



ANNUAL REPORT

EKOenergy ecolabel in 2023

TOGETHER WE ARE UNSTOPPABLE

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INTRODUCTION: DEEDS, NOT WORDS

At the recent COP28 climate conference in Dubai, nations have finally agreed to move away from fossil fuels. That's a remarkable step forward, especially considering the presence of over 2400 fossil fuel lobbyists at the conference and the OPEC urging member states to reject any agreement targeting fossil fuels.

At EKOenergy, we will use all opportunities to remind politicians of the commitments they have made. At the same time, we continue our work to promote renewable energy. "Deeds, not words" says our mission statement. Our label is a concrete tool for individuals, companies, and public entities to transition away from fossil fuels and help others do the same. This report is full of inspiring stories and achievements, all of these small but hopeful victories in the transition to 100% renewable energy.

EKOenergy consumers are inspiring others, and that helps us grow year after year. We funded more Climate Fund projects than ever before, we supported the #Renewable4Ukraine campaign, we continue automating our processes to enable more consumers to switch to EKOenergy faster, and much more!

If you aren't an EKOenergy user yet, we invite you to become one. If you are using EKOenergy-labelled electricity already, thanks so much, and feel free to inform your audience about it. And for those who want to do even more, remember that the EKOenergy ecolabel is also available for gas and heat and that we welcome additional funding for our Climate and Environmental Fund. Everyone is welcome, and everyone is needed. Together, we can and will phase out fossil fuels fast, fair, and forever.

Steven Vanholme on behalf of EKOenergy's Secretariat



1. A DECADE OF EKOENERGY - THANKS FOR YOUR ONGOING SUPPORT

In 2023, we celebrated a significant milestone — the 10th anniversary of EKOenergy. Throughout this memorable year, we regularly reflected on the past decade. We have been part of many climate and renewable energy campaigns, we have been at the forefront in promoting consumer involvement through reliably tracked renewable energy, we have gradually expanded our network of authorised sellers, now able to offer EKOenergy-labelled energy in almost 100 countries, and much more.



Our foundational principles, which remain as relevant today as they were a decade ago, include:

- The science-based conviction that 100% renewable energy is both technically viable and economically optimal. Let's just do it.
- Respect for nature: The fast deployment of renewable energy can happen in harmony with nature!
- A collaborative approach, advocating not to reinvent the wheel but to cooperate and inspire others to take extra steps, instrumental in accelerating the energy transition.
- A governance model rooted in transparency and active involvement.





EKOenergy's pragmatic approach, easily recognisable logo, and easily understandable criteria have played a crucial role in our growth and development, but our success is due in no small part to the support of so many of you. In this annual report, we want to thank in particular the following partners and supporters:

- *The Finnish Association for Nature Conservation* - They have hosted EKOenergy's secretariat from the beginning, guaranteeing us a stable working environment and providing us with all the needed infrastructure and invaluable moral support throughout our journey.
- *The Finnish National Agency for Education (Opetushallitus) and the EU Solidarity Corps Programme* - Over the past 10 years, they have enabled us to host 83 long-term volunteers, helping us reach out to stakeholders in multiple languages. This year, we hosted a total of 14 European Solidarity Corps volunteers. See Chapter 14 of this report for more information.
- *RECS Energy Certificate Association* - They are regularly providing us with opportunities to share our news with their members. This year, we had the pleasure of being involved in organising their annual REC Market Meeting conference again. See Chapter 7 of this report for more information.
- *CAN Europe and other environmental NGOs* - They are helping us stay informed about European and international developments in the field of climate, energy, and biodiversity policy.
- *Our authorised sellers and the growing community of EKOenergy users* - Your growing numbers give us the resources and energy we need to continuously increase our impact and improve our processes.

10 years of EKOenergy, thanks to a growing community of EKOenergy users

We regularly highlight and thank EKOenergy users in our communication. We wouldn't be where we are now without all kinds of consumers choosing EKOenergy in many parts of the world. Here are 3 of the consumers that we highlighted in 2023.

- We celebrated Kupilka, a Finnish family-owned company that produces environmentally friendly cups, plates, and cutlery from natural fibre composite material. They have been using eco-labelled electricity since the liberalisation of the Finnish electricity market in 1998 and EKOenergy-labelled energy since 2013, the year our label was launched. Choosing the most sustainable electricity contract actively for 25 years is undoubtedly a remarkable record, not just in Finland but worldwide.



- We published an interview with the head of the technical department of St. Mary's Hospital Lacor from Gulu, Uganda. In 2022, they became the first user of on-site produced EKOenergy in Africa. Concrete examples such as this one help us bring a convincing story to many other consumers: EKOenergy is available worldwide and accessible to all kinds of consumers.
- We celebrated that the German multinational glass manufacturer SCHOTT received two German Sustainability Awards, one in the "Glass and Ceramic Industry" category and another as a transformation leader in the field of climate strategy. SCHOTT is a longtime user of EKOenergy-labelled electricity, worldwide, and we have got to know the company as a sincere trailblazer in many ways. SCHOTT is also the first company to close a PPA (Power Purchase Agreement) for EKOenergy-labelled electricity outside Europe. Read more about it on page 13.



2. ENHANCING LEADERSHIP AND THE REALISATION OF SDGS IN 2023

EKOenergy's vision and mission statement articulate our aspiration for *"a world where energy is generated and consumed sustainably - where humans live with respect for nature and biodiversity, and where the UN Sustainable Development Goals (SDGs) have been met."*

As the world faces a rapidly warming and destabilised climate, the progress towards implementing these Goals is increasingly off-track. Renewables can and must play a pivotal role in addressing the climate crisis and supporting the UN's global goals.

EKOenergy's staff and volunteers work diligently every day to make this happen. In our publications, we regularly make a clear link between our activities and achievements and specific sustainable development goals.



EKOenergy's objectives have received official recognition as an Energy Compact under the UN-Energy Programme. Energy Compacts are voluntary, trackable commitments launched at the High-Level Dialogue on Energy convened by the UN Secretary-General and are designed to spur action towards Sustainable Development Goal 7: Affordable and clean energy. EKOenergy's Energy Compact focuses particularly on:

- Funding renewable energy installations in low- and middle-income countries through our annually growing Climate Fund.
- Conducting regular awareness campaigns to promote the use of renewable energy, fostering a growing general interest in renewable energy.
- Expanding our network of authorised sellers.

Throughout 2023, we worked towards these goals in many ways and we are proud that we managed to exceed all growth targets of our energy compact.

We funded 21 renewable energy projects in low- and middle-income countries for a total sum of more than one million euros. We set up the EKOappetite campaign, targeting companies in the food sector. We were in daily contact with energy companies and energy consumers from all over the world and we welcomed 33 new authorised EKOenergy sellers.





EKOenergy ecolabel is explicitly cited as a good practice in UN DESA's publication "[SDG Good Practices: A Compilation of Success Stories and Lessons Learned in SDG Implementation](#)".

EKOenergy's work aligns with Sustainable Development Goals 7 (Affordable and clean energy), 12 (Sustainable consumption and production), and 13 (Climate action). Our focus on renewable energy meeting additional sustainability criteria fits well under SDG 15 (Life on land), while our collaboration with diverse stakeholders across a growing number of countries resonates with SDG 17 (Partnerships for the goals).

