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# SWITCH TO EKOenergy

## A NETWORK AND AN ECOLABEL

EKOenergy is the European 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 37 environmental organisations from 27 European countries.

## HELPING SUPPLIERS SELL A WIDELY RECOGNIZED PRODUCT

To help suppliers sell climate-friendly and nature-friendly electricity, we developed the EKOenergy ecolabel.

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. It is a joint product of the WRI and the WBCSD. The Greenhouse Gas Protocol 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:



## WHICH RENEWABLE ENERGY QUALIFIES?

EKOenergy doesn't certify power plants. We set criteria on the origin of the electricity we certify. Only electricity from power plants that fulfil the criteria can be sold as EKOenergy.

We differentiate between three categories of power plants:

- ← A lot of production units are automatically accepted, e.g. wind power, geothermal & solar power, if they are not located in protected areas. Also electricity from hydropower plants certified by NatureMade Star and Ch2oice, qualifies for EKOenergy.
- ← Some production is automatically excluded, e.g. production based on non-European biomass, or production using roots and trunks
- ← All remaining facilities have to be approved by the EKOenergy Board. The approval process is free of cost. The procedure depends on the type of power plant, but we always involve local stakeholders. Contact us for more information.

## 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 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.

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.

**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:** Money from sales goes to our Climate Fund and, in the case of hydropower, also to our Environmental Fund. This money is used to finance new renewable energy and environmental projects.

## DID YOU KNOW....

- ← We started in early 2013 and we are rapidly spreading over 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.

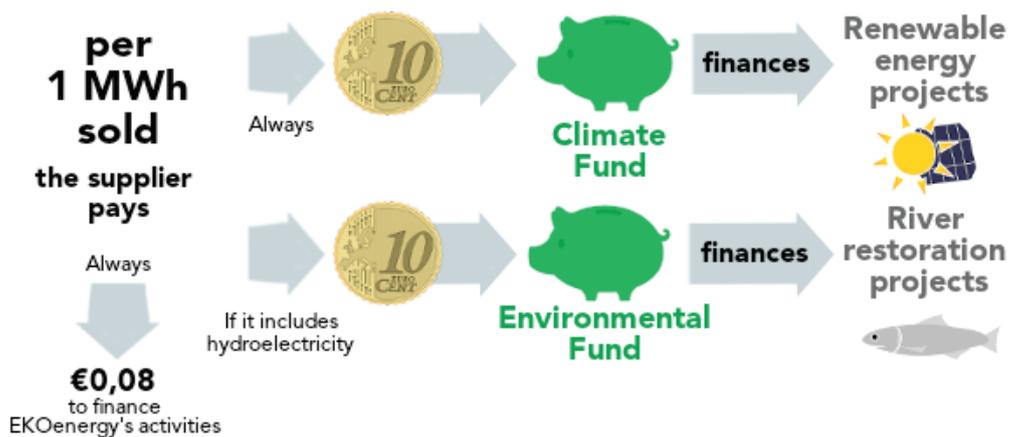
## HOW TO SELL EKOenergy

Companies can sell EKOenergy labelled electricity to consumers if they have signed the EKOenergy Licence Agreement. We have 2 different Licence Agreements: one for electricity suppliers, and one for sellers of GOs and other tracking instruments.

Signing the Licence Agreement is free of cost. All EKOenergy fees and contributions are based on volume of EKOenergy sold.

For each MWh of EKOenergy sold, the supplier pays at least €0.10 to the EKOenergy **Climate Fund**. The money is used to finance renewable energy projects. The contributions of 2014 and 2015 are going to solar projects in schools in Tanzania, Cameroon and Indonesia.

For each MWh of EKOenergy hydropower sold, an additional contribution of at least €0.10 goes to the EKOenergy **Environmental Fund**. This Fund is used to finance river restoration projects. We used the first €50,000 of the Fund in a project to bring trout and European crayfish back to the River Murrnjoki in Finland.



## YOUR OWN PROJECT

Until now, all contributions from the Climate and Environmental Funds are pooled at European level; Projects are selected via an international selection procedure, with input from consumers, sellers and other relevant stakeholders.

Would you prefer that the contributions of your consumers go to an 'own project'? This is possible. We welcome your proposals and ideas.

*Contact us for more information!*