricity, we developed the EKOenergy ecolabel for electricity (we don't sell electricity ourselves).

The criteria of our ecolabel are based on consultations with hundreds of key stakeholders and they are widely accepted.

### STRONG SUPPORT



LEED, an international standard for green buildings, recommends the use of EKOenergy labelled electricity. *“EKOenergy represents the best available option for the sustainable and additional consumption of renewable electricity within Europe.”*



The Greenhouse Gas Protocol is a worldwide standard for carbon accounting. The Guidance uses EKOenergy as an example of how companies could reduce their carbon footprint.



EKOenergy cooperates with Green-e, the American green electricity label.

*“Using EKOenergy ensures that we are buying sustainable electricity, which our customers appreciate. This helps us to be competitive in the green insulation market.”*  
*Pasi Typpö, CEO of Termex, producer of cellulose fibre insulation*

Find us on social media:



## EKOENERGY CRITERIA

**100% renewable:** Only electricity from renewable sources can be sold as EKOenergy. To track the origin of the electricity, EKOenergy uses the European Guarantees of Origin system.

**Sustainable and nature friendly:** We set strict sustainability criteria for power plants. We exclude non-European bio-mass. Hydropower can only be sold with our label after consultation with local environmental organisations.

**Correct information:** Conscious consumers want to know more about the electricity they buy. EKOenergy consumers get correct information about where and how their electricity has been produced.

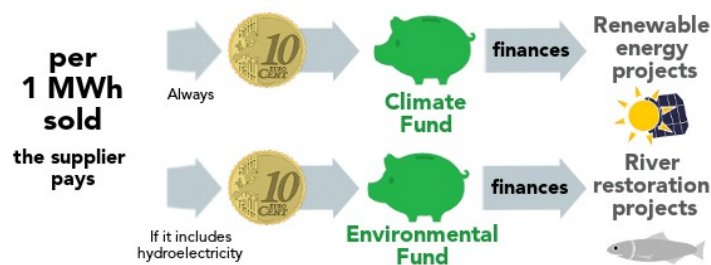
**Funding climate projects and river restoration:** EKOenergy suppliers pay contributions to our Climate Fund and, for hydropower, also to our Environmental Fund. This money finances renewable energy and environmental projects.

Our label guarantees consumers that they can be proud of the electricity they choose to buy. Consumers of EKOenergy can use the label in their communication e.g. on products produced with EKOenergy.

## HELPING CONSUMERS TO MAKE A DIFFERENCE

EKOenergy unites thousands of consumers. Together we are able to ask suppliers for the best electricity deals, which respect the climate and the environment, while at a fair price.

EKOenergy's Funds ensure consumer choices bring about real changes.



The contributions of 2014 and 2015 are going to solar projects in schools in Tanzania, Cameroon and Indonesia.

We used the first €50,000 of the Environmental Fund for a project to bring trout and European crayfish back to the River Murrnjoki in Finland.

## DID YOU KNOW...

- ← We started in early 2013 and we are rapidly spreading across Europe.
- ← Our first consumers include Norwegian cloud service provider **Jottacloud**, the Finnish chocolate factory **Brunberg** and the Finnish shops of **The Body Shop**.
- ← We have licensed sellers in 10 countries. They are able to sell all over Europe.
- ← We made a comic about renewable energy, which is downloadable from our website.
- ← We are a proud supporter of the "Global 100% Renewable Energy" campaign.

*We look forward to having you on board!*