The pursuit of multiple Sustainable Development Goals also plays a role in the annual selection process of our Climate Fund projects. Many of the projects we fund directly contribute to the implementation of SDG 1 (No poverty), 2 (Zero hunger), 3 (Good health and well-being), 4 (Quality education), 5 (Gender equality) and 6 (Clean water and sanitation). Read more about this year's Climate Fund projects in chapter 8 of this report.

7 AFFORDABLE AND CLEAN ENERGY



We have been promoting renewable energy in meetings, conferences, open letters, and social media throughout the year. In addition, we have granted almost 1.2 million euros to promote solar energy in low- and middle-income countries, and 50,000 euros to promote renewable energy in Ukraine.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Our label is a tool to involve energy consumers and make it easier for them to switch to sustainably produced renewable energy. By using our label in their communication, EKOenergy consumers involve their own audience too. In 2023, we focused on companies in the food industry with our EKOappetite campaign.

13 CLIMATE ACTION



EKOenergy's main objectives are climate action and nature conservation. We firmly believe a fast transition to renewable energy is the most promising recipe to stop climate change. We strive to repeat that message daily in meetings, and once a week in front of the Parliament at the Fridays for Future demonstrations.

15 LIFE ON LAND



In 2023 we checked more than 1500 installations against our sustainability criteria. Each request gives us the opportunity to explain how the production of renewable energy can impact nature, and what can be done to mitigate that impact. Through our Environmental Fund, we granted €19,000 to a river restoration project in Sweden.

17 PARTNERSHIPS FOR THE GOALS



Our label functions as a bridge between energy consumers, energy consumers, environmental NGOs and other stakeholders. In 2023, 33 more energy companies and consultants became authorised EKOenergy sellers. We also partner with many nonprofit organisations and networks in various ways, as detailed in this report.



3. CONTINUOUS GROWTH AND IMPACT

EKOenergy's growth trajectory has remained consistent. As the visible impacts of the climate crisis drive more people to seek ways to support the energy transition and make a positive impact, more individuals and companies get interested in EKOenergy and our consumer base continues to expand.

Thanks to our ongoing efforts to streamline procedures and develop supporting materials in various languages, we manage to process increasing volumes of requests from all over the world.

- The 2023 audit, processing the EKOenergy-labelled volumes of 2022 went smoothly. Our growth rate exceeded 50% compared to the previous year. On average, EKOenergy's annual growth rate has been 40% between 2014 and 2023.
- In 2023, we welcomed 33 new authorised sellers from all inhabited continents. A testament to the growing interest in sustainable renewable energy.
- In June, we launched our EKOdirect module to streamline processes and support our authorised sellers. See also Chapter 5 of this report. The database of pre-approved installations contained 3,100 installations at the time of its launch, and this number grew to 4,600 pre-approved installations six months later.

Used in
80+
countries

Outreach in
10+
languages

Contacts in
50+
countries

33
new authorised
sellers

Continued
annual growth
rate of
+40%

Used by
20
of the RE100
companies



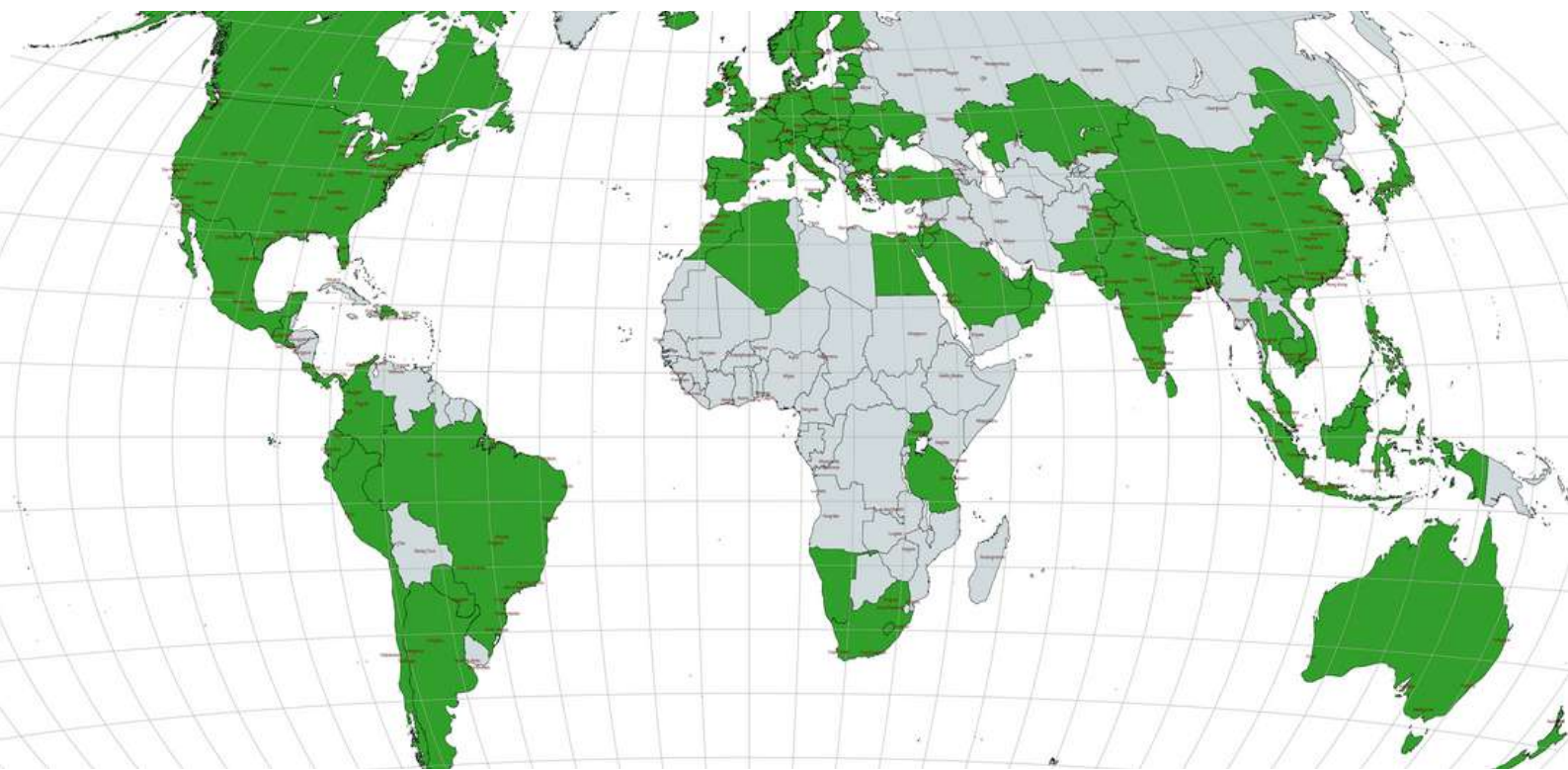


- At least 20 of the RE100 companies, including companies such as Microsoft, SAP, P&G (Pampers), and Workday, used EKOenergy-labelled electricity in at least one of the markets where they operate. Their choice considerably reinforces our global impact.
- Our international expansion continues in parallel with the development of renewable energy markets worldwide. We cooperate with the I-REC Standard Foundation to promote awareness about the relevance of reliable tracking in an increasing number of countries. At the same time, the Association of Issuing Bodies is extending the European Guarantee of Origin system to Eastern Europe and the Caucasus, making EKOenergy now available in countries such as Serbia and Georgia too.

- Additionally, understanding of EKOenergy's role and value is growing amongst consumers of renewable electricity tracked with TIGR certificates, Australian LGCs (Large-scale Generation Certificates), Japanese J-Credits, and NFC certificates (Non-Fossil Certificates), and T-RECs (Taiwanese RECs).
- We continued our efforts to promote EKOenergy to users of on-site produced solar power in many countries

The growing number of consumers and EKOenergy-labelled energy volumes empower us to create more impact each year, particularly evident through our Climate Fund. In 2023, we funded a record 21 solar projects on three continents, including two multi-annual projects, as detailed in Chapter 8.

Less visibly, but at least as relevant, the increased demand for EKOenergy provides us with additional opportunities to engage with energy companies and large energy consumers. These interactions allow us to explain our objectives and criteria, emphasising the importance of reliable tracking, avoidance of double counting, nature protection, climate action, international solidarity, and more.



We are honoured to have Microsoft among the growing number of EKOenergy users

Microsoft purchases EKOenergy-labelled energy attribute certificates (EACs) for a portion of its electricity consumption. Its choice of EKOenergy-labelled EACs enables them to make a positive impact not only on the climate but also on off-grid communities in low- and middle-income countries.

In 2023, Microsoft's choice of EKOenergy enabled us to select and fund a long-term solar project in Kenya. The project will bring solar power to fishing communities on the island of Lake Victoria in Kenya. This will allow them to purify water and make ice for cold storage. Access to affordable and safe drinking water will help combat water-borne diseases such as typhoid, which is an ongoing problem in the region.

The availability of ice at an affordable rate will ensure better preservation of fish catches and increase the profit margin of subsistence fishers. Using a market-systems approach, this project will be financially sustainable, making it a highly replicable concept for other off-grid fishing communities. The revenue generated from drinking water and ice sales will pay for the labour required to run the system and manage the business and is also expected to contribute to associated overheads and a repair and maintenance fund.

The UK-based organisation NGO Renewable World and their Kenyan partner will implement the project in partnership with community stakeholders.



4. AVAILABLE GLOBALLY, THANKS TO AUTHORISED EKOENERGY SELLERS

Did you know that nowadays, every second, an average of 350 kWh of EKOenergy-labelled energy is utilised worldwide? That makes 20 MWh per minute, thanks to the actions and decisions of thousands of individuals, organisations, and businesses spanning more than 80 countries!

While we are working hard to increase consumers' awareness of our label in many ways, including through direct outreach, we wouldn't be able to offer anything concrete without the efforts of our growing network of authorised sellers.

Here are a few examples illustrating how EKOenergy has been embraced by energy sellers and across the globe in 2023.

- We welcomed our first authorised sellers from Cameroon and Pakistan: installers of solar systems interested in giving their clients a chance to use EKOenergy-labelled solar power.
- Gesternova, an authorised EKOenergy seller in Spain, organised a "month of EKOenergy" again. Throughout the entire month of October, Gesternova and its sales agents dedicated their efforts to promoting EKOenergy-labelled electricity through various channels. This included featuring EKOenergy and EKOenergy's achievements on its homepage, blog, and social media platforms, offering new clients a contract for EKOenergy-labelled electricity at no additional cost, reaching out to the media, and more!

Mes de EKOenergía

Contrata las mejores tarifas de luz con energía 100% renovable y ahora con la etiqueta EKOenergía incluida.

¡Contrátalas aquí!

- The Finnish energy supplier Hehku Energia renewed their website and added a very clear and attractive page about their EKOenergy-labelled renewable energy contracts.
- In Belgium, energy supplier Elegant has made EKOenergy-labelled electricity easily available for consumers of all sizes. In June, they launched BE Nature, an EKOenergy-labelled electricity tariff that they promote in cooperation with Natuurpunt, the largest Belgian nature conservation organisation.
- Quantica (Hanwha Group), a Spanish solar installer and authorised EKOenergy seller, has consistently included the EKOenergy label in all their contracts for the past two years. This means that households, companies, and municipalities purchasing solar installations from Quantica receive their on-site produced energy as EKOenergy. It is an impressive strategy with excellent results, and we extend our gratitude to Quantica!
- Órigo Energia became the first Brazilian energy company to offer EKOenergy to its clients.



Doe mee(r) voor de natuur

Ontdek BE Nature, het enige Belgische energieproduct met het EKOenergy-label:

- Goedkoop
- Natuurpunt plant 5 bomen per aansluiting
- 100% Belgische & hernieuwbare energie



origo energia

EKOenergia

EKOenergy-labelled electricity through PPAs

A Power Purchase Agreement (PPA) is a long-term supply agreement between an energy producer and a large energy consumer, fostering predictability, stability, and risk reduction associated with financing and operating power plants. Also when procuring energy via a PPA, there are many compelling reasons to have your megawatt-hours EKOenergy-labelled!

- Glass manufacturer SCHOTT secured a PPA with energy company CleanMax for the supply of EKOenergy-labelled wind and solar power in India.
- The Iliad Group, a major telecom company operating in France, Italy, Poland, and Ireland, closed a PPA with Engie Green for the procurement of EKOenergy-labelled solar power in France. Over the next 15 years, the Iliad Group will acquire EKOenergy-labelled electricity generated by the Labrit solar farm in the Landes region of France.



EKOenergy Awards 2023 for authorised sellers 3Degrees and Gesternova

Through our annual EKOenergy awards, we highlight some of the achievements our sellers recorded in the previous years.

EKOenergy's Ivy Award: This award recognises an authorised seller who has demonstrated exceptional efforts in promoting EKOenergy-labelled energy. The EKOenergy Ivy Award 2023 was awarded to Gesternova Energía, a Spanish energy supplier. Gesternova made a lot of efforts to increase the visibility of our label in 2022. In addition to launching an EKOenergy-labelled green tariff and a dedicated webpage, they announced October as the “month of EKOenergy” and promoted EKOenergy-labelled electricity throughout the month.

EKOenergy's Bamboo Award: This award is presented to the authorised seller achieving the highest growth rate of EKOenergy-labelled sales in the past year.

EKOenergy's Oak Award: This award acknowledges the company that has sold the largest volumes of EKOenergy-labelled energy in the past year.

In a remarkable feat, both EKOenergy's Oak and Bamboo Awards 2023 were clinched by 3Degrees, a global sustainability consultancy and service provider. Congratulations!



5. ADVANCEMENTS IN OUR TOOLS AND PROCESSES

Throughout 2023, we continued to strengthen our brand, grow the Secretariat's staff, and streamline our processes.

- Substantial investments were made to protect our logo, expanding its coverage to an increasing number of locations. We successfully registered our logo in all new markets where EKOenergy became active.
- A Climate Fund Coordinator joined the Secretariat in January. As EKOenergy grows, so does our Climate Fund. The Climate Fund Coordinator organises the project selection, maintains contact with the grantees, monitors their project implementation, and prepares the Fund for further growth.
- We recruited a Marketing Coordinator and he joined the team in September. His task is to streamline our marketing efforts and support our authorised sellers to sell EKOenergy-labelled electricity. For now, his focus is on the Nordic countries.
- We have opened a position for a B2B Key Account manager and hope to finalise the recruitment process in early 2024.
- EKOenergy remains committed to interaction and coordination with other standards and organisations, such as the I-REC Standard Foundation, the Greenhouse Gas Protocol (WRI), CDP, the RECS Energy Certificate Association, and Green Key. This collaborative effort ensures mutual learning and compatibility with the latest industry developments.



Launch of the EKOdirect module

We launched EKOdirect (EKOenergy's Digital Impactful Renewable Energy Consumption Tracker), an online module designed to effectively manage the increasing volumes of EKOenergy-labelled energy and facilitate the work of our authorised sellers.

EKOdirect is built by the Amsterdam-based software developer CerQlar and will be constantly improved and developed. The module already contains a database of more than 4600 pre-approved renewable energy installations, i.e., installations that can be used by our authorised sellers when they sell EKOenergy-labelled volumes. In 2024, more functionalities will be added to the EKOdirect module. We are currently working on automating the generation of the EKOenergy proofs, which serve as evidence to consumers that their volumes have the EKOenergy label.

Already 30 of EKOenergy's authorised sellers have activated their EKOdirect accounts!



Welcome to EKOdirect!

Powered by CerQlar

We are excited to have you on board.



6. ECOLABELS AND GREEN CLAIMS

As global environmental consciousness grows, concerns regarding the reliability of green claims have become more pronounced. Addressing this issue, the European Parliament and Council have reached a provisional agreement on a new Directive (law) aimed at prohibiting deceptive advertisements and providing consumers with more accurate product information. Similar efforts are being made globally as sustainability communication faces heightened scrutiny. (law) aimed at prohibiting deceptive advertisements and providing consumers with more accurate product information. Similar efforts are being made globally as sustainability communication faces heightened scrutiny.

Amid this backdrop, it's reassuring to observe the increasing prominence of tracking systems such as I-RECs and Guarantees of Origin as reliable and fundamental tools for renewable energy reporting and communication. Corporate demand for I-RECs is rapidly increasing in Africa, Asia, and Latin America. In the EU, the new European Sustainability Reporting Standards. ESRS mandates clear contractual arrangements with suppliers, specifying that energy consumption *“shall only [be] considered as deriving from renewable sources if the origin of the purchased energy is clearly defined in the contractual arrangements with its suppliers ([...] market instruments like Guarantee of Origin from renewable sources, [...] etc.”*

Review of the Greenhouse Gas Protocol Scope 2 Guidance

The Greenhouse Gas Protocol Scope 2 Guidance establishes rules for reporting emissions from purchased electricity and heat. The World Resources Institute (WRI) manages the standard and has launched a public consultation to map necessary changes.

In our comments, we emphasise that we don't see a need for significant changes to the Scope 2 Guidance. The current text supports the transition to renewable energy in many ways, and this should not be compromised. We should focus on implementation now, not on additional theoretical discussions. EKOenergy's focus is on sharing and promoting best practices such as elaborating on Chapter 11 of the Scope 2 Guidance. We also continue to share easy-to-understand summaries of the text.



EKOenergy is an independent nonprofit ecolabel

Ecolabels, like EKOenergy, differ from other "green symbols" or claims in several key ways.

- Ecolabels are granted by impartial third parties and undergo independent assessments to verify their alignment with clear environmental standards.
- While requirements and product categories may vary, all standards address multiple environmental concerns. Ecolabels' criteria are achievable, verifiable, and measurable., and measurable.
- They are openly accessible for review and consistently updated to reflect environmental excellence.

At EKOenergy, we are proud to fulfill this role in the energy sector. We strive to comply fully with the requirements of ISO 14024 (Environmental labels and declarations - Type I environmental labeling). At the beginning of 2023, E&Y made a promising gap analysis of our efforts and progress toward reaching that goal.



We are witnessing a growing number of energy consumers who place their trust in our label every year. Also, modifications to the CDP Climate Change 2023 Questionnaire for RE100 companies reflect the importance of third-party endorsements. The questionnaire now explicitly asks if the responding company uses "supplementary voluntary labels linked to the procurement of renewable electricity", such as the EKOenergy label and it is encouraging to see a page dedicated to "Use of additional, voluntary labels in the procurement of renewable electricity" in the RE100's 2022 Annual Disclosure Report: [*Driving renewables in a time of change.*](#)



7. OUTREACH AND CAMPAIGNS

At the core of our mission lies the commitment to facilitate the transition to renewable energy, making it not only easier but also more impactful. We strive to inspire consumers of all sizes, across various sectors, consumption volumes, and geographical locations to choose sustainably produced renewable energy.

Through our label, consumers have the opportunity to take additional steps and contribute to our ongoing efforts towards a sustainable world where energy is generated and consumed with respect for nature, biodiversity, and the achievement of the UN Sustainable Development Goals.

In 2023, we continued our efforts to raise awareness of renewable energy in general and EKOenergy-labelled energy in particular through email campaigns, bilateral meetings, publications, and participation in events.

With support from our consumers, we organise renewable energy campaigns, such as the sector-specific EKOappetite initiative targeting the food industry.



Our newly launched outreach campaign, EKOappetite, aims to inform companies in the food industry about the possibility of choosing sustainable renewable energy, encouraging them to switch to EKOenergy-labelled electricity and advocate their sustainable choices.

- We reached out to 100s of food companies, in eight languages.
- EKOenergy user Pita Factory, based in Finland, proudly added our logo to their packages, stating on their website, "Clean, local and responsibly produced food is our pride and joy." This aligns seamlessly with EKOenergy's values!
- As part of the campaign, we interviewed Anna Wikholm, the brand manager at 3 Kaveria, an ice-cream manufacturer using 100% ecolabelled electricity. According to Anna, *"One of our founders is really informed about energy issues. He wants to be proud of his work and when he can take action and make an impact, he does what he can. Our company started using renewable energy because we want to be proud of what we do in every aspect. And in the field of energy production, EKOenergy is a mark of quality we trust."* We are thrilled to see more and more companies like 3 Kaveria making the switch to sustainable energy, and we hope our campaign will further encourage this trend.

EKOAPPETITE

HUNGRY FOR RENEWABLES

- OUR NON-PROFIT EKOENERGY LABEL HELPS YOU ACHIEVE MORE WITH YOUR CHOICE OF RENEWABLES
- EKOENERGY-LABELLED ENERGY IS GLOBALLY AVAILABLE AND ENVIRONMENTALLY FRIENDLY
- USING EKOENERGY BRINGS ABOUT NEW GREEN ENERGY PROJECTS IN DEVELOPING COUNTRIES

HOW TO SPICE UP YOUR FOOD WITH EKOenergy?

ASK YOUR ENERGY SUPPLIER FOR EKOENERGY
YOU CAN USE EKOENERGY-LABELLED RENEWABLES WITH EVERY AVAILABLE METHOD FOR PURCHASING ENERGY.

SWITCH TO EKOENERGY TO MAKE AN EXTRA IMPACT
EKOENERGY-LABELLED ENERGY FULFILLS ADDITIONAL SUSTAINABILITY CRITERIA AND FINANCES PROJECTS TO COMBAT ENERGY POVERTY

BY USING EKOENERGY YOU ADDRESS MULTIPLE SUSTAINABLE DEVELOPMENT GOALS

INSPIRE OTHERS WITH YOUR LEADERSHIP!
YOU CAN INSPIRE OTHERS IN YOUR SECTOR AND YOUR CLIENTS TO MAKE CLIMATE-FRIENDLY CHOICES BY SHOWCASING YOUR EKOENERGY USE. COMMUNICATE YOUR CHOICE BY USING THE EKOENERGY LOGO.

HUNGRY FOR RENEWABLES



As every year, we actively participated in various industry events and conferences, virtually and in person. The largest events we actively support and participate in are the annual REC Market Meeting and the RE-Source conference.

- We were involved in the organisation of the C-stream sessions of the REC Market Meeting conference. These sessions focus on basic information about tracking systems and highlight new developments in the field of energy tracking. The 2023 REC Market Meeting took place on the 25th and 26th of April in Amsterdam. The event drew over 500 attendees, including many of our authorised sellers, and we were honoured that several speakers referred to our ecolabel as a good and pragmatic tool to create additional positive impact.
- We were an Association Partner of the RE-Source conference this year too. The conference took place on the 26th and 27th of October in Amsterdam and drew more than 1400 participants, including over 350 corporate buyers. It was a unique opportunity to delve into the latest developments in sourcing renewable energy, with a special emphasis on PPAs (Power Purchase Agreements), and it was nice to meet with many of our authorised sellers and several of the EKOenergy users.

Overall, our takeaways from these conferences and events underscore the continuous growth in interest in renewable energy, coupled with an increasing demand for additional requirements from companies. Additionally, an influx of new players in the renewable energy sphere was evident at these events, which is an exciting development!



8. RENEWABLE ENERGY PROJECTS WE FUNDED IN 2023

Since the start of our activities in 2013, EKOenergy's Climate Fund has granted a total of €2,915,945.70 for 99 new renewable energy projects. You can find an overview of all funded projects on the [Climate Fund page](#) of EKOenergy's website.

In 2023, EKOenergy made a significant impact by funding 21 renewable energy projects.

The contribution made by EKOenergy consumers of all sizes (€0.10/MWh) is entirely distributed to experienced organisations, to fund new renewable energy projects that provide reliable and affordable electricity to priority communities in low- and middle-income countries.

Every cent from EKOenergy's Climate Fund is directed to organisations that coordinate projects in collaboration with their local partners. No funds are diverted to cover the administration, development, or communications expenses of the Climate Fund, ensuring your contribution goes where it matters most.

These comprehensive projects, coordinated by experienced organisations, extend beyond installations by contributing to the realisation of multiple Sustainable Development Goals (SDGs). EKOenergy further enhanced the impact of its Climate Fund in 2023 by introducing multiyear funding through closed calls.

21
new
Climate Fund
projects

Almost
1.2
million €
granted

16
countries,
3
continents

12
new
Climate Stories
leaflets

Our first
2
multiannual
projects



In January, EKOenergy granted €313,581 to the project "Using Renewable Energy to Transform Fishing Livelihoods" (RE4ICE) by Renewable World, benefiting fishing communities across Lake Victoria, Kenya. In the project's initial phase, Renewable World, in collaboration with social enterprise Adili Solar Hubs, will use solar energy to provide affordable ice and purified water (300kg of ice and 3,000 litres of water daily). This addresses water-borne diseases and can boost the profit margins of subsistence fishers. In the next phase, the project will introduce additional clean technology solutions based on the communities' feedback.



Meanwhile, in December, EKOenergy finalised another multiyear funding decision, totaling €319,116, for the UK-registered charity Practical Action and its "Solar Empowerment for Farmers in Bolivia" (SOL4FARM) project in Bolivia. In the upcoming 3.5 years, this project will supply solar systems and irrigation infrastructure to 10 communities near Lake Titicaca, benefitting 280 households. The solar power systems will be tailored to each community's needs (ranging from 3 to 8.5 kWp), and the irrigation systems will feature tanks and pumps. This project indirectly benefits around 68,000 people who depend on the success of the cultivated crops.



In addition to the above-mentioned long-term projects, EKOenergy funded 15 short-term renewable energy projects, selected through an open call (December 2022 - February 2023). The projects are located in 13 different low- and middle-income countries, including India, Cambodia, Madagascar and Tanzania. The total granted sum was €482,190.

These short-term projects demonstrate significant diversity. Examples include the implementation of solar-powered refrigeration systems for fishing communities in the Bolivian Amazon and farmers in Liberia. Other initiatives focus on installing solar-powered water pumps and irrigation systems, providing both irrigation and clean drinking water to help produce food in drought-affected regions and prevent waterborne illnesses.

We also continued to support the Siemenpui Foundation and its partners in Mali with €80,000. EKOenergy funded the installation of solar systems in 4 villages. These projects brought solar power to health clinics, schools, and women's gardens and also provided training in the maintenance of the systems.



Numerous off-grid communities, including their schools and households, are benefiting in many ways from the solar systems we fund. The installations serve not only for lighting and daily activities but also for generating income sources through reliable electricity. Additionally, EKOenergy's funding has created numerous green jobs, as many projects involve training individuals to manage and maintain solar installations.

Throughout the year, we share news and updates about ongoing projects.

- Almost all our newsletters contain an item with news about ongoing projects.
- We regularly post about the funding projects on our social media, especially on LinkedIn and Instagram, but also on X (Twitter) and Facebook.
- We published "Climate Stories" leaflets about almost all finished projects. These showcase the main outcomes and lessons learned from the funded projects. In 2023, we published 12 new Climate Stories.

Here are some of the photos we received in 2023 and that we shared via one or more of the above-mentioned channels in 2023.



9. RIVER PROTECTION EFFORTS WE SUPPORTED

In addition to our Climate Fund, EKOenergy also manages the Environmental Fund. For every MWh of EKOenergy-labelled hydropower, an additional contribution of €0.10 is allocated to that fund.

The Environmental Fund is specifically designed to fund meticulously selected and impactful river restoration projects that address, mitigate, or alleviate the environmental impacts associated with hydropower. The funded projects are executed in countries where EKOenergy-labelled hydroelectricity has been consumed or sold.

In the summer of 2023, we initiated an open call, resulting in the decision to grant €19,000 to SportFiskarna, The Swedish Anglers Association, for their project *Hydromorphological and biological restoration in the Bordsjöbäcken*.

The Bordsjöbäcken brook is located in Jönköping County, in southern central Sweden, and is a part of the catchment area of the Motala River. The Swedish Anglers Association has worked in and near the Bordsjöbäcken brook for several years, focusing on restoring habitats and conserving species. Various parts of the river have been restored, but much more work still needs to be done. Among the species that will benefit from the project are freshwater pearl mussel, trout, and otter.

Building on this success, EKOenergy launched another call for proposals in mid-December 2023, with the aim of funding 2-3 projects of a similar scale in 2024.



10. SOLIDARITY, NOT WAR - RENEWABLES FOR UKRAINE

We focused on Russia's illegal and cruel war in Ukraine this year again. We know this is far from the only war raging. It isn't the most hopeless war either. But it's a war intertwined with the world's energy policy and the West's dependence on fossil fuels. Russia's aggression is also targeting values that we consider cornerstones for environmental protection: solidarity, democratic participation, and respect. And it is a war where, mainly because of the many links between Ukraine and other countries where we are active, we can and must make a positive difference.

- Since the beginning of the invasion, we have welcomed Ukrainian volunteers to our Secretariat. With the financial support of the European Solidarity Corps, we have been able to host 5 long-term Ukrainian volunteers in Helsinki so far, 4 of these in 2023.
- We participated in various demonstrations and actions in support of Ukraine.
- We made an online presentation about the climate crisis, renewable energy and the work of our ecolabel to students of the Irpin Lyceum of Innovative Technologies (Ukraine).
- Tamara Soltys, a volunteer at EKOenergy's Secretariat wrote a short report about "[*Renewables in Ukraine - The impact of the Russian war against Ukraine on renewable energy transition*](#)".
- We joined a collective call for urgent measures in response to the destruction of the Kakhovka dam and other forms of ecocide. The dam's destruction has triggered a massive ecological catastrophe with far-reaching consequences



Since the beginning of Russia's full-scale invasion of Ukraine, we have granted in total €70,000 from our renewable energy campaign budget to the #renewables4ukraine campaign, a joint campaign of the GO100RE Network, the Ukrainian Wind Energy Association and the World Wind Energy Associations.

Part of our contribution is used to bring solar power to Ukrainian civil infrastructure such as schools and hospitals. The rest of the grant supports the advocacy work of local renewable energy organisations, in particular the Ukrainian Wind Energy Association. Through their work, they highlight the importance of a clean and sustainable reconstruction of Ukraine after the war. Solar and wind power, which can be deployed fast, are important to increase stability in Ukraine's power supplies now and should form the backbone of Ukraine's future energy system.



- At the end of 2022, we contributed €20,000. This grant was used at the beginning of 2023 for the deployment of two autonomous mobile solar stations with electricity storage. One for the Kozyntsi Outpatient Clinic of Family Medicine, in the Bucha district and the other for the Irpin Lyceum of Innovative Technologies. Additionally, the funding bolstered the advocacy endeavours of local renewable energy organisations, especially the Ukrainian Wind Energy Association.
- In May 2023, we granted €50,000 to the same campaign. A part of this funding has been used for the campaign and fundraising website. The local project partners are also preparing a larger solar project, for which they are seeking additional grants. We are looking forward to seeing the concrete results in 2024.



ІРПІНСЬКА МІСЬКА РАДА
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April 3, 2023

IRPIN CITY COUNCIL
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EKOenergy ecolabel
c/o Finnish Association for Nature Conservation
Itälähdenkatu 22 b, 00210 Helsinki, Finland

Steven Vanholme,
Programme Manager

LETTER OF GRATITUDE

Dear Steven!

On behalf of the Irpin city community, Irpin City Council expresses its deepest gratitude to the EKOenergy ecolabel for your strong support and help. Your solidarity with Ukraine is very important at this time.

As you know, our country is currently under continuous attacks from Russia, destroying our energy and water supply. Especially hospitals and educational institutions need urgently power.

In light of our situation, we do appreciate that EKOenergy ecolabel, WWEA and UWEA have provided the solar power sets which allow us to use certain medical equipment also in times of power interruptions and our schoolchildren can learn how to use renewable energy sources in their everyday lives

We thank you for showing in such way practical solidarity with the people in Ukraine, especially with those who need it most.

Two autonomous mobile solar stations with electricity storage have been delivered to Irpin local community: one system - to the Kozynetzka Family Medicine Outpatient Clinic in the village of Kozyntsi Bucha district, and the other one - to the Irpin Lyceum of Innovative Technologies "ILIT".

Thank you very much for your generous donation!
Thank you for staying with Ukraine and supporting Ukrainians!

Mayor of Irpin



City of Irpin,
2023

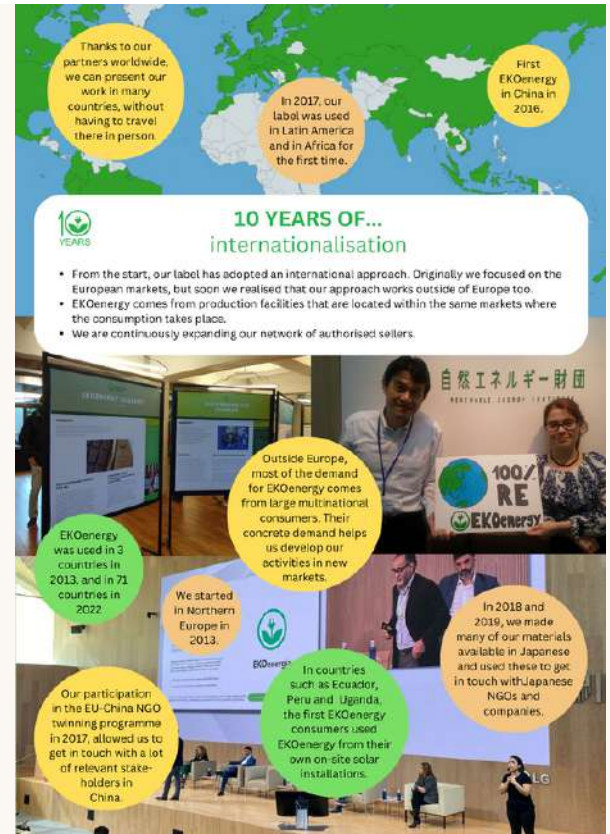
Oleksandr MARKUSHYN

11. NEW PUBLICATIONS

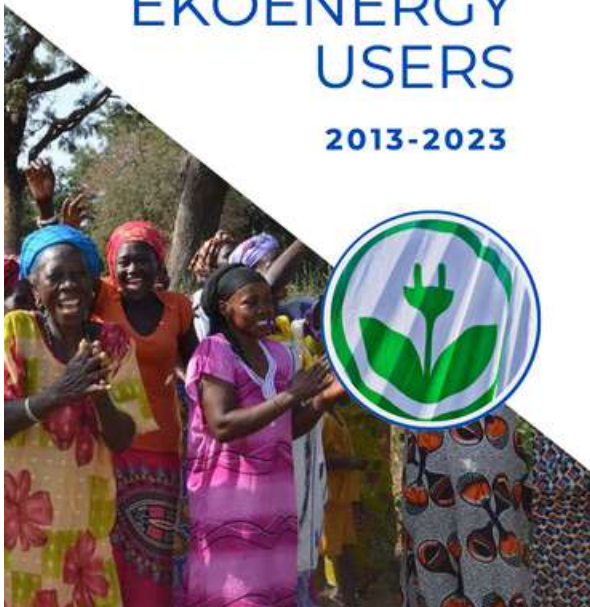
From March to June, we embarked on a reflective journey, publishing 20 fact sheets that delve into various aspects of our work, marking a decade of diverse and impactful climate action. The topics of the fact sheets include:

- 10 years of transparent decision-making,
- 10 years of productive cooperation,
- 10 years of renewable energy campaigns,
- 10 years of multilingual communication,
- 10 years of nature protection,
- 10 years of pioneering and leadership,
- 10 years of consistency and persistence,
- 10 years of internationalisation,
- 10 years of growth and development,
- 10 years of advocating for climate legislation,
- And more!

Access all these insightful sheets bundled into one convenient PDF: "[10 Years of Diverse and Impactful Climate Action](#)".



CONCRETE IMPACT MADE THANKS TO EKOENERGY USERS 2013-2023



Over the past decade, EKOenergy has transformed from an ambitious European initiative to an internationally recognised ecolabel for renewable energy, available across all continents and in more than 70 countries.

Our simple yet practical concept and easily understandable logo have played a crucial role, but none of our accomplishments would have been possible without our authorised sellers and consumers who trust our work by choosing EKOenergy-labelled energy.

In our latest publication, "[Concrete Impact Made Thanks to EKOenergy Users](#)", we give an overview of the reasons why a growing number of consumers choose EKOenergy, we explore the tangible impact of the EKOenergy label over the past decade, and we zoom in on the projects funded by our Climate Fund and our Environmental Fund.

Other publications include:

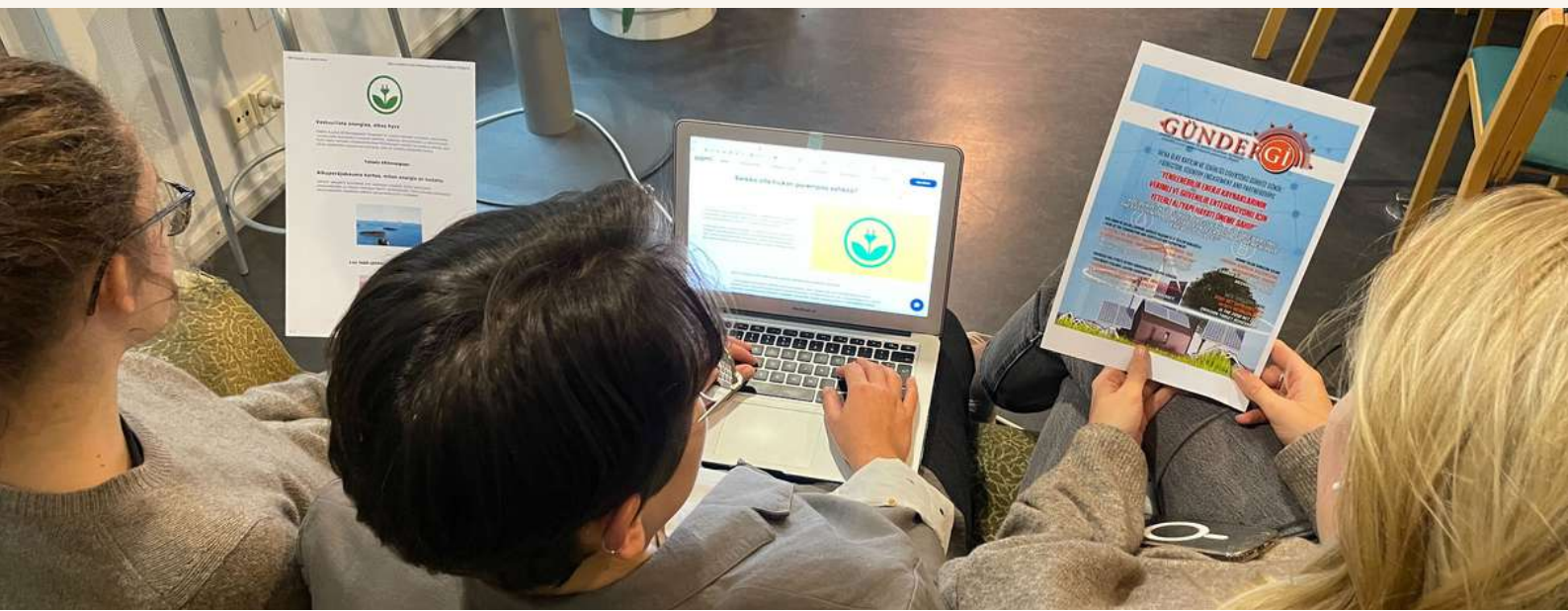
- Throughout the year we published 12 Climate Stories leaflets about solar projects that we previously funded through our Climate Fund. All leaflets can be found in the [Climate Fund section](#) of our website (see also page 24 of this report).
- We updated all language versions of our main slide shows and general leaflets. We added a lot of translations, especially in Polish, Portuguese, and Ukrainian. Check out the [“Leaflets and other downloadables”](#) page on our website.
- Tamara Soltys, a Ukrainian volunteer at our Secretariat between January and June, wrote [a short report about the impact of the Russian invasion on the transition to renewable energy in Ukraine](#) (see also page 26 of this report).
- EKOenergy is active on various social media. LinkedIn remains our main channel. We post 4 to 6 times per week on LinkedIn (288 posts in 2023) about various aspects of our work, and our posts got 166,000 unsponsored views. We are very active on Instagram too, with 3 to 5 posts per week (215 posts in 2023).
- We are gradually reducing our activity on other channels, in particular Facebook, X (Twitter), and Xing, for various reasons, but even on those we post several times per week.
- We sent a total of 14 newsletters in 2023. Each newsletter contains 6 to 9 news items covering various aspects of EKOenergy's work. All editions can be found on the [Newsletter Archive page](#) on our [website](#).
- We got the opportunity to present [a poster about our work](#) at the CAN (Climate Action Network) Europe General Assembly.
- CAN Europe also published a [blog about our Climate Fund](#), written by EKOenergy's Climate Fund Coordinator Laura Blomberg.
- Together with CAN (Climate Action Network) International, we made a short video about how and why our team of European Solidarity Corps volunteers promotes renewable energy. The video will be published in early 2024, as part of their “The World We Want” series.



12. INSIGHTS INTO EKOENERGY FROM VARIOUS PERSPECTIVES

Our success in achieving concrete results would not be possible without the invaluable support of many. A special thanks to all those who help us share our message of how consumers can accelerate the energy transition. Here are some examples from the past year.

- The Renewable Energy Institute, a global professional and educational body for the renewable energy sector, published an article about EKOenergy, written in cooperation with Merve Güngör from EKOenergy's Secretariat: "[Simplifying additional impact via a choice of renewable energy](#)". The article delves into how energy users make an extra positive impact by choosing EKOenergy.
- The Finnish energy supplier Oomi highlighted EKOenergy in an article in their customer's magazine and [on their website](#). The article, based on an interview with EKOenergy user eQ and EKOenergy's Secretariat, highlights numerous compelling reasons to choose EKOenergy, including its NGO-driven commitment to promoting the energy transition, endorsement from various standards and organisations, and growing popularity among consumers. Thanks, Oomi for sharing this message!
- Becour, a global provider of renewable energy solutions and a long-time authorised EKOenergy seller, published [an interview with Steven Vanholme](#) from EKOenergy's Secretariat. The interview emphasises how people and companies choosing EKOenergy enable the global promotion of renewable energy. The interview highlights the additional eight cents per MWh paid by EKOenergy users, which is used to manage our label and fund our campaigns to promote renewable energy.
- GÜNDER, the Turkish branch of the International Solar Energy Society, published a bilingual Turkish-English interview with Merve Güngör from EKOenergy in their magazine [GÜNDERGI](#).



- The German multinational software company SAP, which has used EKOenergy-labelled electricity since 2016, published an [article about their choice of EKOenergy on their website](#). It lists the many reasons for choosing EKOenergy-labelled electricity: increased credibility, strict sustainability criteria, international recognition of quality and explicit mentions by the Greenhouse Gas Protocol, CDP, RE100, and LEED for green buildings. The article also showcases how EKOenergy consumers contribute to promoting renewable energy worldwide.
- The Clean Energy Buyers Institute (CEBI) "[Maximizing Community Co-benefits through Clean Energy Procurement](#)". This document provides a comprehensive overview of various mechanisms that can be used to support social co-benefits for local communities, especially those who have been historically marginalised. Additionally, the document provides examples of successful projects that promote environmental justice and climate equity. Although the document primarily focuses on the USA, it also discusses EKOenergy and the activities of EKOenergy's Climate Fund in the chapter "A global outlook" (page 18 of the publication).
- During Gesternova's "Month of EKOenergy" (see also page 12), their Commercial Director, Javier Del Fraile Tejedor, and one of their EKOenergy clients, Blueground Madrid's General Manager, joined our volunteer Velizara Koleva on the Spanish radio program Ecogestiona. [The program focused on the EKOenergy ecolabel and its tangible results](#) (in Spanish).
- Xes Helsinki and Haaga-Helia, a strongly-business orientated university of applied sciences in Finland, organised a seminar titled Change Resilience and Green Transformation for SMEs and invited EKOenergy to talk about climate change, renewables, and the concrete achievements of our label.
- Also thanks to many of you who shared about EKOenergy's activities and achievements on their own social media.

Deutsche Welle (DW), a German public, state-owned international broadcaster, produced a short video about one of the projects we previously funded in Cameroon: solar-powered sewing machines for 40 seamstresses.

We are delighted to get these kinds of external confirmations that our Climate Fund projects change people's lives for the better and make sense in many other ways too.

[Witness how solar power has positively impacted Clementine and other women in Cameroon.](#)



13. JOINING FORCES WITH OTHER ORGANISATIONS

At EKOenergy, collaborating with other like-minded organisations and campaigns is a pivotal aspect of our mission. While we focus on promoting renewable energy through direct contact with consumers and energy companies, we also lend our support to various climate initiatives and renewable energy campaigns. Here are some examples of the past year:

- We participated in the Nature March in Helsinki on the 18th of March. Let's protect nature as if our life depends on it because it does.
- We endorsed this year's Banking on Climate Chaos report alongside 600+ groups and organisations. This report scrutinises commercial and investment bank financing for the fossil fuel industry, shedding light on their significant role in lending and underwriting debt and equity issuances.
- Together with over 250 groups and organisations, we joined Oil Change International's call on governments to support efforts to end oil and gas export finance at OECD meetings taking place in Paris in November. Our common goal is to end USD 41 billion per year flowing from government-run export credit agencies to fossil fuels, and free it up for clean energy instead!



- Together with 29 other organisations and groups, including Climate Action Network (CAN) Europe and the European Environmental Bureau, we wrote a letter to European decision-makers, urging them to keep the Renewable Energy Directive for renewables only and asking them to reject all proposals that would take so-called "low-carbon" energy sources into account, as these would severely undermine the roll-out of renewables and seriously delay rapid decarbonisation.



- We co-signed a letter to 20 of Equinor's financiers, emphasising that funding the Rosebank oil field in the North Sea would violate these banks' commitment to limit warming to 1.5°C.
- EKOenergy was one of the supporters of the #3xRenewables campaign, urging world leaders to ambitiously triple renewable energy capacity to 11,000 GW by 2030.
- Together with over 60 other organisations, we wrote an open letter to the leaders of Japan and South Korea, calling on both governments to urgently and decisively redirect public financing from fossil fuels toward renewable energy.
- We supported the call on banks and investors to stop supporting Mozambique LNG, a carbon bomb operated by TotalEnergies.
- We continued our involvement in the weekly Fridays For Future demonstrations in front of the Finnish Parliament, to emphasise the urgency of recognising and addressing the climate crisis. We also formally endorsed the global call for action on the 15th, 16th, and 17th of September to demand a swift, just, and equitable end to fossil fuels, and we joined the demonstration in Helsinki on the 15th.
- And more!

**READ
CLEAN.
BETWEEN
SECURE.
THE LINES
JUST.**

THE WORLD NEEDS #3xRENEWABLES

#3xRenewables



14. GREETINGS FROM OUR SECRETARIAT

EKOenergy's Secretariat is embedded in the Environmental Policy Unit of the Finnish Association for Nature Conservation (Suomen luonnonsuojeluliitto ry).

In 2023, our dedicated team comprised full-time professionals Steven Vanholme (Programme Manager), Merve Güngör (Outreach Coordinator, until November), and Laura Blomberg (Climate Fund Coordinator). In September, we welcomed Johannes Pättiniemi as Marketing Coordinator and ongoing recruitment processes aim to expand our team by two more members.

All employees of EKOenergy's Secretariat are employees of the Finnish Association for Nature Conservation, and in our daily work, we interact and cooperate in many ways with other departments of the association.

As in previous years, we successfully involved volunteers and trainees from diverse countries to bolster our efforts.

As an active partner in the European Solidarity Corps Programme (ESC), we host long-term volunteers from the EU and neighbouring countries, offering them the chance to engage in meaningful climate action while acquiring skills relevant to their future careers.

In 2023 we hosted 14 ESC volunteers, collectively dedicating 92 months to working at the EKOenergy Secretariat:

Liana Symonenko (Ukraine), Margarita Churaeva (Portugal), Aisling Ffrench (Ireland), Luzie Götze (Germany), Federica Peruzzo (Italy), Tamara Soltys (Ukraine), Velizara Koleva Pencheva (Spain), Nathan Receveur (France), Yevheniia Kuznetsova (Ukraine), Kateryna Lukashenko (Ukraine), Ilaria Vannini (Italy), Karolina Malafiejew (Poland), Josepha Heineck (Germany), and Fay O'Sullivan (Ireland).

From August to September, trainee Jasmin Malmi (Finland) joined the team remotely as a thesis worker.



QUESTIONS? SUGGESTIONS? CONTACT US!

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